IMPULSE BUYING BEHAVIOR-THE LITERATURE REVIEW

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ABSTRACT

Research scholars and academic Practitioners have been interested in the field of impulse buying for the past sixty years (Clover, 1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006; Chang et.al, 2011;). The goal of this paper is to provide a detailed account of the impulse buying behavior by compiling the various research works literature in the field of Retailing and Consumer research. This paper gives a broad overview of the impulse buying construct and the various behavior related aspects. A wide range of journal databases and academic books were referred to review the works of various researchers. The content analysis of the various research works led to the classification of literature into different factors influencing impulse buying and further development of research framework. This research paper will be useful for marketers, retailers and researchers towards comprehensive understanding of the consumer’s impulsiveness.

KEYWORDS: Impulse buying behavior, impulsiveness, online impulse, consumer behavior, hedonic motivation, retailing.

References


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