

## Impulse Buying Behaviour and Moderating Role of Gender among Iranian Shoppers

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### ABSTRACT

Sellers tend to engage in the process of shopping and to create an environment to persuade people to purchase goods. Based on previous studies, factors that cause an impulse purchase can be categorized to person-related, situational related, shopping-environment related and product-related. In this research, for the first time the moderating effect on the relationship between hedonic value and felt urge to buy; impulse buying of gender tested, which would help us gain a better understanding of the symbiosis of hedonic shopping value (HSV) and impulse buying behaviour. The main objective of this study is to develop a model for impulse buying among Iranian shoppers and to extending this model in Iran. Testing and development of a theoretically grounded model to explain the complex processes of impulse purchasing are the foremost contribution of this study. The specific survey method used in this study is cross-sectional survey design. The instrument for collecting data was questionnaire is used to gain a better understanding of why consumers appear to be utilizing impulse buying behaviour with such frequency. For this research, the sample selected based on the cluster sampling method and the sample size was 207 participants. The target population of this research consisted of Iranian shoppers; therefore, the unit of analysis of this research is individuals. This study addressed content and construct validity. The conceptual framework was evaluated by using structural equation modelling (SEM) by smart-PLS. The result revealed that situational and personal related variables have a positive effect on impulse buying through hedonic shopping. The effect of hedonic shopping on the felt urge to buy impulsively doesn't increase by gender.

**KEYWORDS:** Impulse Buying, Situational, Individual, Gender.

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### INTRODUCTION

Impulse buying is a ubiquitous and unique aspect of consumers' lifestyle (Parboteeah, 2005). Retailers have long realized the power of impulse buying, which had contributed a significant amount of revenue to their coffers (Munusamy, Lau, & Shankar, 2010). More than 70% of all the supermarket-buying decisions are unplanned or impulse purchases (Mburu, 2010). By attributing impulse buying to cover four billion dollars of annual sales in the U.S.A impulse buying behaviours are considered as very common behaviour (Agins, 2004). With personal expenditures in the Canadian economy totaling \$656 billion in 2001, impulse buying purchases account for a significant portion of sales which confirms that impulse buying is an important topic to both retailers and retail industry (Ellison, 2004). According to Hausman (2000), sellers tend to engage in the process of shopping and to create an environment to persuade people to purchase goods. Research illustrates that impulse buying is a significant phenomenon in the United States (e.g., Mongenlosky 1998 cited from Mununsamy et al 2010), yet little is known about the phenomenon in other countries. Therefore, it is important to conduct the research on impulse buying and what stimulate consumers to buy on impulse. According to the suggestion from the result of Yu & Bastin (2010) study's, in this research the moderating effect of demographic variables, such as gender and job status on the relationship between hedonic shopping value, felt urge to buy, and impulse buying will be tested. It would help us gain a better understanding of the symbiosis of hedonic shopping value and impulse buying behaviour. In the capital city of Tehran, where this research carried out, there are several shopping centers serving the city's population of 10 million people. A growing number of Iranian engages in uncontrollable and extreme purchase of goods and services. The shopping mall formats with the largest growth in terms of consumer preference are the hypermarkets such as Hyper Star, Shahrvand, Refah, and the supermarkets, since they offer the wide variety of products. Grocery retailing in Iran also entered a new phase of development as the multinational giants started their activities in Iran. On the other hand, there are a huge number of shopping malls coming up. The theory that researcher used Stimulus-Organism-Response. It was developed by (Mehrabian & Russell, 1974). As applied to present study this theory

holds that researcher would expect independent variables situational, product involvement, and hedonic shopping value to influence the dependent variable impulse buying.

## **LITERATURE REVIEW**

**Impulse buying.** Varying conceptual definitions of impulse buying proposed by several researchers e.g., (Rook, 1987; Rook & Hoch, 1985; Weinberg & Gottwald, 1982). Impulse buying was initially conceptualized as unplanned buying as early researchers considered impulse buying and unplanned buying as synonymous terms (Clover 1950 cited by Lee 2008). Impulse buying is also defined as "an unplanned purchase" that is characterized by (1) relatively rapid decision-making, and (2) a subjective bias in favour of immediate possession (Rook & Gardner 1993; Rook 1987; Rook & Hock 1985). Verplanken and Herabadi (2001) defined, impulse buying is mostly associated with an unplanned a sudden purchase, which is initiated on the spot. It is described as more arousing, less deliberate, and more on irresistible buying behaviour compared to the planned purchasing behaviour (Munusamy et al. 2010). Impulse buying has four forms: pure impulse buying; where the consumer breaks a normal purchasing pattern by buying on sudden grounds of novelty or escapism. Reminder impulse buying, where the item is suddenly remembered as being wanted because the consumer recalls that stocks are low or that they intended at some point to buy it. Suggestion impulse buying; where the consumer goes through a very rapid evaluation on the spur of the moment without any prior knowledge of the product, and planned impulse buying; where the consumer intends to buy something, perhaps on the basis of special offers (Reynolds, Simintiras, & Diamantopoulos, 2002; Stern, 1962). Impulse buying may happen in less than a second due to it is often an unplanned decision, and a common and prevalent feature of the marketplace, therefore impulsive buying as a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices (Tendai & Crispen, 2009). Excessive shoppers have particularly discount rates for products, however, psychological shopping motivations become more powerful than usefulness and price sometimes impulse buying occurs occasionally (Hausman, 2000; Welles, 1986). Impulse buying relates to the high emotional activation, low cognitive control and spontaneous behaviour in the proximity of an appealing object of attraction (Sharma, Sivakumaran, & Marshall, 2010).

### **The effect of felt urge to buy impulsively on impulse buying**

Beatty and Ferrell (1998:172) state that: "Felt urge to buy impulsively is a state of desire that is experienced upon encountering an object in the environment. It clearly precedes the actual impulse action and it is spontaneous and sudden". The final dependent variable in Beatty & Ferrell (1998) model is an impulse purchase; it is the actual buying of the product. Physical proximity helps link browsing to urge and urge to impulse buying and felt urge to buy which will increase the impulse buying. Thus, the first set of hypotheses follows:

*H1: The higher the frequency of felt urges to buy impulsively, the greater the likelihood of making an impulse purchase.*

### **The effect Impulse buying tendency (IBT) on felt urge to buy impulsively and impulse buying**

Impulse buying tendency linked to a personality trait "lack of control" where impulse buying buyers lack the cognitive control of not purchasing on impulse beside individual with high impulse buying tendency are more likely to affect by advertisements and thus engage in in-store browsing (Dawson & Kim, 2009; Youn & R.J Faber, 2000). The individual internal differences with regard to impulsive acts are one of the important factor influences on an impulse purchase and psychologists have been studied impulsivity extensively as a personality trait (Chen, 2008). Therefore impulse buying tendency has been conceptualized as a consumer trait and defined buying impulsiveness as buying spontaneously, unreflectively, immediately, and kinetically (Rook & Fisher 1995 cited from Chen, 2008). Those with a higher impulsive buying tendency, tend to purchase more on impulse. The high impulse buying tendency individual engages in-store browsing and impulse buying produces positive reinforcement (Beatty & Ferrell 1998; Headarzadeh & Taherikia 2010). Following Jones (2003) idea, a context-specific notion of IBT may be a good predictor of impulse- buying shoppers. The general impulse buying tendency refers to the consumer's impulse buying in general (Chen, 2008; Hansen & Olsen, 2006).

*H2: The higher the impulse buying tendency (IBT) the greater the frequency of urges felt to buy impulsively.*

*H3: The higher the impulse buying tendency (IBT) the greater the frequency of impulse buying.*

### **The effect positive Mood on felt urge to buy impulsively**

Some shoppers feel stress and sadness which conceptualize negative affect (Beatty & Ferrell 1998). In the aspect of psychology, when one person is in a good mood such as experiencing positive affect he/she is more engaged in approaching behaviour than avoidance behaviour (Beatty & Ferrell 1998). The positive effect causes individuals to reward themselves more generously and will produce behaviours objective to maintain a positive mood state (Isen, 2001). Negative effect, experienced simultaneously, may cause someone to urge to buy impulsively which decreases the approach behaviour. The mood (positive affect) influences approach buying behaviour and the effect of negative mood remains minimal (Beatty & Ferrell 1998; Headarzdeh & Taherikia 2010).

*H4: The greater the positive effect, the greater the felt urge to buy impulsively.*

### **The effect hedonic shopping value (HSV) on felt urge to buy impulsively**

The hedonic shopping value provides insights into impulse buying and it has different types that cause impulsive buying, the ones which triggers impulse purchases the most (Yu & Bastin, 2010). According to Overby and Lee (2006) hedonic shopping value is far more subjective, personal and experiential than its utilitarian counterpart. A far more emotional experience, the hedonic shopping value reflects shopping's potential entertainment value and the possible symbiotic and/or synergistic relationship between the consumers and their shopping reference group(s). Hedonic consumption tendency influences consumers purchase amount directly and indirectly, by positive emotion (Amiri, 2012). The hedonic shopping value reflects the value found in the shopping experience itself, independent of task related activities (Overby & Lee, 2006).

*H5: The higher the hedonic shopping value (HSV) the greater the frequency of urges felt to buy impulsively.*

### **The effect physical stimuli on positive mood**

Previous researchers e.g., (Hung, 2008; Lee, 2008; Zhou & Wong, 2004) found impulse buyers who were more likely to be influenced by stimuli such as physical surroundings than non-impulse buyers. Visual stimulation, merchandising effect, product features, pricing stimuli, and sound stimuli were identified as components of the physical surroundings that influenced participants' impulse buying. Thus, investigating the effects of store environments that create pleasurable shopping experiences is important to understanding impulse buying. The pleasant environments encouraged consumers stay longer in the selling environment and to make unplanned purchases (Donovan, Rossiter, Marcolyn, & Nesdale, 1994). It has also been documented that stores' environmental stimuli triggered impulse buying (Mattila & Wirtz, 2001; Shamdasani & Rook, 1989; Youn & Faber, 2000; Zhou & Wong, 2004).

*H6: There is a relationship between physical stimuli and positive mood.*

### **The effect product involvement on impulse buying tendency (IBT)**

In general, products used for self expression such as shoes; accessories and clothing were frequently bought on impulse, further the marketing literature has proposed that there are two types of products: hedonic products or functional products (Lee 2008). In addition, product involvement and product categories' are dimensions of product characteristics. Likewise, product involvement is considered a critical factor influencing impulse buying by Jones et al. (2003). Zaichkowsky (1995: 362) defines product involvement as "a person's perceived relevance of the object based on inherent needs, value and interests". Customer involvement plays an important role in the decision making process. Highly involved customers are willing to make more effort when shopping. They believe that purchasing is one of the significant parts of their life. Thus, they are more likely to spend more time browsing and searching for different products (Arnould, Price, & Zinkhan, 2002).

*H7: The higher product involvement the greater the frequency of urges felt to buy impulsively.*

### **The moderating effect of Gender between HSV and felt urge to buy impulsively**

Generally had differing effects on impulse buying (Buendicho, 2003; Coley & Burgess, 2003; Dittmar, Beattie, & Friese, 1995; Gilboa, 2009; Gutierrez, 2004; Rook & Hoch, 1985; Verplanken & Herabadi, 2001). The common opinion is that men do not like shopping, and are not active in this field; it is hard to persuade them to be patient companions for women during the shopping. Women have greater affinity for shopping; they like walking slowly through stores, examining the shelves and hangers, comparing prices, products and values, interacting with staff and other buyers, asking questions, trying clothes and finally purchasing (Gąsiorowska, 2003). Gender is the society's social difference between men and women, their roles and the way everybody in the society socially constructs who a woman or a man is (Kang'ethe, 2009). Men generally tend to not enjoy shopping as much as women do, giving room to the speculation by using the browsing method when making purchases. This could result to reduce the chances of making impulsive purchase decision (Mburu 2010).

H8: The effect of hedonic shopping value on felt urge to buy increase by gender.

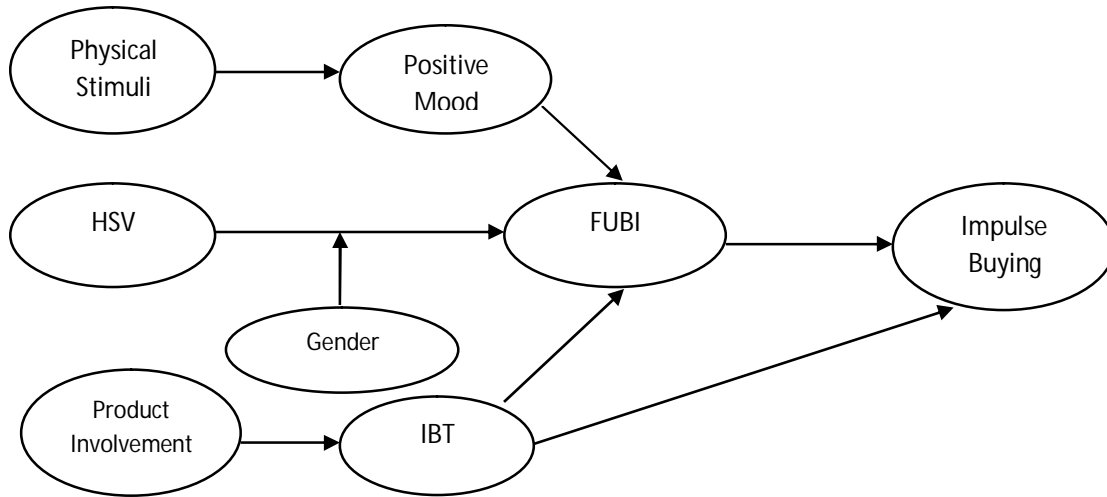


Figure 1: Proposed Model

**METHODOLOGY**

**Design of the Study.** The proposed study adopts a quantitative line of enquiry. The specific survey method used in this study is cross-sectional survey design, the questionnaire survey and interview; questionnaires are used for data collection. For this research, the sample selected based on the cluster sampling. In this research, according to Zelin and Mori (2006) to select the number of clusters (shopping mall and streets) and the number of shoppers in each cluster the cost –benefit approach was chosen. With reference to a municipality of Tehran, Tehran is divided into 22 districts. In this study, at first step in selecting shopping malls and shopping streets, Tehran was divided into five parts (North, West, South, East and Center) based on geographic area on map of Tehran to avoid possible local bias. Each part includes several districts. In the next step, the list of districts in each part containing shopping mall was identified. According to the distribution of the number of shopping malls in each part, seven districts were identified (Districts No: 1, 2, 3, 5, 12, 14, & 17) which contain shopping mall. After that, the researcher chose seven shopping malls (minimum one shopping mall for each district) randomly based on cost approach. Hence, in total in this research 7 shopping malls in seven districts from 5 parts of Tehran were selected for collecting data. The data were collected over a twenty one-day period including three weekends during December 2011. The locations of the distribution of questionnaires, the times of the day, and the days of the week were rotated in accordance with the recommendations of Bush and Hair (1985) to make the final sample as representative of the population who shops at this particular mall as possible. The target population of this research consisted of Iranian shoppers. Therefore, the unit of analysis of this research is individuals. Kline (2005, 2010) classified the sample size to three parts: n <100 small; n between 150 and 200 medium; n> 200 large; but perhaps even 200 cases are insufficient to analyse more complex models. In sum, in relation to these references and the number of variables of this research on average a sample of 200 people is sufficient for data analysis.

**Instrument and data collection procedure**

The instrumentation in this study consists of a survey, a questionnaire. The questionnaire includes a total of four constructs. These measures are impulse buying, hedonic shopping value, physical surrounding, physical stimuli (retail environment, sales associates, and mall atmosphere), product involvement and demographic variables (gender). Items in all scales used 7-point agree-disagree statements. According to Beatty and Ferrell (1998) experience, the level of impulsiveness was measured with an impulsivity scale. This study addressed content validity and several drafts were evaluated in order to increase the content validity of the research instrument. For this purpose, this research in advance reviewed the related literature and used standard questions. In the next step, drafts of the questionnaire were evaluated. Hence, a panel of Iranian Marketing lecturers (3 people) was selected for checking the content validity of the instruments. All items were translated into Persian language (by official English translators) to let the panel of lecturers check the format, arrangement, appropriateness of the content and the language used in the instrument. The finalized questionnaires were examined in the pilot study. In the present study

for assessing the reliability of the questionnaire the coefficient of Cronbach alpha that applied. During the 21 days of data collection, 600 initial contacts were made; 246 (41%) agreed to participate, and completed on forms. Cleaning of the data and eliminating respondents with excessive missing values, outliers, resulted in a final sample of 207 of who made purchases that could potentially be classified as impulsive.

**DATA ANALYSIS**

Hypothesis testing was conducted using Smart PLS Version 2M. SEM allows the researcher to "answer a set of interrelated research questions in a single, systematic, and comprehensive analysis" (Gefen, Straub, & Boudreau, 2000). Consequently, with SEM, factor analysis and hypothesis testing can be accomplished in the same analysis. This simultaneous analysis provides the researcher with richer information about the extent to which the data support the research model than is possible with the first generation data analysis techniques. This researcher chose the PLS approach for its advantages over the covariance approach. The advantages of this soft-modelling approach include theoretical conditions, measurement conditions, distributional considerations, and practical considerations (Falk & Miller, 1992). Furthermore, the goal of PLS is to obtain determinate values for latent variables for predictive purposes and minimize the variance of all dependent variables. PLS creates latent variable component scores using the weighted sum of indicators (Chin & Newsted, 1999).

Table1: Demographic Variables

Items	Detail	Frequency	Percentage
<b>Gender</b>	Male	95	45.9
	Female	112	54.1
<b>Job Status</b>	Employee	132	63.8
	Unemployed	75	36.2
<b>Shopping Location</b>	Shopping Mall	122	58.9
	Street Stores	85	41.1
<b>Products</b>	Clothes	75	36.2
	Shoes	29	14
	Accessories	103	49.8

**RESULTS**

A PLS model is analyzed and interpreted in two stages: the assessment of the reliability and validity of the measurement model, and the assessment of the structural model.

**Measurement model.**

The initial measurement model was first evaluated using the full sample (207 individuals), all items and dimensions, and then the Smart -PLS results were used to eliminate problematic items. To assess the significance and the explanatory power of the measurement model, certain criteria need to be evaluated. Reflective measurement models should be assessed with regard to their reliability and validity. The following tables 2 and 3 give an overview of the quality criteria of all reflective constructs: average variance extracted (AVE), Cronbach’s alpha, composite reliability and confirmatory factor analysis. Table 1 shows alpha cronbach reliability, composite reliability, and average variance extracted of the variables.

Table 2: Overview on the quality criteria of all reflective constructs

Constructs	Cronbach’s $\alpha$	Composite Reliability	Average Variance Extracted (AVE)
<b>Impulse buying</b>	0.74	0.83	0.547
<b>Hedonic Shopping Value</b>	0.82	0.88	0.648
<b>Product Involvement</b>	0.67	0.81	0.593
<b>Felt urge to buy Impulsively</b>	0.68	0.82	0.611
<b>Positive Mood</b>	0.82	0.80	0.547
<b>Physical Stimuli</b>	0.66	0.81	0.593
<b>Impulse Buying Tendency</b>	0.78	0.86	0.604

The other criterion for assessment of measurement model is discriminant validity. Table 3 describe that diagonal elements are larger than off-diagonal elements in the same row and column. The result describes that the questionnaire had discriminant validity.

Table 3: Squared correlations of among Constructs (Discriminant Validity)

Construct	AVE	Construct	FUBI	HSV	IBT	Impulse Buying	Positive Mood	Product Involvement	Physical stimuli
FUBI	0.612	FUBI	<b>0.612</b>						
HSV	0.648	HSV	0.152	<b>0.648</b>					
IBT	0.604	IBT	0.166	0.042	<b>0.604</b>				
Impulse Buying	0.547	Impulse Buying	0.204	0.018	0.584	<b>0.547</b>			
Positive Mood	0.575	Positive Mood	0.211	0.390	0.213	0.292	<b>0.575</b>		
Product Involvement	0.593	Product Involvement	0.033	0.126	0.029	0.016	0.054	<b>0.593</b>	
Physical stimuli	0.593	Physical stimuli	0.015	0.045	0.005	0.008	0.037	0.103	<b>0.593</b>

FUBI: Felt urge to buy impulsively, HSV: Hedonic shopping value, IBT: Impulse buying tendency

Factor loading is one of the methods to evaluate convergent validity. Table 4. shows that the most of the factor loading is ideally 0.7 or higher. The factor loading of questions by our measure range from 0.60 to 0.860 above the acceptable value.

Table 4: Loading factors

Construct	Indicators	Loading
Impulse buying	▪ When I go shopping, I buy things that I had not intended to purchase.	0.717
	▪ I am a person who makes unplanned purchase.	0.689
	▪ I often buy things spontaneously	0.770
	▪ Generally speaking, I would consider myself to be an impulsive shopper	0.778
Hedonic Shopping Value	▪ Finding unique things makes me excited	0.734
	▪ It seems that I explore a new world when I go shopping	0.824
	▪ Compared to others, spending time on shopping is so enjoyable	0.858
	▪ During shopping, I feel excited	0.799
Product Involvement	▪ Interesting	0.813
	▪ Exciting	0.773
	▪ Appealing	0.722
Felt urge to buy Impulsively	▪ The urge to buy something just comes over me all at once and I am overwhelmed.	0.670
	▪ I feel the desire to buy an item as quickly as possible so as to terminate the pain of not buying.	0.829
	▪ I have difficulty getting control over my buying impulses.	0.839
Positive Mood	▪ Happy	0.785
	▪ Satisfied	0.814
	▪ Pleased	0.668
Impulse Buying Tendency	▪ For me, buying grocery items is a spontaneous occurrence	0.600
	▪ I buy some things without new I really want; I purchase it immediately, even if I had not planned to buy it.	0.827
	▪ When see something that really interests me, I buy it without considering the consequences	0.823
	▪ When I see something new that really interest me, I buy it right away just to see what it is like	0.835
Physical Stimuli	▪ Store Environment	0.860
	▪ Mall Atmosphere	0.818
	▪ Associate salespersons	0.609

**Relevance (Assessment) of Structural Model**

Non-parametric tests like R<sup>2</sup> for dependent variables, the Q<sup>2</sup> cross-validation test (Stone-Geisser) and f<sup>2</sup> explaining the strength of effects are used (Fornell & Bookstein 1982). These values were well above the threshold level of zero (Fornell & Cha, 1994). However, regarding CV-redundancy index F<sup>2</sup> (Q<sup>2</sup>) impulse buying tendency had high value. Furthermore, the 0.379 value of GOF index was quite acceptable. In sum, results indicated that model had an acceptable predictive relevance.

Table5: Commuality and Redundancy

	Commuality	Redundancy	F <sup>2</sup> (Q <sup>2</sup> )	R <sup>2</sup>
Felt urge to buy Impulsively	0.611	0.093	0.172	0.284
Hedonic Shopping Value	0.647	-----	-----	-----
Impulse Buying Tendency	0.604	0.02	0.019	0.029
Impulse buying	0.547	0.07	0.301	0.608
Product Involvement	0.593	-----	-----	-----
Physical Stimuli	0.593	-----	-----	-----
Positive Mood	0.574	0.08	0.021	0.037
GOF	0.379			

For each effect in the path model, one can evaluate the effect size by means of Cohen’s (1988)  $f^2$ . The effect size  $f^2$  is calculated as the increase in  $R^2$  relative to the proportion of variance of the endogenous latent variable that remains unexplained. According to Cohen (1988),  $f^2$  values of 0.02, 0.15, and 0.35 signify small, medium, and large effects, respectively. Based on table 6 the effect size of the IBT to Impulse buying (0.99) is large and other effect sizes are small.

Table 6: Path coefficients, Std,  $\beta$ ,  $f^2$  and T-statistics

Path	Standard Deviation	$\beta$	$f^2$	T-statistics	P-Value	Sig
Felt urge to Buy Impulsively.....►Impulse buying	0.088	0.181	0.057	2.053	0.020	Yes
Hedonic Shopping Value .....►Felt urge to buy Impulsively	0.114	0.206	0.036	2.81	0.035	Yes
Positive Mood .....►Felt urge to buy Impulsively	0.122	0.205	0.028	1.676	0.047	Yes
Impulse Buying Tendency .....►Felt urge to buy Impulsively	0.133	0.270	0.066	2.388	0.009	Yes
Physical Stimuli .....►Positive Mood	0.108	0.193	0.038	1.788	0.037	Yes
Impulse Buying Tendency.....►Impulse Buying	0.069	0.685	0.99	9.918	0.000	Yes
Product Involvement .....►Impulse Buying Tendency	0.102	0.171	0.03	1.670	0.048	Yes

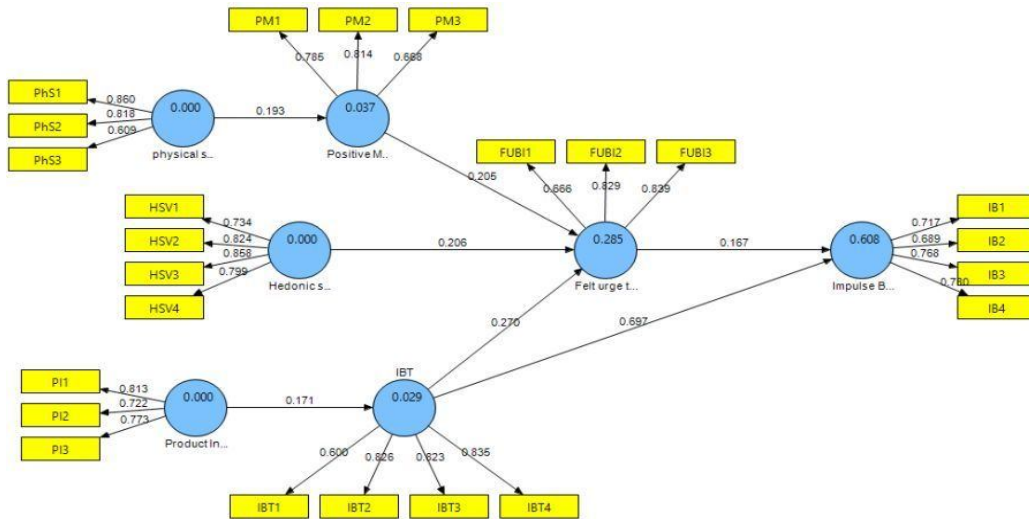


Figure 2: Final Model

DISCUSION

Based on the table 6 the result revealed that, there is a positive and direct relation between physical stimuli and positive mood. This relationship with 95% confidence is significant at the 0.05 level (( $\beta=0.193$ ), Std =0.108, t-statistics=1.79,  $f^2=0.038$ , P-value < 0.05).Also, there is a relation between the positive mood and felt urge to buy impulsively. This relationship with 95% confidence is significant at the 0.05 level ( $\beta= 0.205$ , std= 0.122, t-statistics = 1.677,  $f^2=0.038$  P-value < 0.05).Furthermore, there is positive and direct relation between the impulse buying



tendency and felt urge to buy impulsively ( $\beta=0.270$ ), Std =0.113,  $f^2=0.066$ , t- statistics= 2.38, P-value < 0.05. In other hand, the result shows a positive and direct relation between the impulse buying tendency and impulse buying (was ( $\beta=0.685$ ), Std=0.069,  $f^2=0.99$ , t-statistics= 9.91, P-value < 0.05. Also, there is a positive and direct relation between the felt urges to buy impulsively and impulse buying. ( $\beta=0.181$ ), std= 0.088  $f^2= 0.057$  T. statistics=2.05, P-value < 0.05. In the present study, there is a positive and direct relation between the product involvement and impulse buying tendency. This relationship with 95% confidence is significant at the 0.05 level ( $\beta=0.171$ ), std=0.096,  $f^2=0.03$ , t- statistics=1.67, P-value < 0.05. Also, the positive and direct relation between the hedonic shopping value and felt urge to buy impulsively ( $\beta=0.206$ ), Std = 0.114,  $f^2=0.036$ , t- statistic =1.81, P-value < 0.05.

The result shows gender is not moderating effect, In PLS to test moderating effect “When the moderator variable is categorical in nature (as e. g., sex, race, class) it can be used as grouping variable without further refinement (Henseler & Fassott, 2010). For the analysis of the differences between males and females, the difference between the standardized coefficients of each sample calculated. To calculate the corresponding t-value, the following expression is used:

$$t = \frac{Path_{sample\_1} - Path_{sample\_2}}{\sqrt{\left[ \frac{(m-1)^2}{(m+n-2)} * S.E.^2_{sample1} + \frac{(n-1)^2}{(m+n-2)} * S.E.^2_{sample2} \right]} * \left[ \sqrt{\frac{1}{m} + \frac{1}{n}} \right]}$$

Table 7 : Path Coefficient for HSV and FUBI (Male and Female)

Path	Male				Female					
	N	$\beta$	R <sup>2</sup>	Sd.E	N	$\beta$	R <sup>2</sup>	Sd.E	T-statistic	P-value
HSV .....► FUBI	95	0.333	0.33	0.111	112	0.112	0.28	0.116	1.37	0.08

With refer to table 7 the effect of hedonic shopping on the urges felt to buy impulsively did not increase by gender due to there is not significant between male and female (Male:  $\beta=0.333$  , SdE= 0.111; Female  $\beta=0.112$ ; SdE= 0.116; T-statistic = 1.37, P value= 0.08). H8 is not confirmed.

**CONCLUSION**

Despite several limitations of this study have been identified, the present research makes valuable contributions to both theory and practice. The finding of the research has the potential to enrich the body of knowledge among academicians as well as practitioners. In this study, new and unestablished relationships have been hypothesized based on theory. Further, some concepts have been newly operationalized (i.e., the moderating effect of demographic variables) while some previous concepts have been refined as need. An integral part of this research was to provide a detailed description of the distinct physical stimuli (store environment, Mall environment, and sales associate).

Therefore it is important that a good ambiance is being created. Generally, some of the Iranian retail stores are filled up to maximum with stocks. The space between the shelves are narrow and difficult to navigate. The purchase may be barrier by all these. Retailers need to remove all these practices by providing a wide enough walkways for customers to move around , products are displayed properly. This will make the store look clean and species. Customers will have a nice feeling if the spaces are wide clean; as nobody likes to be crammed into a corner or small space and this will help to have a feel good factor in the consumer mood which will result in more impulse buying. According to Munusamy et al., (2010), the lightning of the store has to be right depending on the customers the store targeted and the concept they are selling to their customers. Retailers need to ensure that the lightening at their store is right for their targeted customers and once that is done they will be able to enhance their product presentation and that will affect the consumer mood which again will help contribute to incremental sales through impulse buying.

**LIMITAION AND RECOMMENS**

Although this research has managed to reach its stated objectives, there were nevertheless some limitation due to certain constraints. One of the constraints is the time , it can only be conducted on a limited geographic area confined to the Tehran . If the research can be extended to cover all the states in Iran , it would give a better view of



the picture and increase the research finding generalizability. Another limitation is the sample size. Due to limited time and budget; this research had only been able to collect 207 samples from seven shopping malls and five streets around Tehran. A possible limitation to the study could some of the respondents are in a hurry, they answer might be as accurate as we would prefer it to be and that is why a bigger number of respondents will be ideal.

Studies on impulse buying in Iran rare and few in between and this is one of the few. Moreover, this exploratory study also identifies several salient research issues that require further investigation in the subsequent studies effort in this area of study and several issues deserve consider. The sample population of this study should be enlarged to cover a wider number of shopping malls around the country. Future research could the determination if this study's finding hold for the whole country's retail industry.

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