

**THE REPUBLIC OF TURKEY**

**BAHÇEŞEHİR UNIVERSITY**

**UNDERSTANDING CONSUMERS' IMPULSE  
BUYING BEHAVIOR**

**Master's Thesis**

**İREM GÜRE**

**İSTANBUL, 2012**



**THE REPUBLIC OF TURKEY  
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES  
MARKETING GRADUATE PROGRAM**

**UNDERSTANDING CONSUMERS' IMPULSE  
BUYING BEHAVIOR**

**Master's Thesis**

**IREM GÜRE**

**Thesis Supervisor: PROF. DR. SELIME SEZGIN**

**İSTANBUL, 2012**

**THE REPUBLIC OF TURKEY  
BAHÇEŞEHİR UNIVERSITY**

**GRADUATE SCHOOL OF SOCIAL SCIENCES  
MARKETING GRADUATE PROGRAM**

Name of the thesis: Understanding Consumers' Impulse Buying Behavior  
Name/Last Name of the Student: İrem Güre  
Date of the Defense of Thesis: 22.06.2012

The thesis has been approved by the Graduate School of Social Sciences.

Assist. Prof. Burak KÜNTAY  
Graduate School Director  
Signature

I certify that this thesis meets all the requirements as a thesis for the degree of Master of Arts.

Dr. Selçuk TUZCUOĞLU  
Program Coordinator  
Signature

This is to certify that we have read this thesis and we find it fully adequate in scope, quality and content, as a thesis for the degree of Master of Arts.

Examining Committee Members

Signature

Thesis Supervisor  
Prof. Selime SEZGİN  
Member

Assoc. Prof. Ayşe Banu ELMADAĞ BAŞ  
Member

Assist. Prof. Gülberk GÜLTEKİN SALMAN

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ACKNOWLEDGEMENT

The completion of this thesis has been a road of learning, patience and dedication; and I am deeply grateful to many individuals who provided support, encouragement and love.

First, I want to express my deepest gratitude to my thesis advisor Prof. Selime Sezgin for her remarkable patience and invaluable support. I feel extremely fortunate to have her as my advisor and honored to consider her as my role model.

I also want to thank Assoc. Prof. Ayşe Banu Elmadağ Baş, Assoc. Prof. Elif Karaosmanoğlu and Assist. Prof. Gülberk Gültekin Salman for supporting me and answering all my questions with patience.

My special thanks go to Emirhan Yaltı for his patience, and for sharing my dreams. He has never let me give up and encouraged me to continue with my further studies with endless love and enthusiasm.

I am indebted to Elif Börekçi, who has been a dearest friend, a life saver, supported me for all my decisions and never let me give up in the writing process of this thesis.

My dear colleague Süheyl Ünver deserves a special mention for his motivation and endless friendship and support.

Many special thanks go to all those others who directly and indirectly helped me by distributing and completing the survey.

Above all, I would like to thank my mother and father for always being there for me. They raised me as an independent and strong person and showed great love, patience and support at all times.

This thesis would have never been possible without all of you,  
Thank you all so much.

İrem Güre

## ABSTRACT

### UNDERSTANDING CONSUMERS' IMPULSE BUYING BEHAVIOR

İrem Güre

Marketing Graduate Program

Thesis Supervisor: Prof. Selime SEZGİN

June 2012, 63 pages

Impulse buying is mostly seen as unplanned and decided on the spot purchases which results from a stimulus. Throughout the years, many researchers have tried to explain the importance and the antecedents of impulse buying behavior.

The objective of this thesis is to understand the impulse buying behavior of consumers in Turkey and examine the factors that affect impulse buying behavior. In this study, relationships between impulse buying behavior and impulse buying intention, new product knowledge and some personal characteristics have been analyzed in detail. In order to determine the relationship between factors, a questionnaire has been designed and spread online.

As a result of the study, main findings are summarized. It is seen that impulse buying intention and new product knowledge are the two factors that are the most important ones among others for the impulse buying behavior. The results showed that there is a relationship between word-of-mouth and new product knowledge and also impulse buying intention and excitement.

**Keywords:** Impulse Buying Behavior, Consumer Behavior, Consumer Decision Making Process, Impulse Buying Intention, New Product Knowledge

## ÖZET

### TÜKETİCİLERİN DÜRTÜSEL SATIN ALMA ALIŞKANLIKLARINI ANLAMA

İrem Güre

Pazarlama Yüksek Lisans Programı

Tez Danışmanı: Prof. Dr. Selime SEZGİN

Haziran 2012, 63 sayfa

Dürtüsel satın alma çoğunlukla plansız olarak ve belli bir uyarıcıya bağlı olarak satın alma noktasında karar verme sonucunda görülür. Yıllar boyunca birçok araştırmacı, dürtüsel satın almanın önemini ve bu davranışın öncüllerini açıklamaya çalışmıştır.

Bu tezin amacı, Türkiye'deki tüketicilerin dürtüsel satın alma davranışlarını ve bu davranışları etkileyen faktörlerin incelenmesidir. Bu çalışmada dürtüsel satın alma davranışı ve niyeti, yeni ürün bilgisi ve bazı kişisel özellikler arasındaki ilişkiler ayrıntılı olarak analiz edilmiştir. Faktörleri arasındaki ilişkileri belirlemek amacıyla bir anket hazırlanmış ve çevrimiçi olarak yayılmıştır.

Çalışmanın sonucunda elde edilen bulgular özetlenmiştir. Bu sonuçlara göre dürtüsel satın alma niyeti ve yeni ürün bilgisi, dürtüsel satın alma davranışı için en önemli iki faktördür. Ayrıca sonuçlar ağızdan ağıza iletişimin ve yeni ürün bilgisinin, dürtüsel satın alma niyetiyle heyecan arasında da bir ilişki olduğunu göstermektedir.

**Anahtar Kelimeler:** Dürtüsel Satın Alma Davranışı, Tüketici Davranışı, Tüketici Karar Alma Süreci, Dürtüsel Satın Alma Niyeti, Yeni Ürün Bilgisi

## TABLE OF CONTENTS

<b>TABLES .....</b>	<b>viii</b>
<b>FIGURES .....</b>	<b>x</b>
<b>ABBREVIATIONS.....</b>	<b>x</b>
<b>1. INTRODUCTION .....</b>	<b>1</b>
<b>2. LITERATURE REVIEW .....</b>	<b>3</b>
<b>2.1 CONSUMER DECISION MAKING .....</b>	<b>3</b>
<b>2.2 IMPULSE BUYING .....</b>	<b>6</b>
<b>2.2.1 Defining Impulse Buying.....</b>	<b>6</b>
<b>2.2.2 Types of Impulse Buying.....</b>	<b>7</b>
<b>2.2.3 Factors That Influence Impulse Buying Behavior.....</b>	<b>8</b>
<b>2.2.3.1 Consumer related factors.....</b>	<b>9</b>
<b>2.2.3.2 Situational characteristics.....</b>	<b>11</b>
<b>2.2.3.3 Product characteristics.....</b>	<b>11</b>
<b>2.2.3.4 Store related factors.....</b>	<b>12</b>
<b>2.3 INNOVATION AND KNOWLEDGE.....</b>	<b>13</b>
<b>2.3.1 Defining Innovation and Types of Innovation.....</b>	<b>13</b>
<b>2.3.2 Diffusion of Innovation and the Adoption Process.....</b>	<b>14</b>
<b>2.3.3 Consumer Knowledge.....</b>	<b>17</b>
<b>2.3.3.1 New product knowledge.....</b>	<b>18</b>
<b>2.3.4 Effect of WOM and Social Influence.....</b>	<b>19</b>
<b>3. RESEARCH DESIGN AND METHODOLOGY.....</b>	<b>22</b>
<b>3.1 AIM AND SCOPE OF THE STUDY .....</b>	<b>22</b>
<b>3.2 SURVEY SAMPLING AND SURVEY DESIGN .....</b>	<b>22</b>
<b>3.3 MODEL AND THE THEORETICAL BACKGROUND.....</b>	<b>22</b>
<b>3.3.1 Impulse Buying Behavior.....</b>	<b>23</b>
<b>3.3.2 Impulse Buying Intention.....</b>	<b>24</b>
<b>3.3.3 Consumer Characteristics - Excitement.....</b>	<b>25</b>
<b>3.3.4 Consumer Characteristics - Esteem.....</b>	<b>26</b>



3.3.5 New Product Knowledge.....	26
3.3.6 Opinion Leadership and Social Norms.....	27
4. RESEARCH RESULTS AND ANALYSIS.....	29
4.1 SAMPLE CHARACTERISTICS.....	29
4.2 RESULTS.....	34
5. CONCLUSION, LIMITATIONS & FUTURE RESEARCH.....	45
5.1 CONCLUSION.....	45
5.2 LIMITATIONS AND RECOMMENDATION FOR FUTURE RESEARCH.....	46
5.3 MANAGERIAL IMPLICATIONS.....	47
REFERENCES.....	49
APPENDICES.....	55
Appendix 1: The questionnaire.....	56
Appendix 2: Empirical support for the items in the questionnaire.....	62

## TABLES

Table 2.1: Knowledge types and definitions.....	18
Table 3.1: Impulse buying behavior questions.....	24
Table 3.2: Impulse buying intention questions.....	25
Table 3.3: Excitement questions.....	25
Table 3.4: Esteem questions.....	26
Table 3.5: New product knowledge questions.....	27
Table 3.6: Opinion leadership and WOM questions.....	28
Table 3.7: Compliance to social norms questions.....	28
Table 4.1: List of eliminated questions.....	35
Table 4.2: Factor loadings of the items.....	36
Table 4.3: Revised model after factor analysis.....	37
Table 4.4: Correlation results.....	38
Table 4.5: Regression analysis results of impulse buying behavior with all factors.....	39
Table 4.6: Regression analysis results of impulse buying behavior, impulse buying intention and new product knowledge.....	39
Table 4.7: Regression analysis of impulse buying intention.....	40
Table 4.8: Regression analysis results of impulse buying intention and excitement....	40
Table 4.9: Regression analysis results of new product knowledge, word-of-mouth and social influence.....	41
Table 4.10: Regression analysis results of new product knowledge and word-of-mouth.....	41
Table 4.11: Results of product types that are purchased on impulse.....	42
Table 4.12: Summary of revised model's hypothesis testing.....	43

## FIGURES

Figure 2.1: Engel and Blackwell's Five-stage model of the consumer buying process.....	4
Figure 2.2: Stages in the Adoption Process.....	15
Figure 2.3: The diffusion of innovations and adopter categories.....	16
Figure 3.1: Original conceptual model.....	23
Figure 4.1: Gender distribution of respondents.....	29
Figure 4.2: Age distribution of respondents.....	30
Figure 4.3: Age distribution based on gender.....	30
Figure 4.4: Monthly income distribution of respondents.....	31
Figure 4.5: Monthly income distribution based on gender.....	31
Figure 4.6: Level of education.....	32
Figure 4.7: Education level based on gender.....	32
Figure 4.8: Impulse buying frequency of the respondents.....	33
Figure 4.9: Average spending on convenience products.....	33
Figure 4.10: Revised model after analysis.....	44

## ABBREVIATIONS

AMA	:	American Marketing Association
CONF	:	Confidence
EXC	:	Excitement
IBB	:	Impulse Buying Behavior
IBI	:	Impulse Buying Intention
NPK	:	New Product Knowledge
OECD	:	Organization for Economic Co-operation and Development
RESP	:	Respect
SOC_I	:	Social Influence
WOM	:	Word-of-Mouth

## 1. INTRODUCTION

Throughout the marketing history, there have been several attempts to understand the different behaviors of consumers. Consumer behavior is one of the main subjects of marketing and according to AMA it is “the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives”. The important points of this definition are the dynamic, interactive nature and the involvement of exchange relations in consumer behavior. It also deals with the emotions, feelings and thoughts of consumers with their experiences and related actions in accordance to the environmental factors such as product information from formal or informal sources that affect all these variables.

The researchers, who try to understand and explain consumer behavior, are interested in the preferences and decision process of consumers. The reason behind this interest is the choices of consumers are the most significant indicator of the purchasing decisions. In addition, how these decisions are made and how rapidly they develop are some of the areas of interest. In this research, a specific type of purchase which is impulse buying is examined.

Impulse buying is omnipresent and unique aspect of consumer behavior. So, what do the researchers mean when they mention impulse buying? Several definitions have been made by scholars (e.g., Stern 1962, Kollat& Willet 1967, Cobb& Hoyer 1986 and Rook 1987) but a comprehensive definition of impulse buying is proposed by Piron (1991 p.512) as follows: *“Impulse 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 and/or cognitive reactions”*. The definition itself indicates the important characteristics of impulse purchases and clarifies the nature of impulse buying behavior as being unplanned, involving emotional part and immediate action.

According to a collective study made by The Integer Group and M/A/R/C Research (2010), more than half of the unplanned purchases (defined as off-list shopping) indicate that there are additional items purchases with regard to the shopping lists.

Dholakia (2000) also mentioned that impulse buying behavior has attracted retailers and they started to change their strategies accordingly such as giving importance to store layouts, differentiating product packaging, and increasing in store promotions in order to trigger the impulse purchases.

The aim of this research is to understand the factors that affect impulse buying behaviors of the consumers mostly when they consider buying new products. In addition, the effects of several concepts on the impulse buying are explored such as impulse buying intention, new product knowledge and word-of-mouth.

In the second chapter, literature review of the related topics is presented. The chapter begins with the decision making process and impulse buying and then, it explains some notions such as adoption process, opinion leaders, word-of-mouth, and social influence.

Then, a questionnaire has been designed and delivered to the respondents through online communication tools to get data for the analysis part. Fourth chapter is about the analysis of the data collected. In detail, the analysis results such as regressions are explained. In the last chapter, limitations about the study and future research recommendations for marketers and future researchers are given to conclude the research.

## **2. LITERATURE REVIEW**

### **2.1 CONSUMER DECISION MAKING**

Consumer behavior studies deal with the processes of the acquisition, use and disposal of the products and services that the consumers face in their daily lives; and it examines the effects of psychological and social factors on to behavior (Bagozzi et. al 2002). When the behavior is analyzed by the marketers, they mostly focus on the purchase of a brand but in general marketers mainly try to get the answers for who, what, when, where, how and why questions in order to understand consumer behavior in detail and explain them (Bagozzi et. al. 2002, Kotler&Keller 2012). Along with these answers, behavior is also related to some personal characteristics as well as the decision process of individuals.

Consumers' decision making process is one of the major areas of consumer behavior that is researched in detail and theorized by marketing scholars (e.g., Engel&Blackwell 1982). The process is generally composed of five stages that are passed through by consumers. These steps 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: Engel and Blackwell's Five-stage model of the consumer buying process**



*Source:* Peter, J.P. and Olson, J.C., (2008) Consumer Behavior and Marketing Strategy 8th edition, McGraw Hill Education, Asia, p.165

Problem recognition is the initial point of the process. It is the place where the buyer faces a problem or a need which requires to be fulfilled. This step is caused by internal or external stimulus or both (Kotler&Keller 2012). According to Schiffman and Kanuk (2010 p.485), consumers encounter two types of needs in the problem recognition step. First one is the actual state type in which consumers recognize that their products' performance is low. On the other hand, desired state type refers to the consumers who are inclined to try a new product which will prompt the decision making process.

According to the model, the second step is searching for alternative solutions for the recognized need. When a consumer thinks that the need can be fulfilled by a product, the information search process begins. 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). Consumers mostly get information about a product from commercial sources such as advertisements, websites, packaging etc... However, it is stated that 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, consumers list their alternatives and begin to evaluate them. In order to simplify the decision making process, consumers tend to use a sample of possibilities. 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 p.488).

The last stages of decision making model are purchase and post-purchase activities which are related with the consumers' satisfaction with the purchase. According to Schiffman and Kanuk (2010 p.497), there are three types of purchases that the consumers make and these are trial purchase, repeat purchase and long-term commitment purchase. Purchasing a new product is an example of trial purchase because consumers tend to buy less in quantity compared to familiar products. If they are satisfied with the trial purchase, they are most likely to repeat their purchases and even make long-term commitments to the product or the brand.

After the purchase of a product, consumers begin to use and assess the performance of it to see whether the product fulfill their expectations. The results can be neutral if there is a match between expectation and performance; satisfactory when the performance is better than the expectations, or the opposite (Schiffman&Kanuk 2010 p.498).

Five-stage model is a representation of the process in theory; individual experiences may be different from the proposed model. The model of consumer decision-making process assumes that the decision process consists of steps which the buyer passes through in purchasing a product or service. However, this might not be always the case. 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).

There are several ways of explaining consumer decision making in different situations or under different circumstances. One of the ways is the impulse purchases and impulse buying behavior which has been tried to be explained by several marketing scholars throughout the time (e.g., Stern 1962, Kollat&Willet 1967, Cobb&Hoyer 1986, Rook 1987, Piron 1991). According to the explanations had been made by scholars, impulse buying behavior involves an emotional part and by nature it is unplanned. The decision making process shows minor differences in impulse buying situations. Most of the cases, impulsive behavior takes place after the first step which is the problem recognition and further steps could be skipped or taken at the same time in a short period of time. This means that searching for alternatives and evaluation steps are being passed together.

## **2.2 IMPULSE BUYING**

### **2.2.1 Defining Impulse Buying**

Considerable amount of studies have been made to have a better understanding of the impulse buying behavior which is seen to be a branch of consumer behavior (Kollat&Willet 1967, Cobb&Hoyer 1986). To define impulse buying, 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, p.483). 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).

The place of decision making related to the item is quite significant for this kind of purchasing. 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). When the consumers are asked to make a comparison

between their purchase plans or intentions before shopping and the outcomes of their purchases; mostly the difference between them reveals the impulse purchases (Kollat and Willet 1967). Later, the definition is developed with the concept of consumers' instantaneous urge to buy and redefined as "impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict" (Rook 1987). 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. A further research reviewed the existing definitions and after criticizing the lack of ability to explain the term, it has been cited that for an impulse buying to happen the purchase act should be effected by a stimulus, the decision should be made at the location and the time of the purchase should be unplanned (Piron 1991). Throughout the years, several studies and researches have been conducted and they came up with different definitions for impulse buying. Some of them maintained the same factors but some expanded and improved the meaning of the term. Rook (1987) and Piron's (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 and Ferrell 1998).

### **2.2.2 Types of Impulse Buying**

In some of the studies the term impulse buying is described similarly as unplanned buying (Clover 1950, West 1951), however it is not enough to explain what the definition of impulse buying really is (Stern 1962). In order to have a better explanation for impulse buying, Stern (1962) has mentioned four different types of impulse purchasing which are namely as pure, reminder, suggestion, and planned impulse buying. *Pure impulse buying* is the basic type of impulse purchasing that can be easily understood by the deviation from the normal shopping pattern. It is specifically identified as "the novelty or escape purchase" (Stern 1962 p. 59). *Reminder impulse buying* happens when there is past experience or familiarity with the product. The shopper may be reminded of the need to buy a product when he or she sees it in the

store by remembering either an advertisement or low stock at home (Stern 1962). *Suggestion impulse buying* happens at the purchasing point without any previous knowledge about the product. 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). Lastly, *Planned impulse buying* is the type of impulse purchasing that occurs at the store according to the different variables at the store such as discounts and special offers with the purchasing intention in the mind before coming to the store (Stern 1962). 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). The classification of Stern (1962) has been a significant source for the latter researchers and studies (Beatty & Ferrell 1998, Dittmar et al. 1996, Rook 1987).

### **2.2.3 Factors That Influence Impulse 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. Some of these factors are listed as low price, marginal need for item, self-service, prominent store display, small size or light weight and lastly ease of storage. In this research, these factors and others as well will be explained under 4 major groups namely as consumer related factors, situational characteristics, product characteristics and store related factors.

### 2.2.3.1 Consumer related factors

The relationship between gender and impulse buying behavior is indicated in previous research findings. Although Kollat and Willet (1967) proposed that there is not any significant behavioral difference between males and females, further literature about this topic shows clear signs about the different impulse buying behavior of women and men. According to some researchers, it is clear that females are more inclined to buy on impulse than males and their product choices are also different (Dittmar et al. 1995, Verplanken and Herabadi 2001). Besides, another demographic element, age is a factor that affects the amount of impulse buying and it is mostly related with some age groups such as those less than 35 years of age (Bellenger et al. 1978).

Another factor that affects impulse buying is the impulse buying tendency (IBT). Previous studies suggested the fact that impulse buying tendency which indicates the tendency of consumers to buy on impulse (Rook 1987) has its roots in personality and the degree of it changes across individuals (Rook and Fisher 1995, Beatty and Ferrell 1998, Dholakia 2000, Youn and Faber 2000, Verplanken and Herabadi 2001). Rook and Fisher (1995) identified buying impulsiveness as a consumer trait and “*tendency to buy spontaneously, unreflectively, immediately, and kinetically*”; afterwards they created a buying impulsiveness scale to measure among different individuals. Later, this variable has been distinguished as “*the tendencies to experience spontaneous and sudden urges to make on-the-spot purchases and to act on these felt urges with little deliberation or evaluation*” (Beatty and Ferrell 1998). Lack of control, stress reaction and absorption are the personality traits that are found to be related with impulse buying tendency (Youn and Faber 2000) and these traits are also associated with impulse purchases of consumers which are derived from their reactions to positive /negative moods.

In the definition of impulse buying, it is indicated that impulse buying is strongly associated with *sudden urge to buy* and *unplanned purchasing*. In addition, there is a link between emotions that are experienced by individuals and impulse purchases as a response to those emotions (Beatty and Ferrell 1998, Rook 1987, Rook and Gardner 1993, Verplanken and Herabadi 2001). In literature, the most prominent and identifying emotional dimension is “*sudden and imperative desire to purchase*” in impulse buying

(Rook and Hoch 1985). Another person-related variable is positive or negative moods which influence impulse purchasing and cited as the moods of individuals that have a considerable effect on impulse buying (Rook 1987). For example, influence of a negative mood can be exemplified with the suggestion by Verplanken and Herabadi (2001) as considerable part of impulse buying is resulted from coping with depressive mood. It is also suggested by Rook and Hoch (1985) in a different way by citing "*feeling of helplessness*" as a characteristic and told that consumers tend to buy on impulse to "*fight the blues*"(Piron 1993) in other words to reduce the stress or lessen the negative effect of anxiety (Youn and Faber 2000) . On the other hand, positive moods are also associated with impulse buying such as joy, delight and enthusiasm (Beatty and Ferrell 1998).

Research findings showed the signs of excitement and pleasure are the two emotions which are encountered with impulse buying (Rook 1987, Verplanken and Herabadi 2001). Impulse buying action itself has been depicted as "*exciting, thrilling or wild*" and associated with high levels of excitement (Rook 1987). One of the causes of impulse buying is the desire for fun, excitement and novelty that is experienced by consumers (Piron 1991, Hausmann 2000) and these feelings are associated with hedonic motives of the consumers (Cobb and Hoyer 1986, Rook 1987, Hausmann 2000). Consumers' shopping behaviors are shaped by their needs and in impulse buying hedonic desires are the ones that are satisfied.

In addition, self-esteem appears to play a considerable role in impulse buying and it helps to consumers who want to see themselves differently than they normally are (Elliot 1994). In some situations, low level of self-esteem causes the arousal of negative moods and to cope with them consumers engage in impulse buying (Verplanken et al 2005). In the literature, this component of impulse buying is somewhat contradictory. So that, individuals have the need to satisfy their self-esteem and this need triggers consumers' impulse buying intention but on the contrary it might prevent impulse buying (Harmancioglu et al 2009).

### **2.2.3.2 Situational characteristics**

Situational factors are the combination of both environmental and personal elements which play important role in specific consumption experiences (Dholakia 2000). Bellenger et al. (1978) suggested that in-store promotion is one of the major factors that leads to impulse purchasing because they found out most of the items purchased on impulse are the outcomes of effective in-store promotions which are held frequently. Later, in 1998, Beatty and Ferrell suggested two other major situational variables which are “time available” and “money available”. Availability of time is positively associated with impulse purchasing because time pressure negatively affects the browsing process and customer experience. Moreover, availability of money contributes to impulse buying positively because the more money consumers have the more probability to shop and buy on impulse (Beatty and Ferrell 1998). For example, it is cited that when the consumer gets his salary he will be eager to buy or willing to shop (Dholakia 2000).

### **2.2.3.3 Product characteristics**

Impulse purchasing decisions varies by product categories, frequency of purchase, attraction and price. There are several product categories or merchandise lines that are more likely to be bought on impulse. According to Bellenger et al. (1978) in some categories impulse purchasing is prevalent such as costume jewelry, bakery products, meals and snacks, women’s footwear. In addition to the product categories, research showed that frequency of purchase is also affecting impulse buying. Although there are some items purchased by consumers frequently, significant amount of products purchased infrequently as well. For example, products that are purchased on impulse mostly have low purchasing frequencies such as personal care and hygiene items and pharmaceuticals (Kollat and Willet 1967). Sometimes, the products could gain a mysterious attraction and animated characteristics so that people are pulled to the products as if they are hypnotized and purchase on impulse without any previous intention (Rook 1987). There is also evidence about the direct control of price on impulse buying specifically for convenience goods because price of the item might change the purchasing amount or even add the item to the shopping cart (Stern 1962). Additionally, impulse buying increases when there are discounts and special offerings for a particular product.

#### **2.2.3.4 Store related factors**

Impulse buying behavior is promoted by some store characteristics. By differentiating and manipulating store atmospherics it is possible to support impulse buying. The way that products are exhibited in the stores and on the shelves in particular, physical appearance of the products and different variables associated with the displayed products such as colors used, presence of music, smell, lighting and informational signs are the major issues related with store atmospherics (Bellenger et al. 1978, Verplanken and Herabadi 2001, Peck and Childers 2006). In addition to the listed variables, Hausmann (2000) adds increased stocks and information to these stimulating techniques. This kind of environmental stimuli increases the awareness of people and leads to impulse buying. Another research (Peck and Childers 2006) has shown that touching and impulse purchasing are directly linked to each other. They suggested that several store characteristics such as use of product displays and design or the physical arrangement of the store increase the likelihood of touching and at the same time increase impulse buying. Presence of a sales person at the purchasing point is also influencing the way that consumers act. If consumers are able to shop by themselves in a self-service orientation, the likelihood of impulse buying is higher because in this situation consumers have the chance to look around shelves (Stern 1962).

As a matter of fact, all of these factors are connected to each other in some way. The presence of only one factor or combinations of more than one factor can lead to impulse buying. For example, gender differences are very significant in impulse buying but it also varies in product categories as well. A study has showed that women are more likely to buy objects like clothes, jewelry and cosmetics whereas men tend to buy electronic and sports equipment (Dittmar et al 1995).



## **2.3 INNOVATION AND KNOWLEDGE**

### **2.3.1 Defining Innovation and Types of Innovation**

Consumer behavior studies pay a lot of importance to new product decisions and acceptances by consumers. In order to examine these areas, diffusion of innovations and adoption process researches are used. These are mainly interested in how new product information spread and how consumers decide upon the new product (Schiffman&Kanuk 2010). To explain these in more detail, the definition of innovation is needed.

Several attempts have been made to define innovation by marketing scholars since 1930's. According to Schumpeter (1934), innovation is a process in which economic systems evolve and entrepreneurs introduce new products and processes. He made a clear distinction between innovation and invention. After Schumpeter's attempt, in 1962 in his first edition of the Diffusion of Innovations book, Rogers defined innovation as "an idea, practice or object perceived as new by the individual" and broadened the meaning of innovation (Rogers 2003 p12). Later, it is defined as "the development and implementation of new ideas by people who over time engage in transactions with others within an institutional context" (Van de Ven 1986 p.591). According to this definition, an innovation could be about any type of new idea such as product, process, administrative and technical; there is not any limitation about it. Moreover, it is suggested that in the process of an innovation there are four important factors: ideas, people, time and transactions. In addition to these definitions, a few years later, it is stated as "the successful creation, development and introduction of new products, processes or services" by Udwadia (1990 p.66) with this definition the scope and the major types of innovation become much more clear. Among the different types of innovations, the most known types of innovation are the process and product innovations. These two types of innovation contribute to the development of businesses. Process innovation focuses on providing new ways for the production or manufacturing of better products faster and less expensive than the current way. It is also used to solve the conflicts of quality, cost and timing in the manufacturing industries (Cumming

1998). It is also considered as a way of improving productivity and performance and important for maintaining standards of quality and cost saving (Johne 1999).

On the other hand, product innovation is the most commonly accepted form of innovation and defined by OECD as “the introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses” (<http://stats.oecd.org/glossary/detail.asp?ID=6868>, retrieved on May 11, 2011). Product innovations basically include the introduction, improvement or a change in a product or service. Major difference between product innovation and process innovation is that the product innovation may act as a revenue source for the business (Johne 1999).

Product innovations are also classified into three groups according to their effects on the established patterns. These are continuous innovations, dynamically continuous innovations and discontinuous innovations. Continuous innovation happens when there is less influence on the established patterns such as product improvements or changes. Dynamically continuous innovations may include the generation of a new product or adaptation of current products. The last one is discontinuous innovation in which new product and behavior patterns are formed (Robertson 1967 p.15-16).

### **2.3.2 Diffusion of Innovation and the Adoption Process**

When innovation is studied under consumer behavior, after describing it in a basic sense, it is important to identify the spread of innovations or the way of diffusion. Basically, the theory of diffusion of innovations deals with the spread of ideas and practices between individuals and in the groups of people. Valente and Davis (1999 p.56) mention that exchange of information, thoughts and beliefs between individuals trigger the spread of new ideas and this serves as a basis for diffusion of innovation.

In adoption of a new product, it is assumed that the product that is being adopted covers the need of the consumer or finds a solution to a problem encountered (Lai 1991). So, it is a type of decision making that happens through several steps.

Adoption process is defined by Kotler&Armstrong (2008 p.150) as “the mental process through which an individual passes from first hearing about an innovation to final adoption”. Here, the term adoption implies that an individual’s decision to become a user of the product. According to the new product adoption process, there are five stages that the consumers go through which are respectively awareness, interest, evaluation, trial and adoption (Kotler&Armstrong 2008).

**Figure 2.2: Stages in the Adoption Process**

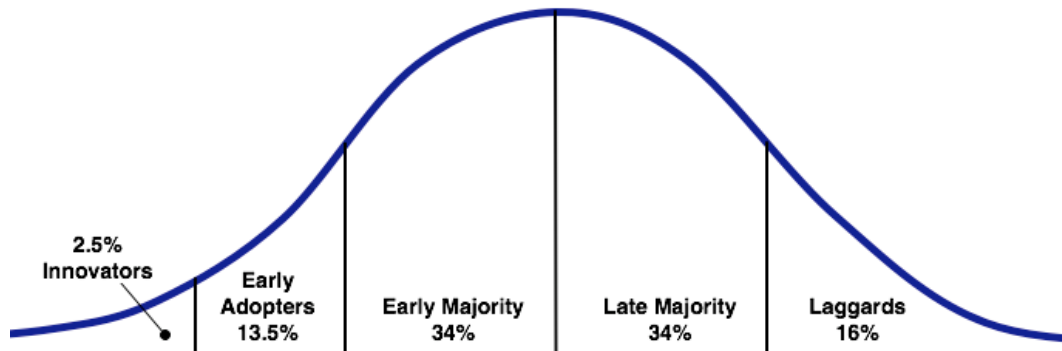


*Source:* Kotler, P. and Armstrong, G. (2008), Principles of Marketing, 12<sup>th</sup> edition, New Jersey: Prentice Hall

The adoption process begins with awareness in which consumers find out about the product innovation from their environment. After being exposed to the product, if consumers show interest to the product; it is assumed that they look for extra information for a better understanding of it. Later, consumers begin to evaluate the product to see if the product is able to fulfill their needs and make a decision. In order to see the consequences of their decisions, consumers use the product as a trial. In the last stage of the process, if the consumers are satisfied with the product, they decide to use the product regularly but if they are not they most likely to reject it (Schiffman&Kanuk 2010 p.464).

As well as providing a definition for innovation, Rogers (2003) had also developed a categorization for adopters to have a better understanding of adopters in the diffusion process and these categories are innovators, early adopters, early majority, late majority and laggards.

**Figure 2.3: The diffusion of innovations and adopter categories**



*Source:* Rogers, E. M. (2003) *The Diffusion of Innovations* 5<sup>th</sup> edition, The Free Press, New York, p.281

According to the diffusion theory, time needed for the adoption of new products differs among the members of a social community (Mahajan et. al 1984). Because each consumer is different from the others, they also differ in their intentions and perceptions about the trial of new products. Figure 2.3 shows the five categories of adopters and their percentages of adoption based on time. First group is innovators who are in the first 2.5 percent range. They mostly take risk, enjoy technology and are willing to pay more to try. The next 13.5 percent represents the early adopters who come second in the order of adoption. Most of the time, they tend to be opinion leaders by sharing information with their social environment. Next two groups describe the majority of the consumers and the percentage of adoption is divided equally. Members of early majority group decide to buy the product when the associated risks start to decrease after a few others buy and use the product. Alongside, in late majority category, the adoption of an innovation happens after a very long time when the majority of people adopt. Last group is the laggards who are the last ones to adopt an innovation and traditionally bounded (Kotler & Armstrong 2008 p.152 and Schiffman & Kanuk 2010 pp.459-460).

In the adoption process of a new and innovative product, knowledge of the consumer is an important factor. Moreover, when consumers are making a decision about adoption; they usually refer to their prior knowledge if they have any and/or the new information that is obtained from the environment (Wilton&Pessemier 1981, Lai 1991). To carefully predict the process of adoption of new products, individual's current state of knowledge about the product should be measured and after it should be taken into consideration with the probability of adoption and purchasing choices of individuals. Furthermore, according to Schiffman and Kanuk (2010 p.465) the stages of the adoption process is affected by different types of information. They suggest that in both trial and adoption stages, personal and interpersonal sources are the most effective ones but also with the developments in the technology consumers can reach credible and effective information from internet as well.

### **2.3.3 Consumer Knowledge**

Knowledge has been studied and taken into consideration as an individual factor that can affect the decision making process by marketing scholars (e.g. Engel and Blackwell. 1982, Schiffman and Kanuk 2010). In addition, there are several types of knowledge that have diverse effect on information processing and decision making of the consumers (Bettman&Park 1980). In order to understand the decision making models and processes, a clear understanding of knowledge is needed. To begin with, knowledge is defined as the consumers' meanings or beliefs about products on memory that is acquired by the subjective understanding of the information (Peter&Olson 2008).

Flynn and Goldsmith (1999) expressed and identified the three types of consumer knowledge which are *subjective knowledge*, *objective knowledge* and *experience*. Their definitions are given in the Table 2.1.

**Table 2.1: Knowledge types and definitions**

<b>Term</b>	<b>Definition</b>
Subjective Knowledge	Information about a firm or product that is assumed to be known by consumers
Objective Knowledge	Actual knowledge that consumers have about a firm or product
Experience	Knowledge that is gained by prior interaction

*Source:* Flynn and Goldsmith (1999), A Short, Reliable Measure of Subjective Knowledge, Journal of Business Research, vol.46, pp.57-66

As it can be observed through the definitions, knowledge and experience are the two factors that alter the choices of consumers and they are crucial for deciding which type of information could be used under different circumstances and choices for various kinds of consumers (Bettman&Park 1980). In other words, availability of product information and prior experience with the products shape the choices of consumers. Moreover, the decision process is also affected by the individual constructs such as ability, expertise and different levels of knowledge held by consumers (Bettman et. al. 1991).

### **2.3.3.1 New product knowledge**

A new product is defined as “a good, service, or idea that is perceived by some potential customers as new” (Kotler&Armstrong 2008, p.150). Consumer behavior studies are interested in how consumers heard about the new products and decide to buy them. Actually, it is mostly related with the adoption process that is explained in the previous part. Knowledge about the new products may act as a mediating factor for the consumers’ adoption process. The effect on behavior could be positive by increasing the willingness of adoption or negative by diminishing the intention with exposure to too much knowledge (Lai 1991).

Consumers are different in their interests to new products, trial rates and their adoption periods differ from each other because of the knowledge that is held. Besides, they have different levels of product knowledge that they can use in the purchasing decision of a

new product. These levels of product knowledge are structured by the different information and meanings (Peter&Olson 2008). The study of Flynn and Goldsmith (1999) indicates that in order to evaluate and make a decision about a new product, subjective knowledge could be used by consumers because it is much more related with the motivation of the purchasing behavior. Consumers may get information about a new product from their social environment or through the observation of others that use the product (Bettman et. al 1991). As it is stated by Kotler and Keller (2012), most of the time the information is gathered through commercial sources but the most effective ones are prior experiences, public sources and, friends and families or so called personal sources.

#### **2.3.4 Effect of WOM and Social Influence**

Consumers are open to be influenced by their both social and physical environment when they are making decisions about buying something new. Moreover, they can influence each other directly or indirectly via experiences, giving advices and sharing information by word-of-mouth communications. These processes are helpful for the diffusion of innovations and purchasing decisions of consumers (Flynn et. al. 1996).

Among all individuals, some people have above average influence on the attitudes, behaviors and decisions of others. According to Flynn et. al. (1996 p.138), these individuals are called opinion leaders and they influence others personally about their specific interests by communicating with them. Opinion leaders can be seen in all kinds of social groups and in every level of social classes (Robertson 1967).

According to the nature of the diffusion of innovations, it can be said that consumers are only the passive recipients of information. Most of the time it is true but, sometimes consumers may also look for specific information from the opinion leaders as well (Mullen&Johnson 1990). This is a phenomenon of product information search because consumers try to find the useful and convenient option to fulfill their needs. So, seeking advice from opinion leaders about specific product purchase decisions is the major idea of opinion seeking (Flynn et. al 1996).

Scholars have noted that interpersonal relations and persuasion have an effect on behaviors of consumers (Valente&Davis 1999). Moreover, when a new product is introduced to the market as a first step it is adopted by someone and then early adopter begins to influence other people interactively by using interpersonal communication methods like word-of-mouth (Mahajan et. al 1984).

A general definition of WOM is given as the “oral transmission of information between consumers” (Mullen&Johnson 1990, p.131). WOM takes place when an individual shares information about a product or firm with others. Researches support that it is a powerful option among the other sources of information for consumers and assumed to have an effect on people’s knowledge, feelings and behaviors (Buttle 1998). Studies showed that this particular type of social influence can be influential. According to a study by Arndt (1967), positive and negative WOM have different impact on the purchasing behavior; specifically positive WOM leads to the purchase of a new product (Mullen&Johnson 1990, p.133).

Bagozzi et al. (2002) stated that many consumer researchers who also studied sociology and anthropology assume that culture and social relationships are the major components of consumption. In other words, the culture that the consumers experience and their social environment are related with their consumption activities and decision making behavior. Some of the studies suggest that generally, consumers are influenced mostly by social pressures; the effort of adjustment to the group dynamics, and opinion leaders. These types of influences are much more effective than the conventional marketing activities (Robertson 1967).

Consumers tend to ask to others’ opinions and depend on WOM communications when they think about purchasing a new product. Moreover, consumers seek for the opinions of others and adopt them in order to feel as a member of a specific group or even feel their presence in that group (Flynn et. al 1996). In addition, it is stated that there are many social factors that affects consumers’ decision making process such as, feeling dependent to others when making a decision and feel a need to be confirmed by others



upon the decisions (Bettman et. al. 1991). In other words, gaining social approval and conforming to others are important steps.

### **3. RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 AIM AND SCOPE OF THE STUDY**

In the last fifty years, the interest to understand impulse buying phenomena has increased. Several attempts have been made to define and characterize impulse buying and explain the factors behind it. The aim of the study is to understand the impulse buying behavior of consumers in a specific context. Particularly, the study tries to examine the cognitive processes and motivations such as effects of product knowledge, opinion leaders and social influence on the impulse purchases of new products. The target segment of this research was the people who made an impulse purchase at least once in their lives.

#### **3.2 SURVEY SAMPLING AND SURVEY DESIGN**

In this study, a convenience sampling method was used. The original questionnaire was adopted in English; some modifications were made and then translated into Turkish by the researcher and checked by the thesis supervisor. The questionnaire designed in an electronic environment with the help of an established survey site (surveymonkey.com). The questionnaire can be found in Appendix 1 and the list of scales in Appendix 2. The answers of respondents were saved in the database immediately when they fill out the questionnaire. The method of distribution for the questionnaire was through online social networks and mail groups. In addition, the survey had been online for six weeks from March to May 2012.

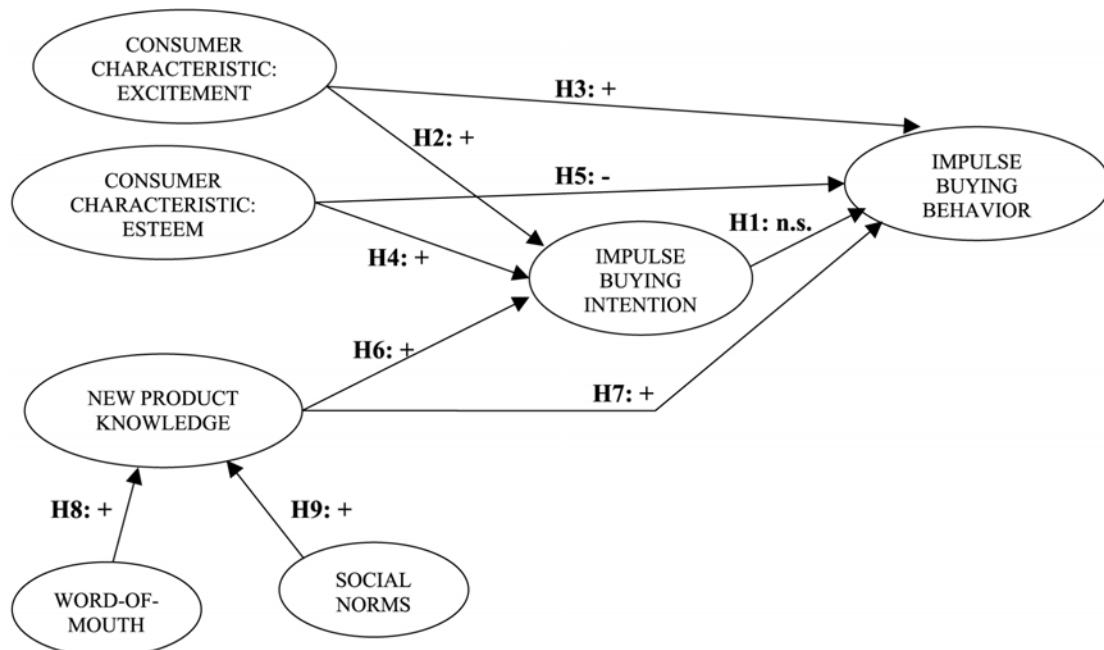
#### **3.3 MODEL AND THE THEORETICAL BACKGROUND**

The hypotheses constructed for this study are shown below. The original hypotheses and the model are adopted from Harmancioglu et. al. (2009)'s study.

- H1. Impulse buying intention does not significantly mediate the relationship between impulse buying behavior and its antecedents.  
H2. Consumers' excitement is positively related to impulse buying intention.  
H3. Consumers' excitement is positively related to impulse buying behavior.  
H4. Consumers' esteem is positively related to impulse buying intention.  
H5. Consumers' esteem is negatively related to impulse buying behavior.  
H6. New product knowledge is positively related to impulse buying intention.  
H7. New product knowledge is positively related to impulse buying behavior.  
H8. Word-of-mouth is positively related to new product knowledge.  
H9. Compliance with social norms is positively related to new product knowledge.

In the figure below, the proposed interrelationships of these hypotheses are shown.

**Figure 3.1: Original conceptual model**



Source: Harmancıoğlu, N., Finney, R., Z and Joseph, M. (2009), Impulse Purchases of New Products: An Empirical Analysis, Journal of Product and Brand Management, 18, 27-37

### 3.3.1 Impulse Buying Behavior

As it is mentioned before, impulse buying is defined as “a sudden powerful and persistent urge to buy something immediately” (Rook 1987). According to this definition, for an impulsive shopping behavior it is important to be spontaneous and without detailed previous plans. In addition, there should be stimulus affection in the purchasing activity and the decision about the purchase should be made at the

purchasing location without any planning (Piron 1991). In the first part, respondents are asked about their average monthly spending on convenience products and their impulse buying frequencies. Then, impulse buying behavior of the respondents is measured on a five-point Likert scale and the questions that are asked in the questionnaire are listed in Table 3.1.

**Table 3.1 Impulse buying behavior questions**

Generally speaking, I would consider myself to be an impulsive shopper. I often buy things spontaneously. When I shop I tend to decide what I want to buy while I am looking around in a store. I carefully plan most of my purchases. When I go shopping, I buy things I had not intended to purchase. Even when I see something I really like, I do not buy it unless it is a planned purchase.
--

In the third part, respondents are asked to choose the products that are purchased on impulse. There are fourteen choices and respondents are allowed to choose more than one answer to this part.

### **3.3.2 Impulse Buying Intention**

According to Fishbein and Ajzen's (1975) Theory of Reasoned Action, behaviors are caused by attitudes of consumers and some psychological processes. Moreover, an individual's intention is related with their behaviors but this theory mainly focuses on the volitional behaviors which are done consciously. However, there are several aspects that influence the effect of intentions on behaviors such as unexpected events in the purchasing environment or difference between planned situations and situations at the time of purchase (Peter&Olson 2008, 153). In the literature, impulse buying behavior is characterized as spontaneous, unexpected, unplanned and sudden experience (Rook 1987, Piron 1991). Therefore, it can be said that intentions lead to behaviors but their effect is not so strong in the context of impulse buying behavior.

*H1. Impulse buying intention does not significantly mediate the relationship between impulse buying behavior and its antecedents.*

The questions asked about impulse buying intention in the questionnaire are listed in Table 3.2.

**Table 3.2: Impulse buying intention questions**

<p>If I heard that a new convenience product was available through a local convenience store or advertisements, I would be interested enough to buy it.</p> <p>I will consider buying a new convenience product, even if I have not heard of it yet.</p> <p>I buy things according to how I feel at the moment.</p> <p>When I'm in a down mood, I go shopping to make me feel better.</p> <p>For the most part, I tend to shop on impulse when there are sales.</p> <p>I tend to spend money as soon as I earn it.</p> <p>I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something.</p> <p>I sometimes feel that something inside pushed me to go shopping.</p>
---

### 3.3.3 Consumer Characteristics – Excitement

As it is mentioned before, impulse buying action itself has been depicted as “*exciting, thrilling or wild*” and associated with high levels of excitement (Rook 1987). One of the causes of impulse buying is the desire for fun, excitement and novelty that is experienced by consumers (Piron 1991, Hausmann 2000). Consumers’ behaviors are affected by their emotions and the relationship between excitement and impulse buying intention and behavior is supported by these concepts.

*H2. Consumers’ excitement is positively related to impulse buying intention.*

*H3. Consumers’ excitement is positively related to impulse buying behavior.*

The questions that are asked in the questionnaire are listed in Table 3.3.

**Table 3.3 Excitement questions**

<p>Excitement is one of the important factors of my daily life.</p> <p>I can say that I am a thrifty person.</p> <p>In general, I have a calm nature.</p> <p>To me, shopping is an adventure.</p> <p>I find shopping stimulating.</p> <p>I feel excited when making a purchase.</p> <p>I feel a sense of thrill when I am trying and buying something new.</p>
--

### 3.3.4 Consumer Characteristics – Esteem

According to Rook (1987) impulse buying is hedonically complex and may stimulate emotional conflict for individuals. Sometimes, low level of self-esteem causes the arousal of negative moods and to increase the level of self-esteem and change the moods to positive, consumers intend to buy impulsively (Verplanken et al 2005). In addition, the efforts to satisfy esteem and self-actualization needs drive consumers to make impulse purchases that provided satisfaction for such needs (Hausmann 2000). So that, individuals have the need to satisfy their self-esteem and this need triggers consumers' impulse buying intention but on the contrary self-esteem might prevent impulse purchases of products because spontaneous and unplanned expenditures may get unfavorable evaluations from the environment (Harmancioglu et al 2009).

*H4. Consumers' esteem is positively related to impulse buying intention.*

*H5. Consumers' esteem is negatively related to impulse buying behavior.*

The questions asked in the questionnaire are listed in Table 3.4.

**Table 3.4 Esteem questions**

It is important for me to be well respected in my daily life. I give importance to have self-respect in my daily life. Relationship with others is really important for me. On the whole, I am satisfied with myself. I feel confident about my abilities. I feel that I am a person of worth, at least on a equal plane with others. I feel good about myself. I feel that others respect and admire me.
--

### 3.3.5 New Product Knowledge

According to Flynn and Goldsmith (1999), knowledge and experience are the two factors that affect the choices of consumers when they consider purchasing a new product. In other words, availability of product information and prior experience with the products shape the decision making process of consumers. Knowledge about the

new products may act as a mediating factor for the consumers' adoption process (Lai 1991).

*H6. New product knowledge is positively related to impulse buying intention.*

*H7. New product knowledge is positively related to impulse buying behavior.*

The questions asked about this part in the questionnaire are listed in Table 3.5.

**Table 3.5 New product knowledge questions**

In general, I am the last in my group of friends to know the names of the latest convenience products. I know about new convenience products before other people do. I have heard of most of the convenience products that are around. I am often among the first people to try a new product. When I see a product somewhat different from the usual, I check it out. People think of me as a good source of shopping information.
--

### **3.3.6 Opinion Leadership and Social Norms**

According to Flynn et. al. (1996, p.138), opinion leaders influence others on their behaviors, attitudes and knowledge personally about their specific interests by communicating with them. Scholars have noted that interpersonal relations and persuasion have an effect on behaviors of consumers (Valente&Davis 1999) and commonly used method of interpersonal communication by opinion leaders is word-of-mouth (Mahajan et. al 1984). Some of the researchers support that it is a powerful option among the other sources of information for consumers and assumed to have an effect on people's knowledge, feelings and behaviors (Arndt 1967, Buttle 1998, Mullen&Johnson 1990).

*H8. Word-of-mouth is positively related to new product knowledge.*

The questions asked in the questionnaire about opinion leadership and WOM are listed in Table 3.6.

**Table 3.6 Opinion leadership and WOM questions**

I rely on word of mouth/opinion leaders when purchasing a new convenience product. I rely on word of mouth/opinion leaders when purchasing all convenience products. I do not rely on word of mouth/opinion leaders when purchasing any convenience products.
---

It is stated that social environment and pressures have also impact on consumers' knowledge and behaviors because of the efforts to adjust to the groups and follow opinion leaders (Robertson 1967). Consumers tend to ask to others' opinions when they are purchasing a new product and are willing to fit to the social norms (Bettman et. al 1991). As it is mentioned before, consumers seek for the opinions of others about new products and adopt them in order to feel as a member of a specific group or even feel their presence in that group (Flynn et. al 1996).

*H9. Compliance with social norms is positively related to new product knowledge.*

The questions about compliance to social norms in the questionnaire are listed in Table 3.7.

**Table 3.7 Compliance to social norms questions**

When I consider new convenience products, I ask other people for advice. I do not need to talk to others before I buy a convenience product. I like to get other's opinions before I buy a new convenience product. I rarely ask other people about what convenience products to buy. I do not buy the products that are not recommended/ approved by my family and/or friends. It is important for me to have similar opinions with the people around me.
---

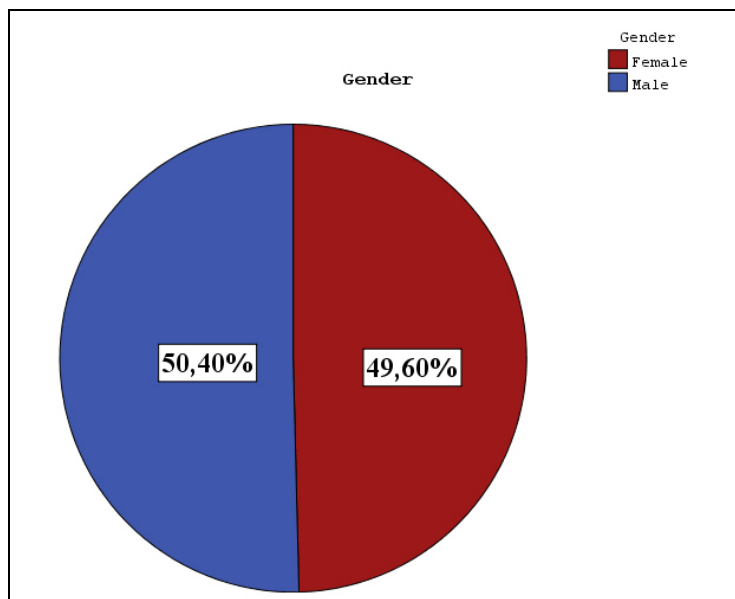


## 4. RESEARCH RESULTS AND ANALYSIS

### 4.1 SAMPLE CHARACTERISTICS

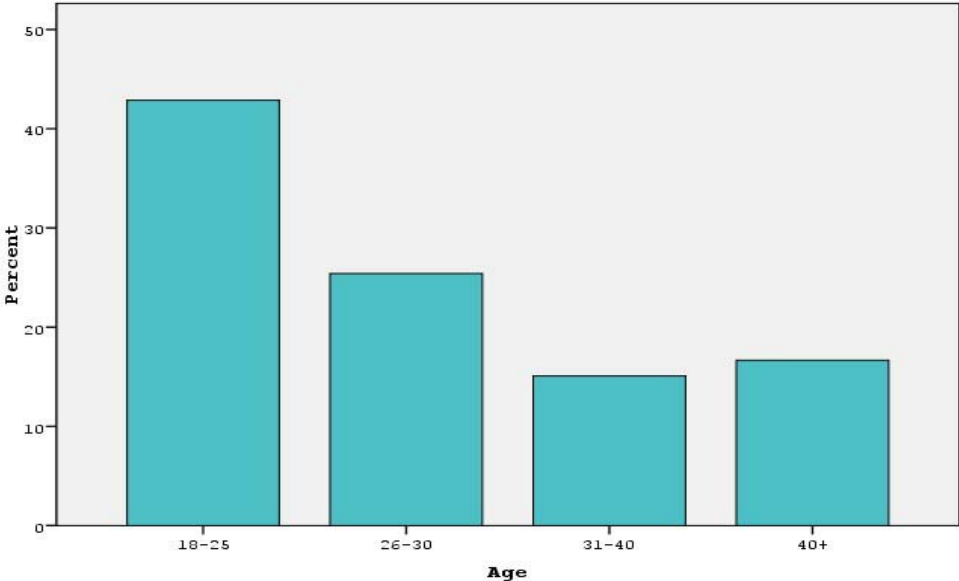
The graphs below contain information about the characteristics of the sample of 252 respondents. The numbers of women and men respondents are nearly the same, respectively 125 female and 127 male respondents.

**Figure 4.1: Gender distribution of respondents**

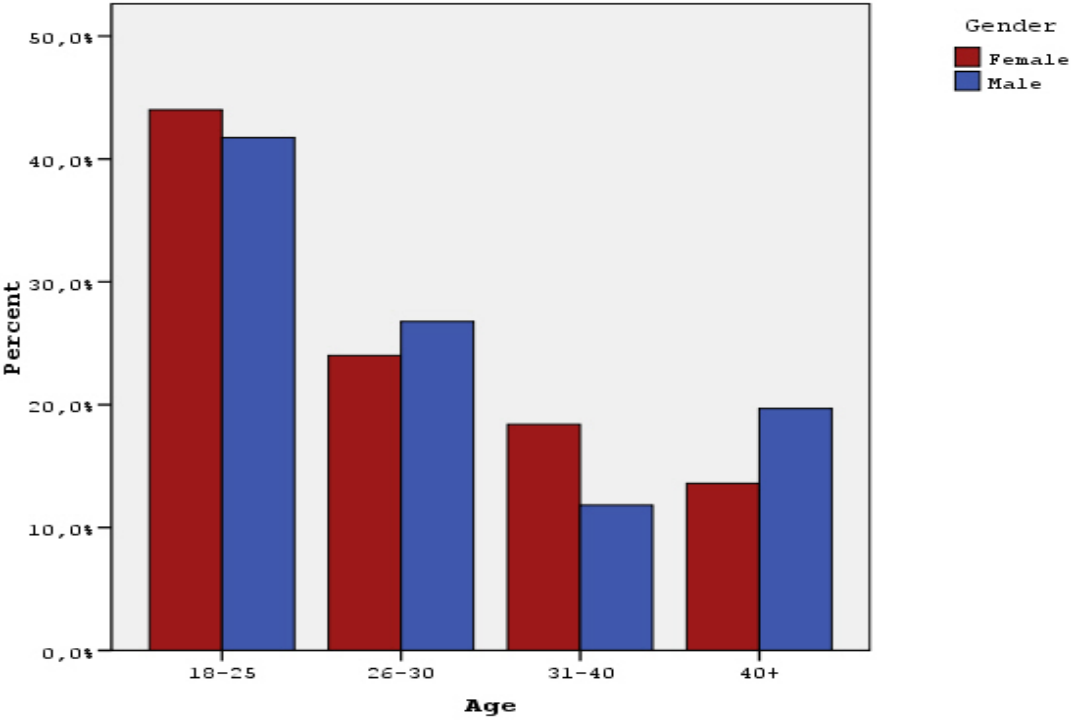


The majority of respondents are 18-25 years old (42,9 per cent), followed by the age group 26-30 (25,4 per cent). 15,1 per cent of the respondents belonged to 31-40 age group and lastly 16,7 per cent of the respondents are over 40 years old.

**Figure 4.2: Age distribution of respondents**

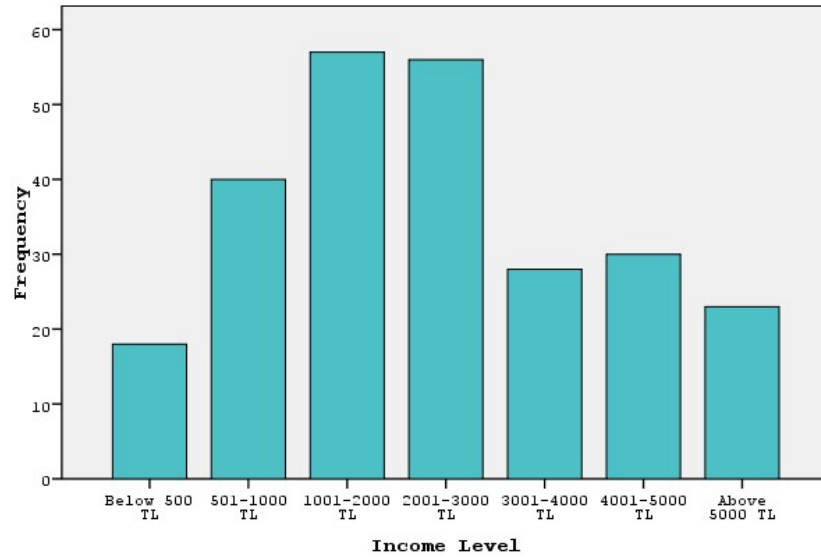


**Figure 4.3: Age distribution based on gender**

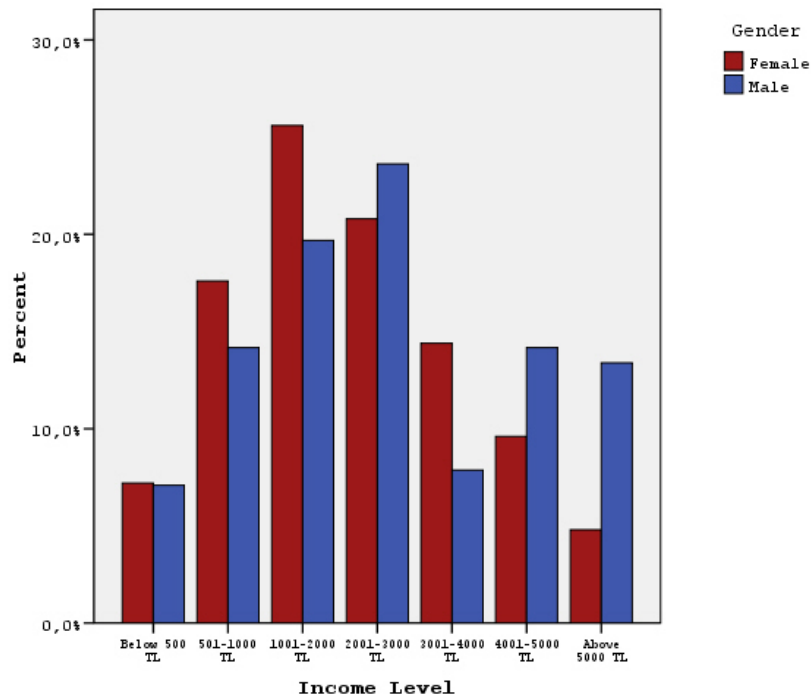


In the figures below (Figure 4.4 and 4.5) monthly income distribution of respondents and the percentages of monthly income distribution based on gender can be seen. The majority of the respondents have their monthly income in 1001-2000 TL and 2001-3000 TL groups.

**Figure 4.4: Monthly income distribution of respondents**

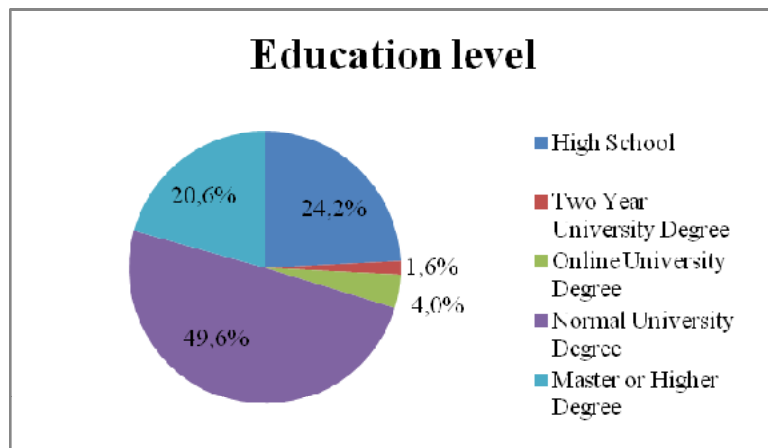


**Figure 4.5: Monthly income distribution based on gender**



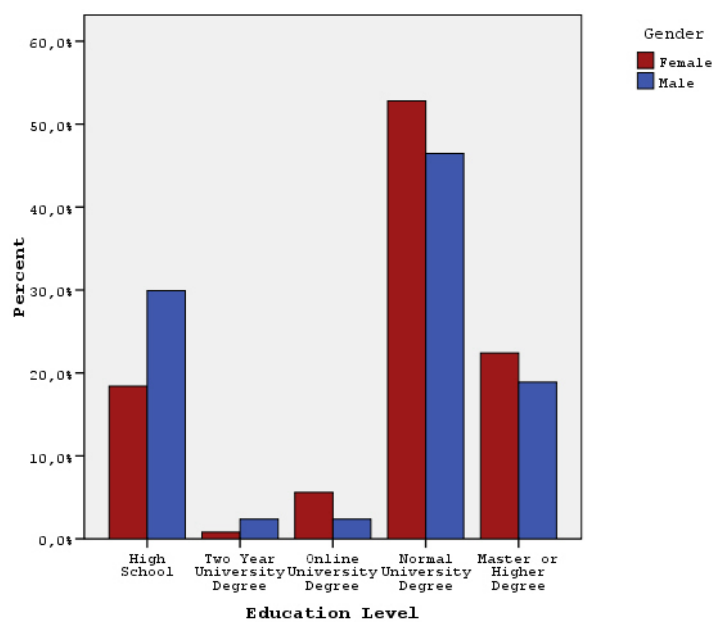
Approximately 55,2 per cent of the respondents have graduated from a university (normal, online degree or two year). It can be said that the education level is high because more than 50 per cent of respondents have a university degree and 20,6 percent of them have master or higher degree.

**Figure 4.6: Level of education**



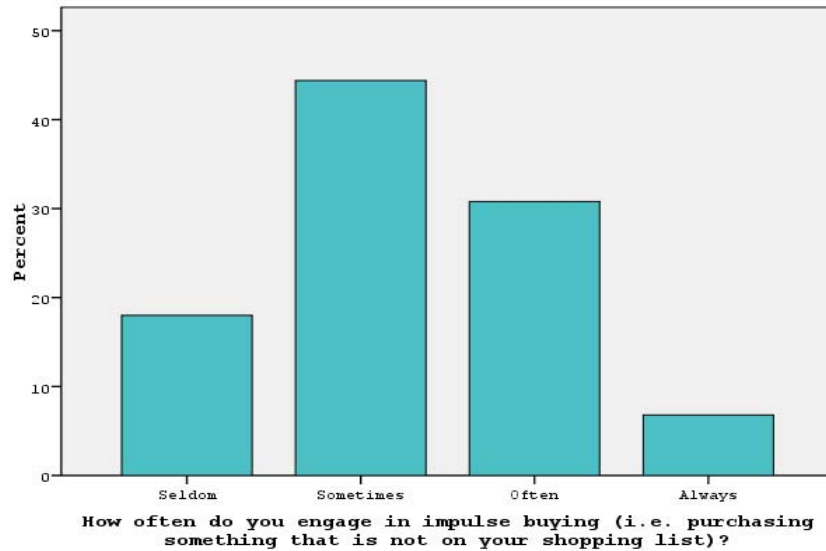
In our sample, when we consider the gender of respondents with respect to the education level, university or higher degree is higher in women; more than 50 per cent of the university graduates are women.

**Figure 4.7: Education level based on gender**



Our sample have made impulse purchase at least once, the respondents mostly said that they sometimes engage in impulse buying (nearly 45 per cent) and approximately 30 per cent of them said that they often buy things impulsively.

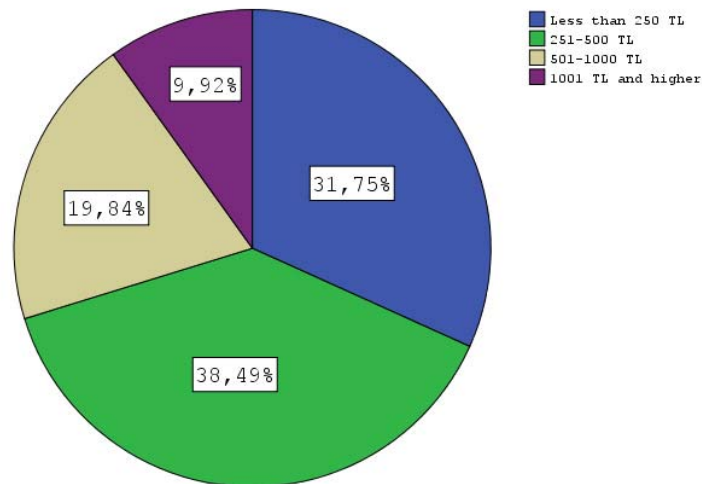
**Figure 4.8: Impulse buying frequency of the respondents**



Most of the respondents' monthly expenditure on convenience products is between 251 and 500 TL (38,49 per cent) followed by less than 250 TL (31,75 per cent).

**Figure 4.9: Average spending on convenience products**

What is the average that you spend on convenience products in a given month?



## 4.2 RESULTS

There were 254 respondents who filled out the survey distributed online. At the beginning of the analysis, missing value analysis has been made to the questions. There were forty four questions in total; six questions to test Impulse Buying Behavior, eight to test Impulse Buying Intention, seven for Excitement, eight for Esteem, six for New Product Knowledge, three for Opinion Leaders and WOM and lastly six questions to test Compliance to Social Norms. Since the survey tool that is used enabled the researcher to make answering all the survey questions compulsory, there were not any missing data. However, two survey results are excluded from the analysis because of their age group. They were the only respondents who belonged to below 18 age group and since the two answers are insignificant to the analysis these indicators are removed and to increase the quality of the questionnaire in the analysis some modifications are made.

To test scale dimensionality and validation of the four constructs both exploratory and confirmatory factor analysis were performed. Kaiser-Meyer-Olkin Measure of Sampling Adequacy of the factor test was 0,788 and the Bartlett's Test of Sphericity significance was 0,000. These results show that sample size is satisfactory to perform factor analysis. The communalities of the items are higher than 0, 50. After these tests, Rotated Component Matrix has been performed. According to the results, several items are eliminated at the data reduction process; the items can be seen at Table 4.1. The reason behind the eliminations is that they were not matching with any or the factors.

**Table 4.1 List of eliminated questions**

**Impulse Buying Behavior**

I carefully plan most of my purchases.

Even when I see something I really like, I do not buy it unless it is a planned purchase.

**Impulse Buying Intention**

If I heard that a new convenience product was available through a local convenience store or advertisements, I would be interested to buy it.

I will consider buying a new convenience product, even if I have not heard of it yet.

**Excitement**

Excitement is one of the important factors of my daily life.

I can say that I am a thrifty person.

In general, I have a calm nature.

**New Product Knowledge**

In general, I am the last in my group of friends to know the names of the latest convenience products.

**Social Norms**

I do not need to talk to others before I buy a convenience product.

I rarely ask other people about what convenience products to buy.

After the elimination of these ten items, factor analysis has been performed again. The factors emerged from the analysis slightly differed from the proposed thesis model. Esteem factor has been divided into two groups namely as Respect (having respect from others and self respect) and Confidence (satisfaction with the self and feeling confident). Moreover, social norms changed as Social Influence. There were not any constructs has been excluded but with the elimination of the items some scales are changed accordingly.

**Table 4.2 Factor loadings of the items**

	<b>Factor Loading</b>
<b>Impulse Buying Behavior</b>	
Generally speaking, I would consider myself to be an impulsive shopper.	0,792
I often buy things spontaneously.	0,851
When I shop I tend to decide what I want to buy while I am looking around the store.	0,770
When I go shopping, I buy things I had not intended to purchase.	0,672
<b>Impulse Buying Intention</b>	
I buy things according to how I feel at the moment.	0,550
When I'm in a down mood, I go shopping to make me feel better.	0,788
For the most part, I tend to shop on impulse when there are sales.	0,667
I tend to spend money as soon as I earn it.	0,626
I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something.	0,845
I sometimes feel that something inside pushed me to go shopping.	0,844
<b>Excitement</b>	
To me, shopping is an adventure.	0,742
I find shopping stimulating.	0,872
I feel excited when making a purchase.	0,854
I feel a sense of thrill when I am trying and buying something new.	0,744
<b>Respect</b>	
It is important for me to be well respected in my daily life.	0,924
I give importance to have self-respect in my daily life.	0,895
Relationship with others is really important for me.	0,721
<b>Confidence</b>	
On the whole, I am satisfied with myself.	0,847
I feel confident about my abilities.	0,792
I feel that I am a person of worth, at least on an equal plane with others.	0,375
I feel good about myself.	0,845
I feel that others respect and admire me.	0,624
<b>New Product Knowledge</b>	
I know about new convenience products before other people do.	0,845
I have heard of most of the convenience products that are around.	0,768
I am often among the first people to try a new product.	0,839
When I see a product somewhat different from the usual, I check it out.	0,683
People think of me as a good source of shopping information.	0,742
<b>Word of Mouth</b>	
I rely on word of mouth/opinion leaders when purchasing a new convenience product.	0,740
I rely on word of mouth/opinion leaders when purchasing all convenience products.	0,660
I do not rely on word of mouth/opinion leaders when purchasing any convenience products.	0,494
<b>Social Influence</b>	
When I consider new convenience products, I ask other people for advice.	0,577
I like to get other's opinions before I buy a new convenience product.	0,616
It is important to me to fit in with the group I'm with.	0,389
My behavior often depends on how I feel others wish me to behave.	0,515



The revised model of the thesis after factor analysis is shown in the Table 4.3 and the revised hypotheses are as the following:

- H1. WOM is positively related to new product knowledge.
- H2. Social influence is positively related to new product knowledge.
- H3. New product knowledge is positively related to impulse buying intention.
- H4. Excitement is positively related to impulse buying intention.
- H5. Respect is positively related to impulse buying intention.
- H6. Confidence is positively related to impulse buying intention.
- H7. Impulse buying intention is positively related to the impulse buying behavior.
- H8. New product knowledge is positively related to impulse buying behavior.
- H9. Excitement is positively related to impulse buying behavior.
- H10. Respect is negatively related to impulse buying behavior.
- H11. Confidence is positively related to impulse buying behavior.

**Table 4.3 Revised model after factor analysis**

<p><b>WOM</b> <b>Social Influence</b></p>	<p>—————→</p>	<p><b>New Product Knowledge</b></p>
<p><b>New Product Knowledge</b> <b>Excitement</b> <b>Respect</b> <b>Confidence</b></p>	<p>—————→</p>	<p><b>Impulse Buying Intention</b></p>
<p><b>Impulse Buying Intention</b> <b>New Product Knowledge</b> <b>Excitement</b> <b>Respect</b> <b>Confidence</b></p>	<p>—————→</p>	<p><b>Impulse Buying Behavior</b></p>

After the factor analysis, reliability and correlation analysis have been made and then, regression analysis has been performed on the new model. Nearly all of the factors' Cronbach's Alpha values were more than 0,7 which shows that the factors were reliable. The reliability scores are between 0,68 and 0,84 and this leads to the fact that the results are quite satisfactory. The results of the correlation analysis of each factor are shown in Table 4.4.

**Table 4.4 Correlation results**

Impulse buying behavior	0,776							
Impulse buying intention	,534(**)	0,817						
Excitement	,293(**)	,533(**)	0,818					
Respect	-0,01	0,016	0,09	0,802				
Confidence	-0,079	-0,081	0,01	,496(**)	0,715			
New product knowledge	,247(**)	,268(**)	,388(**)	,205(**)	,179(**)	0,833		
Word-of-mouth	0,037	0,018	0,054	,197(**)	0,109	,160(*)	0,695	
Social Influence	-0,002	0,034	0,07	,221(**)	0,029	0,068	,430(**)	0,687

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

\* Correlation is significant at the 0.05 level (2-tailed).

The dark cells in the table show the reliability results of each factor. The minimum correlation was between word-of-mouth and new product knowledge at 0,160 level. The maximum correlation was between impulse buying intention and impulse buying behavior at 0,534 level. There is a strong relationship between impulse buying intention and impulse buying behavior compared to the others. The relationship between word-of-mouth and new product knowledge is comparatively weaker. According to the correlation results, there is not any statistically significant relationship between respect and the other factors.

After these analyses, regression analysis has been carried out. In the first step, impulse buying behavior has been taken as dependent variable and all of the other factors as independent. As a result of this analysis, it is seen that only two factors are affecting impulse buying behavior which are impulse buying intention and word-of-mouth because they are the only factors that have their p values less than 0,05. The results can be seen in Table 4.5.

**Table 4.5: Regression analysis results of impulse buying behavior with all factors**

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,668	,422		3,950	,000
	IBI	,449	,056	,509	7,965	,000
	EXC	-,025	,065	-,026	-,388	,698
	RESP	-,020	,092	-,014	-,215	,830
	Conf	-,075	,084	-,056	-,893	,373
	NPK	,140	,065	,130	2,167	,031
	WOM	,036	,065	,033	,554	,580
	SOC_I	-,045	,075	-,036	-,598	,550

a Dependent Variable: IBB

After the determination of the factors that affect impulse buying behavior, the regression analysis has been performed again on the variables to see the best indicators. The results are shown is Table 4.6.

**Table 4.6: Regression analysis results of impulse buying behavior, impulse buying intention and new product knowledge**

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,263	,200		6,309	,000
	IBI	,445	,049	,504	9,128	,000
	NPK	,120	,059	,112	2,028	,044

a Dependent Variable: IBB

According to these tables, impulse buying behavior and new product knowledge have direct positive impact on impulse buying behavior; so H7 and H8 are supported. On the other hand H9 and H11 are rejected because excitement and confidence did not have any direct impact on impulse buying behavior.

After analyzing the relationship of the factors with impulse buying behavior, another regression analysis has been performed to understand the factor affecting impulse buying intention. The results are shown in Table 4.7 and Table 4.8.

**Table 4.7 Regression analysis of impulse buying intention****Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,462	,469		3,114	,002
	EXC	,553	,065	,497	8,530	,000
	RESP	,011	,105	,007	,102	,919
	Conf	-,159	,095	-,105	-1,678	,095
	NPK	,115	,073	,094	1,570	,118
	WOM	-,017	,073	-,014	-,230	,818
	SOC_I	8,76E-005	,085	,000	,001	,999

a Dependent Variable: IBI

**Table 4.8: Regression analysis results of impulse buying intention and excitement****Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,070	,178		6,007	,000
	EXC	,592	,059	,533	9,955	,000

a Dependent Variable: IBI

The tables above indicate that there is a direct relationship between excitement and impulse buying intention and H4 is supported according to this information. However, there is no direct impact of new product knowledge and confidence on impulse buying intention. Therefore, H3 and H6 are not supported.

Below, in the Tables 4.9 and 4.10 regression analysis results of new product knowledge are shown. According to the results, there is not any relationship between social influence and new product knowledge, so H2 is rejected. Also, it is observed that word-of-mouth has a direct impact on new product knowledge and H1 is supported.

**Table 4.9: Regression analysis results of new product knowledge, word-of-mouth and social influence**

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,562	,262		9,763	,000
	WOM	,160	,069	,160	2,309	,022
	SOC_I	-,001	,080	-,001	-,016	,987

a Dependent Variable: NPK

**Table 4.10: Regression analysis results of new product knowledge and word-of-mouth**

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,559	,206		12,422	,000
	WOM	,160	,063	,160	2,555	,011

a Dependent Variable: NPK

Lastly, since respect did not show any relations with the other factors in correlation analysis, it is included in the regression analysis to act safely. According to the regression results, respect did not impact any of the factors and there is not any significant relationship between respect and others. So, H5 and H10 are rejected.

In the questionnaire, there was also a part that the respondents are asked to select what types of products that they buy impulsively. This part was also mandatory as the whole questions and it allowed respondents to choose more than one answer. The frequencies of the choices are given in Table 4.11. The table also indicates the gender based answers for each category. According to the answers of the respondents, the most popular products bought on impulse are books& magazines, clothes, snacks and beverages. More than half of the respondents have indicated these as their choice. Some categories have some gender specific results such as bags, accessories and cosmetics are mostly purchased impulsively by females, on the other hand male responses are higher in

electronic devices, sports equipment. There are also some categories that are not differentiated by gender specific responses such as snacks and books& magazines. Among the 252 respondents, 7 of them indicated other types of products that they buy on impulse and the answers are as follows: batteries, toys, products that are on huge sales, breakfast food, glassware and basic kitchen utensils.

**Table 4.11 Results of product types that are purchased on impulse**

Types of products that is bought on impulse	Number of responses		Total response	Per cent distribution of the respondents	
	Female	Male	Response count	Female	Male
Clothes	97	74	171	56,7%	43,3%
Shoes	71	45	116	61,2%	38,8%
Bags	55	8	63	87,3%	12,7%
Cosmetics	74	18	92	80,4%	19,6%
Accessories	82	19	101	81,2%	18,8%
Electronic devices	8	37	45	17,8%	82,2%
Sports equipment	10	41	51	19,6%	80,4%
Beverages	77	90	167	46,1%	53,9%
Fruits and vegetables	49	66	115	42,6%	57,4%
Snacks	84	83	167	50,3%	49,7%
CD/DVD	39	47	86	45,3%	54,7%
Books and Magazines	92	84	176	52,3%	47,7%
Stationeries	46	30	76	60,5%	39,5%
Other	2	5	7	28,6%	71,4%

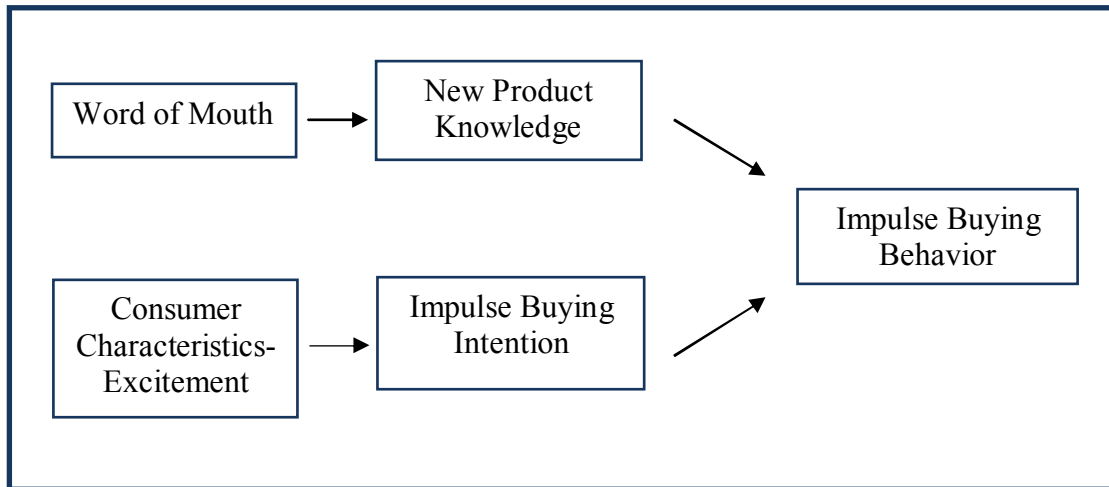
The results of the hypotheses are shown in Table 4.12.

**Table 4.12: Summary of revised model's hypothesis testing**

Hypotheses of the revised model	Results
H1. WOM is positively related to new product knowledge.	Supported
H2. Social influence is positively related to new product knowledge.	Rejected
H3. New product knowledge is positively related to impulse buying intention.	Rejected
H4. Excitement is positively related to impulse buying intention.	Supported
H5. Respect is positively related to impulse buying intention.	Rejected
H6. Confidence is positively related to impulse buying intention.	Rejected
H7. Impulse buying intention is positively related to the impulse buying behavior.	Supported
H8. New product knowledge is positively related to impulse buying behavior.	Supported
H9. Excitement is positively related to impulse buying behavior.	Rejected
H10. Respect is positively related to impulse buying behavior.	Rejected
H11. Confidence is positively related to impulse buying behavior.	Rejected

To summarize, in this thesis consumers' impulse buying behavior and the relationship of intention, some consumer characteristics and new product knowledge have been examined. The target segment was the consumers in Turkey who have made an impulse purchase at least once in their lives. As a result of the analysis, the most important determinants of impulse buying behavior are the consumers' knowledge about new products and impulse buying intention. In the figure 4.10, a revised model can be found based on the research findings.

**Figure 4.10: Revised model after analysis**





## **5. CONCLUSION, LIMITATIONS AND FUTURE RESEARCH**

### **5.1 CONCLUSION**

The results indicate that there is positive relationship between impulse buying behavior, intention and new product knowledge. So, it can be said that impulse buying behavior is likely to happen when consumers feel intention or urge to buy on impulse and they have enough knowledge about the products. It is appropriate to say that our respondents define impulse buying process as the combination of affect and cognition parts which are respectively the emotional part as impulse buying intention and the cognitive part as new product knowledge.

There is also a positive relationship between word-of-mouth communications and new product knowledge of consumers. When consumers heard more about product, brand, company information from their social environments; the information that they possess increases as well. How people got new product information is one of the topics researched in the literature and the most known way is through word-of-mouth and opinion leaders. Word-of-mouth enables the transmission of information, experience and advice between individuals.

It is expected that new product knowledge that is gathered by consumers affect their impulse buying intention. When consumers heard about new products, they mostly form an intention to buy at least to see if the product is consistent with their needs by trial or the exposure to the new product information may trigger their uncovered/unknown desires. Surprisingly, our results showed that new product knowledge is not related with the intention but it affects impulse buying behavior itself. So, we can say that consumers are directly motivated to take action when they are exposed to new product information.

Another surprising finding of this study is the results showed that excitement is directly related with impulse buying intention but not with impulse buying behavior. It is mentioned before impulse buying is related with hedonic desires of consumers such as

seeking for fun, novelty and excitement. Excitement is one of the feelings that are expected in impulse buying because the behavior itself was depicted as exciting but in our study, it is observed that excitement is only directly related with impulse buying intention. However, one can also say that our results are partially consistent with the literature because impulse buying intention is directly related with impulse buying behavior, so, excitement could be indirectly linked to behavior.

In the original model, there was a part that is related with esteem and according to our respondents' answers, it is observed that they differentiate between the components of esteem as confidence and respect (both self and other directed). However, both of the factors did not show any relationship with other constructs. It is different than the expected because the nature of impulse buying is unplanned and takes place according to the urges and exposure to stimulus. Therefore, the behavior requires consumers to be courageous and reckless which are related with confidence as well.

The reason that our study has encountered these situations and differences might be related with the respondents' perceptions about purchasing decision and its relation with self-esteem, respect and conformity to social norms. Apparently, the respondents of our study do not relate their impulse purchasing decisions to these factors and think much more simple way.

As a result, the study has explored several factors that are proposed to explain the impulse buying behavior of consumers. The study showed that the determinants of impulse buying behavior is quite limited than the proposed model.

## **5.2 LIMITATIONS AND RECOMMENDATION FOR FUTURE RESEARCH**

Like most of the studies, this study has also some limitations. Above everything, the survey has a limited range of respondents due to the time limit. Also, the distribution method was by online social networks through friends and their networks, so the results could have been impacted by selection bias.

In further studies, multiple measurement methods such as shopping behavior observation, personal interviews could be used for justification purposes of the variety and intricacy of this specific type of purchasing behavior. In addition, in the future studies, researchers may be careful about what their respondents understand from the term impulse buying. Therefore, it will be convenient to make a study about impulse buying behavior of different types of products.

According to the correlation analysis, there was a connection between excitement factor and new product knowledge. It can be said that if consumers have an excited nature or personality and if they are eager to learn something without waiting, this situation might affect their knowledge level about new products. However, regression results did not show any meaningful relationship between these two variables. In the future, the relationship between consumer characteristics-excitement and new product knowledge could be examined under impulse buying topic.

Future research might also explore online impulse buying behavior. There are new trends in consumers' shopping environment; new shopping websites are emerging which offer several discounts and consumers may get product or shopping information from online social networks, blogs and other sources. Researchers may also study the post purchase analysis of impulse purchases whether the consumers are happy with their choices or are they disappointed and regretful.

### **5.3 MANAGERIAL IMPLICATIONS**

Impulse buying behavior is one of the consumer behavior topics that is tried to be well understood by the marketers and marketing managers of the companies. It is mostly important in the retailing sector and impulse buying accounts for a large volume of product sales every year (Hausman 2000). According to the model proposed after the analyses, three components are important for the impulse buying behavior and could be worked on by the companies. These are excitement characteristic of consumers, new product knowledge and word-of-mouth communications. New product knowledge has a direct impact on impulse buying behavior, so companies might consider their new

product launch processes again and give emphasis to the ways that they can announce or advertise their products. Moreover, word-of-mouth communication skills could be improved because word-of-mouth directly influences new product knowledge of consumers and impulse buying behavior through new product knowledge. In the case of new products, companies might look after opinion leaders and try to come up with some benefits for the opinion leaders because these are the ones that will cause word-of-mouth at the beginning. Companies may also create their own opinion leaders and start their own word-of-mouth campaigns by anonymous advertisements. ). According to the literature, impulse buying has attracted the attention of retailers and they started to give importance by differentiating store layouts, product packaging, and increasing in store promotions in order to trigger the impulse purchases (Dholakia 2000).

## REFERENCES

### *Books*

- Bagozzi, R.P., Gürhan-Canli, Z. and J.R. Priester, 2002, *The Social Psychology of Consumer Behaviour*, Buckingham, UK: Open University Press
- Bettman, J.R., Johnson, E.J., and Payne, J.W., 1991, *Consumer Decision Making, in Handbook of Consumer Behavior*, T. Robertson and H. Kassarian, Eds. Prentice Hall, 50--84.
- Fishbein, M., & Ajzen, I., 1975, *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Reading, MA: Addison-Wesley.
- Engel, J.F., and Blackwell, R.D., 1982, *Consumer Behavior*, Hinsdale, IL: Dryden Press.
- Kotler, P. and Armstrong, G., 2008, *Principles of Marketing*, 12th edition, New Jersey: Prentice Hall
- Kotler, P. and Keller, K.L., 2012, *Marketing Management*, 14th edition, Prentice-Hall, Upper Saddle River, NJ
- Mullen, B. & Johnson, C., 1990, *The Psychology of Consumer Behavior*, New Jersey: Lawrence Erlbaum Associates
- Peter, J.P. and Olson, J.C., 2008, *Consumer Behavior and Marketing Strategy*, 8th edition, McGraw Hill Education, Asia
- Rogers, E. M., 2003, *The Diffusion of Innovations*, 5th edition, The Free Press, New York
- Rosenberg, Morris, 1965, *Society and the Adolescent Self-Image*, Princeton, New Jersey: Princeton University Press
- Schiffman, G.L. and Kanuk, L.L., 2010, *Consumer Behavior*, 10th edition, Prentice Hall, Upper Saddle River, NJ
- Schumpeter, J., 1934, *The Theory of Economic Development*, Cambridge MA, Harvard University Press

## ***Periodicals***

- Arndt, J., 1967, Role of Product-related Conversations in the Diffusion of A New Product, *Journal of Marketing Research*, **4**, pp.291-295.
- Arnold, M.J. and Reynolds, K.E, 2003, Hedonic Shopping Motivations, *Journal of Retailing*, **79** (2), pp. 77-95.
- Beatty, S.E. and Ferrell, M.E., 1998, Impulse buying: modeling its precursors, *Journal of Retailing*, **74** (2), pp. 169-91.
- Bellenger, D.N., Robertson, D.H. and Hirschman, E.C., 1978, Impulse Buying Varies by Product, *Journal of Advertising Research*, **18**, pp.15-18.
- Bettman, J.R. and Park, W., 1980, Effects of Prior Knowledge and Experience and Phase of the Choice Process on Consumer Decision Processes: A Protocol Analysis, *Journal of Consumer Research*, **7** (3), pp. 234-248.
- Buttle, F.A., 1998, Word of Mouth: Understanding and Managing Referral Marketing, *Journal of Strategic Marketing*, **6**, pp.241-254.
- Clover, V.T., 1950, Relative Importance of Impulse Buying in Retail Stores, *Journal of Marketing*, **25** (July), pp. 66-70.
- Cobb, C. J and Hoyer, W.D., 1986, Planned versus Impulse Behavior, *Journal of Retailing*, **62**, pp. 67-81.
- Cumming, B.S., 1998, Innovation Overview and Future Challenges, *European Journal of Innovation Management*, **1** (1), pp. 21-29.
- Darden, W.R. and Perreault, W.D., 1976, Identifying Interurban Shoppers: Multiproduct Purchase Patterns and Segmentation Profiles, *Journal of Marketing Research*, **13**, pp. 51-60.
- Dholakia, U.M., 2000, Temptation and Resistance: An Integrated Model of Consumption Impulse Formation and Enactment, *Psychology & Marketing*, **17** (11), pp.955-982.
- Dittmar, H., Beattie, J. and Friese, S., 1995, Gender Identity and Material Symbols: Objects and Decision Considerations in Impulse Purchases, *Journal of Economic Psychology*, **15**, pp.391-511.

- Dittmar H, Beattie J and Friese S., 1996, Objects, decision considerations and self-image in men's and women's impulse purchases, *Acta Psychologica*, **93**, pp.187-206.
- Elliott, R., 1994, Addictive consumption: Function and fragmentation in postmodernity, *Journal of Consumer Policy*, **17**, pp.159–179.
- Feick, L.F. and Price, L.L., 1987, The Market Maven: A Diffuser of Marketplace Information, *Journal of Marketing*, **51**, pp.83-97.
- Flynn, L. R. and Goldsmith, R. E., 1999, A Short, Reliable Measure of Subjective Knowledge, *Journal of Business Research*, **46**, pp.57-66.
- Flynn, L.R, Goldsmith, R.E. and Eastman, J.K., 1994, The King and Summers Opinion Leadership Scale: Revision and Refinement, *Journal of Business Research*, **41** (1), pp.55-64.
- Flynn, L. R., Goldsmith, R.E., and Eastman, J.K., 1996, Opinion Leaders and Opinion Seekers: Two New Measurement Scales, *Journal of the Academy of Marketing Science*, **24**(2), pp.137-147.
- Gardner, M.P., and Rook D., 1988, Effects of Impulse Purchases on Consumers' Affective States, *Advances in Consumer Research*, **15**, pp.127-130.
- Harmancıoğlu, N., Finney, R., Z and Joseph, M., 2009, Impulse Purchases of New Products: An Empirical Analysis, *Journal of Product and Brand Management*, **18**, pp.27-37.
- Hausman, A., 2000, A Multi-Method Investigation of Consumer Motivations in Impulse Buying Behavior, *Journal of Marketing*, **17** (5), pp.403-419.
- Heatherton, T.F. and Polivy, J., 1991, Development and Validation of a Scale for Measuring State Self-Esteem, *Journal of Personality and Social Psychology*, **60** (June), pp.895-910.
- Johne, A., 1999, Successful Market Innovation, *European Journal of Innovation Management*, **2** (1), pp. 6-11.
- Kollat, D.T. and Willett, R.P., 1967, Customer Impulse Purchasing Behavior, *Journal of Marketing Research*, **4**, pp.21-31.
- Lai, A. W., 1991, Consumption Situation and Product Knowledge in the Adoption of a New Product, *European Journal of Marketing*, **25** (10), pp. 55-67.

- Lennox, R.D. and Wolfe, R.N., 1984, Revision of the Self-Monitoring Scale, *Journal of Personality and Social Psychology*, **46** (6), pp.1349-1364.
- Mahajan, V., Muller, E. and Kerin, R.A., 1984, Introduction Strategy for New Products with Positive and Negative Word-of-Mouth, *Management Science*, **30** (12), pp.1389-1404.
- Peck, J. and Childers, T.L., 2006, If I Touch It I Have to Have It: Individual and Environmental Influences on Impulse Purchasing, *Journal of Business Research*, **59**, pp.765-769.
- Piron, F., 1991, Defining Impulse Purchasing, *Advances in Consumer Research*, **18**, pp. 509-14.
- Piron, F., 1993, A Comparison of Emotional Reactions Experienced by Planned, Unplanned and Impulse Purchasers, *Advances in Consumer Research*, **20**, pp.341-344.
- Robertson, T.S., 1967, The Process of Innovation and the Diffusion of Innovation, *Journal of Marketing*, 31 (1), pp. 14-19.
- Rook, D.W., 1987, The Buying Impulse, *Journal of Consumer Research*, **14** (2), pp. 189-99.
- Rook, D.W. and Fisher, R.J., 1995, Normative Influences on Impulsive Buying Behavior, *Journal of Consumer Research*, **22** (3), pp.305-313.
- Rook, D. W. and Gardner, M. P., 1993, In the Mood: Impulse Buying's Affective Antecedents, *Research in Consumer Behavior*, **6**, pp. 1-26.
- Rook, D. W. and Hoch S. J., 1985, Consuming Impulses, *Advances in Consumer Research*, **12**, eds. Morris B. Holbrook and Elizabeth C. Hirschman, provo, UT: *Association for Consumer Research*, pp. 23–27.
- Stern, H., 1962, The Significance of Impulse Buying Today, *Journal of Marketing*, **26** (2), pp. 59-62.
- Udwadia, F.E., 1990, Creativity and Innovation in Organizations: Two Models and Managerial Implications, *Technological Forecasting and Social Change*, **38** (1), pp.65-80.
- Valence, G., Alain d'Astous, and Louis Fortier, 1988, Compulsive Buying: Concept and Measurement, *Journal of Consumer Policy*, **11**, pp.419-433.



- Valente, T.W and Davis, R.L., 1999, Accelerating the Diffusion of Innovations Using Opinion Leaders, *The ANNALS of the American Academy of Political and Social Science*, 566, pp.55-67.
- Van de Ven, A.H., 1986, Central Problems in the Management of Innovation, *Management Science*, **32** (5), pp.590-607.
- Verplanken, B., and Herabadi, A., 2001, Individual Differences in Impulse Buying Tendency: Feeling and no Thinking, *European Journal of Personality*, **15**, pp.71-83.
- Verplanken, B., Herabadi, A.G., Perry, J.A. and Silvera, D.H., 2005, Consumer Style and Health: The Role of Impulsive Buying in Unhealthy Eating, *Psychology and Health*, **20** (4), pp.429–41.
- West, J. C., 1951, Results of Two Years of Study Into Impulse Buying, *Journal of Marketing*, **15**, pp.362-363.
- Wilton, P.C and Pessemier, E.A., 1981, Forecasting the Ultimate Acceptance of an Innovation: The Effects of Information, *Journal of Consumer Research*, **8** (2), pp.162-171.
- Youn, S. and Faber, R. J., 2000, Impulse Buying: Its Relation to Personality Traits and Cues, *Advances in Consumer Research*, **27**, pp. 179-185.

***Other sources***

- Han, Y.K. (1987) Impulse Buying Behavior of Apparel Purchasers, *Unpublished master's thesis*, Colorado State University, Fort Collins.
- Martin, W.K., Weun, S. and Beatty, S., 1993, Validation of an Impulse Tendency Scale, *paper presented at the Association of Consumer Research conference*, Nashville, Tennessee.
- OECD Glossary of Statistical Terms, <http://stats.oecd.org/glossary/detail.asp?ID=6868>, retrieved on May 11, 2011
- The Integer Group and M/A/R/C Research, 2010, *The Checkout*, issue 4.10, [www.shopperculture.com](http://www.shopperculture.com)
- Youn, S.H. (2000) The Dimensional Structure of Consumer Buying Impulsivity: Measurement and Validation, *Unpublished doctoral dissertation*, University of Minnesota, Minneapolis.

## APPENDICES

**Appendix 1: The questionnaire**

1 What is the average that you spend on convenience products in a given month?

- Less than 250 TL       251-500 TL       501- 1000 TL
- More than 1000 TL

2 How often do you engage in impulse buying (i.e. purchasing something that is not on your shopping list)?

- Never       Seldom       Sometimes       Often       Always

3 Please indicate the degree to which the following statements describe your shopping behavior.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Generally speaking, I would consider myself to be an impulsive shopper.					
I often buy things spontaneously.					
When I shop I tend to decide what I want to buy while I am looking around in a store.					
I carefully plan most of my purchases.					
When I go shopping, I buy things I had not intended to purchase.					
Even when I see something I really like, I do not buy it unless it is a planned purchase.					

4 What are the products that you buy/ could buy on impulse (unplanned, not being on your shopping list)? You may choose more than one.

- Clothes/Apparel       Shoes       Bags
- Cosmetics (perfumes, make-up etc.)
- Accessories (hairclips, jewelry, belt, tie etc...)
- Electronic devices (mobile phones, cameras, laptop/notebook/PDA etc...)
- Sports equipment
- Beverages
- Fruits & Vegetables
- Snacks (candy, gum, chocolate, biscuits etc...)
- CD/DVD
- Books & Magazines       Stationeries       Other(please specify).....

5 On the following scales, please express whether you agree or disagree with the following phrases

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
If I heard that a new convenience product was available through a local convenience store or advertisements, I would be interested enough to buy it.					
I will consider buying a new convenience product, even if I have not heard of it yet.					
I buy things according to how I feel at the moment.					
When I'm in a down mood, I go shopping to make me feel better					
For the most part, I tend to shop on impulse when there are sales					
I tend to spend money as soon as I earn it.					
I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something.					
I sometimes feel that something inside pushed me to go shopping.					

6 On the following scales, please express whether you agree or disagree with the following phrases

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Excitement is one of the important factors of my daily life.					
I can say that I am a thrifty person.					
In general, I have a calm nature.					
To me, shopping is an adventure.					
I find shopping stimulating.					
I feel excited when making a purchase.					
I feel a sense of thrill when I am trying and buying something new.					

7 On the following scales, please express whether you agree or disagree with the following phrases

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
It is important for me to be well respected in my daily life.					
I give importance to have self-respect in my daily life.					
Relationship with others is really important for me.					
On the whole, I am satisfied with myself.					
I feel confident about my abilities.					
I feel that I am a person of worth, at least on a equal plane with others.					
I feel good about myself.					
I feel that others respect and admire me.					

8 On the following scales, please express whether you agree or disagree with the following phrases

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
In general, I am the last in my group of friends to know the names of the latest convenience products.					
I know about new convenience products before other people do.					
I have heard of most of the convenience products that are around.					
I am often among the first people to try a new product.					
When I see a product somewhat different from the usual, I check it out.					
People think of me as a good source of shopping information.					

9 On the following scales, please express whether you agree or disagree with the following phrases

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I rely on word of mouth/opinion leaders when purchasing a new convenience product					
I rely on word of mouth/opinion leaders when purchasing all convenience products					
I do not rely on word of mouth/opinion leaders when purchasing any convenience products					

10 On the following scales, please express whether you agree or disagree with the following phrases

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
When I consider new convenience products, I ask other people for advice.					
I do not need to talk to others before I buy a convenience product					
I like to get other's opinions before I buy a new convenience product					
I rarely ask other people about what convenience products to buy.					
My behavior often depends on how I feel others wish me to behave.					
It is important to me to fit in with the group I'm with.					

**Please answer to following questions about yourself**

What is your education level based on the latest education institution that you have been enrolled

- No education     Primary School     Middle School     High School  
 2 year University Degree    Online University Degree    Normal University Degree  
 Master or Higher Degree

Education level of your mother

- No education     Primary School     Middle School     High School  
 2 year University Degree    Online University Degree    Normal University Degree  
 Master or Higher Degree

Education level of your father

- No education     Primary School     Middle School     High School  
 2 year University Degree    Online University Degree    Normal University Degree  
 Master or Higher Degree

Working status of your mother

- Not working     Working  
 Housewife     Knowledge worker  
 Unemployed     Physical worker  
 has a specialization earned with education



Working status of your father

- Not working  
 Unemployed  
 has a specialization earned with education
- Working  
 Knowledge worker  
 Physical worker

Gender

- F     M

Age

- Below 18     18-25     26-30     31-40     40+

Income Level

- Below 500 TL     501-1000 TL     1001-2000 TL     2001-3000 TL  
 3001-4000 TL     4001-5000 TL     Above 5000 TL

**Appendix 2: Empirical support for the items in the questionnaire**

<b>Questions</b>	<b>Empirical Support</b>
What is the average that you spend on convenience products in a given month?	Harmancioglu et. al, 2009 *
How often do you engage in impulse buying (i.e. purchasing something that is not on your shopping list)?	
<b>Impulse Buying Behavior</b>	
Generally speaking, I would consider myself to be an impulsive shopper.	Martin et. al, 1993
When I go shopping, I buy things I had not intended to purchase.	
Even when I see something I really like, I do not buy it unless it is a planned purchase.	
I carefully plan most of my purchases.	Rook&Fisher, 1995
I often buy things spontaneously.	
When I shop I tend to decide what I want to buy while I am looking around in a store.	Han, 1987
<b>Impulse Buying Intention</b>	
If I heard that a new convenience product was available through a local convenience store or advertisements, I would be interested enough to buy it.	Harmancioglu et. al, 2009 *
I will consider buying a new convenience product, even if I have not heard of it yet.	
I buy things according to how I feel at the moment.	Rook&Fisher, 1995
When I'm in a down mood, I go shopping to make me feel better	Arnold&Reynolds, 2003
For the most part, I tend to shop on impulse when there are sales	
I tend to spend money as soon as I earn it.	Youn, 2000
I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something.	Valence&D'Astaus, 1988
I sometimes feel that something inside pushed me to go shopping.	
<b>Excitement</b>	
Excitement is one of the important factors of my daily life.	Harmancioglu et. al, 2009 *
I can say that I am a thrifty person.	
In general, I have a calm nature.	
To me, shopping is an adventure.	Arnold&Reynolds, 2003
I find shopping stimulating.	
I feel excited when making a purchase.	Beatty&Ferrell, 1998
I feel a sense of thrill when I am trying and buying something new.	Youn, 2000

<b>Esteem</b>	
It is important for me to be well respected in my daily life.	Harmancioglu et. al, 2009 *
I give importance to have self-respect in my daily life.	
Relationship with others is really important for me.	
I feel good about myself.	Heatherton&Polivy, 1991
I feel that others respect and admire me.	
I feel confident about my abilities.	
On the whole, I am satisfied with myself.	Rosenberg, 1965
I feel that I am a person of worth, at least on a equal plane with others.	
<b>New product knowledge</b>	
In general, I am the last in my group of friends to know the names of the latest convenience products	Harmancioglu et. al, 2009 *
I know about new convenience products before other people do	
I have heard of most of the convenience products that are around	
I am often among the first people to try a new product	Darden&Perreault, 1976
When I see a product somewhat different from the usual, I check it out	
People think of me as a good source of shopping information	Feick&Price, 1987
<b>Word-of-mouth</b>	
I rely on word of mouth/opinion leaders when purchasing a new convenience product	Harmancioglu et. al, 2009 *
I rely on word of mouth/opinion leaders when purchasing all convenience products	
I do not rely on word of mouth/opinion leaders when purchasing any convenience products	
<b>Social norms</b>	
When I consider new convenience products, I ask other people for advice	Harmancioglu et. al, 2009 *
I do not need to talk to others before I buy a convenience product	
I like to get other's opinions before I buy a new convenience product	
I rarely ask other people about what convenience products to buy	Lennox&Wolfe, 1984
My behavior often depends on how I feel others wish me to behave	
It is important to me to fit in with the group I'm with	
* The questions are the modified version of the instrument used by Flynn et. al, 1994	