Factors Affecting Impulse Purchasing of Filipino Consumers in Convenience Stores

Ellaine A. Borromeo[1], Ginger Alexandra C. Cai[2], Antonio E. Etrata, Jr.[3]

College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines

[1] ellaine.borromeo.comm@ust.edu.ph

[2] gingeralexandra.cai.comm@ust.edu.ph

[3] aeetrata@ust.edu.ph

Abstract — This study examined Filipino consumers' intrinsic and extrinsic factors in convenience stores, including impulse buying tendency, availability of money, time availability, visual merchandising, in-store environment, and sales promotions. A significant sign of consumers' purchasing decisions was triggered by impulse buying. Studies of this behaviour have been a great advantage for business owners who want to generate more enormous profits. However, only limited studies about impulse buying behaviour have been conducted here in the Philippines. The study followed a mixed-method approach since it was under the explanatory side of the said method. It aimed to understand the factors affecting the impulsivity of Filipino consumers when they are inside a convenience store. The study was limited to external variables like the number of respondents. However, the researchers provided a factor analysis on intrinsic and extrinsic variables that will enhance the research. The independent variables have been used to find out the correlation between these variables, such as impulse buying tendency, money availability, time availability, visual merchandising, in-store merchandising, and sales promotion. The study's primary limitation is that the survey does not include different age groups. Further tests with illustrations from different age groups may lead to more precise outcomes. The impulsiveness of these individuals in risky conclusions might affect impulse buying behaviour. Hence, the research shall test various age groups to determine the influence of such a factor.

Keywords — convenience store, impulse buying, in-store environment, sales promotions

I. INTRODUCTION

The pace of growth of the global retail industry has seen an upward trend as sales continue to increase year after year. In 2016-2018, the convenience stores were seen to have 12% growth, which led to an increase in retail development worldwide, with 7-Eleven as the leading store. According to Statista, as of January 2020, over 70,200 7-Eleven convenience stores were operating worldwide, and 29% were located in Japan. According to Euromonitor 2020, the growth of convenience stores worldwide was forecasted to continue until 2025. Meanwhile, in the Philippines, the estimated growth was almost 8%, a doubled number than the previous year, 3%.

Furthermore, convenience stores such as Mini Stop, 7-Eleven, Family Mart, and numerous stores have expanded rapidly, with Mercury Drug as a leading competitor. This affected impulse buying due to the difference and convenience of online shopping compared to buying in-store Parsad and Prashar (2019). This has also encouraged researchers and entrepreneurs to gather data about determinants affecting the purchasing behaviours of consumers.

Several studies about impulsive buying worldwide have already been conducted and have proven that 40-80% (Amos et al., 2014) of all purchases, depending on the product type, is attributed to impulse behaviour. However, what factors trigger such decisions is a less explored topic in the Philippine context. According to the paper published by Gutierrez, impulse purchases in the urban Philippines regarding products have determined that purchase frequency, product category, and age are important factors. This pertained to the gap of mentioned factors relating to specific demographic attributes.

As already mentioned in the introduction, it is of utmost importance to study impulse behaviour not only for the benefit of the researchers conducting this study but also for retail store owners and consumers in the Philippines. For retail store owners, this study will help take advantage of factors that will help contribute to the attitude of impulse buying in consumers to boost their businesses' sales. This study will likely give insight to consumers of the reasons behind their impulse behaviour, hence avoiding unnecessary purchases in the future.

II. LITERATURE REVIEW

A. *Impulse Buying Tendency*

Impulse buying is a notion of unintended purchase without acknowledging the outcomes. The description of impulse buying is an unpredicted expeditious purchase without shopping objectives in buying a particular product or satisfying a distinct buying task. The factor which also influences impulse purchasing is driving to acquire impulsively. It is the belonging of buyers that exhibit abrupt urges to purchase distinct or non-specific goods and services. According to the KPMG 2014 report, almost 50% of individual-related factors cause them to traverse, which commences a sudden urge to buy.

The intrinsic factors to influence the shop have greatly affected the buying nature of consumers. As studied by psychologists, every person has a single tendency to behave imprudently. The studies on customer buying ways show to act carelessly (Halmstad et al., 2017; Sahay et al., 2019) describes buyer impulsivity as a lifestyle habit. Most researchers have presumed that buyers have increased toward a rush buying tendency expressing further desires to purchase and revitalize unpremeditated procurement. Other factors that can trigger impulsivity as a trait include a person's emotional state and age (Kacen, J. J., & Lee, J. A. 2016). It is proven how negative or down-low moods trigger impulsive buying (Verplanken et al., 2017). Studies have shown how there is an excellent connection between culture and impulsive buying. In individualist countries, impulsive traits tend to be more relevant or familiar than collectivist countries. According to a study by Hofstede insights, the Philippines is considered to be a collectivist country. Though the Philippines practices a collective culture, it is proven that 10% of the Filipinos living in an urbanized area are impulse buyers (Gutierrez, 2004).

H1a: Impulse buying tendency has a significant effect on the impulse buying behaviour of a customer.

B. *Availability of Money*

Impulse buying has essentially concentrated on the instant satisfaction of the emotional desires of oneself instead of functional needs. Rook and Gardner (1993) describe impulsive buying as rapid decision-making or an urge to buy (as cited by Hussain & Siddiqui 2019). It has been grasped to be one of the several inciting factors in the retailing sector. The availability of money is identified to be a significant intrinsic influence in impulse purchasing action. It is commensurate with the hypothesis that money availability signifies a mattering aspect in the effect of impulsive buying behaviour.

Nevertheless, according to Pradhan (2016), the more consumers have the financial capacity, the more they are inclined to purchase impulsively. Similar to the study of Suher and Hoyer (2020), researchers indicated that a shopper's more significant budget or money availability is also considered one of the motivations for an unplanned purchase. Evidence suggests that as the relative spending for unplanned purchases increases, the unplanned purchase consideration increases.

According to the current study, it has been explicitly determined that impulse buying is motivated by particular constituents such as the impact of money availability. It plays a vital part in the method of instant purchasing. Money availability indeed has significant use in the process of impulse buying (Beatty & Ferrell, 1998 as cited by Hussain & Siddiqui 2019). It magnifies the buying dynamism of consumers (Buang et al., 2012 as cited by Hussain & Siddiqui 2019). There is a clear representation of the similarity between unplanned buying and the availability of money in generation Y. The previous studies have stated that earning must have influenced purchasing action (Awan & Abbas 2015; Ahmad et al., 2012 as cited by Hussain & Siddiqui 2019).

H1b: Availability of money has a positive influence on the impulse buying behaviour of a customer.

C. *Time Availability*

As eloquently stated by the previous researches, the result on time availability has positive outcomes in reshaping the influence of buyers, as they have given infinite time at convenience stores. The buyers will tend to buy more further, exceeding his/her earlier plan. Additionally, this situational determinant greatly affected the behaviour of buyers. (Khan, Hui, et al., 2015). Usually, feelings about a specific item they habitually buy can also be included with their immediate purchase. According to the related research, the buying power of consumers who are keen to buy is more limited than the others who linger late at the store. (Nicholls 1997 as cited by Hussain & Siddiqui 2019)

H1c: Time availability has a significant effect on impulse buying behaviour of a customer.

D. *Visual Merchandising*

Visual merchandising is designing and displaying the presentation of goods and services in such a way that intrigues consumers to purchase (Husnain et al., 2018; Mkwizu et al., 2018). It is somewhat similar to the in-store environment but different as it can be the appealing mannequins inside and outside the store, interior display of the wall and floor, in-store lighting, and promotional signage (Teo et al., 2020). It is being practiced in the retail industry, just like in convenience stores. The results showed that it significantly impacted the consumers (Husnain et al., 2018), which increased revenue (Parsad et al., 2017). Therefore, understanding the layout and choice of goods on display is highly important in impulsive buying behaviour in convenience stores (Mkwizu et al., 2018). Through this, store managers would implement effective and efficient visual merchandising techniques (Martinez et al., 2017; Wijaya & Setyawan, 2020).

It is equally important to identify the specific store attributes that give customer satisfaction and unplanned purchase decisions (Princes, 2019). These can provide retail managers helpful information to set their offerings, deliver value to consumers, and increase profits (Martinez-Ruiz et al., 2017). However, this unplanned occurrence by the consumer does not apply to every impulse purchase made. An unplanned purchase can happen when the consumer forgets to include items on the prepared list. It is stated that the impulse purchase only occurs when three criteria are met. First, the purchase is unexpected, and there is a positive surge of feeling simultaneously. Second, the consumer does not think of the approaching consequences of the purchase. Lastly, it satisfies the needs of the consumer (Teo et al., 2020).

H2a: Visual merchandising has a positive impact on the impulse buying behaviour of a customer.

E. *In-Store Environment*

The in-store environment is the physical surrounding of a store that comprises many elements such as lighting, color, display, music, store layout, and presence of salesperson (Martinez et al., 2017; Parsad et al., 2017). The in-store environment is considered the most crucial factor in unplanned purchasing (Syahrivar, 2016; Martinez et al., 2017) as it increases consumers' desire to purchase impulsively (Parsad et al., 2017). Atmospheric cues such as color and display influence shoppers' impulse buying behaviour (Parsad et al., 2019). Moreover, an appealing display has increased comfortability to a shopper, which leads to longer time spent in a store. Another atmospheric cue is the crowding effect, which significantly affects the shopper's perception (Dos Santos et al., 2020; Wijaya & Setyawan, 2020). A crowding perception of a shopper is determined by the number of products in a store, the space between the shelves, and the furniture positions inside the store. Thus, it is suggested that a shopper is more likely to feel discomfort if the store's space is more likely to have limited space, resulting in the consumer being less likely to commit to an impulse purchase.

Contrary to the article published by Tan (2020), the researcher suggests that the crowding perception of the store negatively influences the impulsive buying behaviour of consumers. On another note, it is stated that the salesperson's friendliness increases the consumers' impulsive buying tendencies (Parsad et al., 2019) by having a positive effect on the customer's buying behaviour. Color and display as environment cues were also noted to affect the impulsiveness of customers. The most important findings of their study are the significant impact of music and light on impulse buying of consumers (Dos Santos et al., 2018).

In attempting to design an appropriate in-store environment, store managers must understand the right combination of environmental factors. For instance, loud or improper music may cause irritation or disturbance for consumers and lead to adverse effects. Similarly, extremely bright or dull lighting lessens visual attractiveness. In-store environments must be appealing enough for the consumers to keep them for a longer duration and purchase goods with a higher willingness as it reflects their emotional response, perception, and influence (Parsad et al., 2017; Stefańska & Śmigielska, 2020). This gives the consumers a lasting impression of the store that is said to positively impact the consumers (Parsad et al., 2017).

H2b: In-store environment has a positive influence on the impulse buying behaviour of a customer.

F. *Sales Promotions*

Sales promotions, including discount prices and deals, are commonly used in grocery retailers. It plays a crucial role in impulse buying behaviour, increasing unplanned purchases from 12%-13% (Martinez-Ruiz et al., 2017). It was also demonstrated that a wide variety of goods and services might also tempt consumers in unplanned purchases. Consequently, sales promotion reflects the promotional activity offered by the store as an endeavour to increase selling. Consumers perform unplanned purchasing because they are interested in discounts, coupons, and prizes. When the goods' price increases or decreases, it directly affects the

consumers' impulsive buying behaviour. The store can attract new consumers and encourage them to buy the goods through sales promotion. In essence, promotional goods increase the impulse purchase of consumers. These results have shown the positive influence of sales promotion in retail stores (Stefańska & Śmigielska, 2020; Wijaya & Setyawan, 2020).

H2c: Sales promotion has a positive impact on the impulse buying behaviour of a customer.

III. METHOD

The researchers used a mixed-method approach to study the factors affecting impulse purchasing in a convenience store setting in the Philippines. The basic idea of using mixed methods in studies like this is that the integration, utilization, and collegial data was divided into quantitative and qualitative data analysis results in information-rich research (Wisdom et al., 2013). In this mixed-method approach, the study was under the explanatory side of the said method since it aimed to understand the factors affecting the impulsivity of Filipino consumers when they are in a convenience store. The qualitative aspect of this study discussed and reflected the respondents' point of view as a consumer. The researchers aimed to study the respondents' experiences and explore their perception of impulsivity in a convenience store. In the quantitative aspect of the research, the framework, divided between extrinsic and intrinsic factors, was measured to determine if it affects the impulse buying behaviour of the respondents. The extrinsic factors discussed were visual merchandising, in-store environment, and sales promotion, while the intrinsic factors included money availability, time availability, and impulse buying tendency. The quantitative research was used to determine how intense the factors were to the impulse buying behaviour of the respondents using an 8-point Likert scale where "1" and "8 implied "strongly agree" to "strongly disagree," respectively.

For data collection, 152 respondents were used for the online survey and 8 respondents for the focus group discussion during October 2021. This approach followed a convenience sampling technique. It is a non-probability sampling technique where subjects are selected from a group of people that are easy to reach considering the present situation. The respondents were people aged 18-24 years old who had experience buying in a convenience store in the Philippines, must have bought in a convenience store at least once a month, and had an experience staying in a place where there is a convenience store in the area.

IV. RESULTS AND DISCUSSION

A. SUMMARY OF DEMOGRAPHICS

Table 1. Age

Gender	Responses
Female	113
Male	35
Prefer not to say	3
Nonbinary	1

The table above shows that 152 respondents were targeted for the questionnaire. The total number of respondents was 152, with 113 females for a total percentage of 74.3% and with the 35 males for a total percentage of 23% included in this research.

Table 2. Occupation

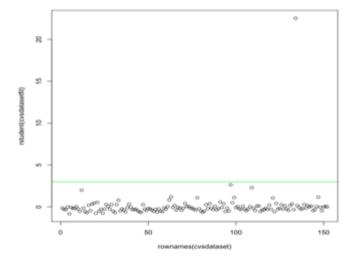| Occupation	Responses
Working	3

Student	147
Unemployed	2

The table above also shows that the majority of respondents who completed the survey questionnaire were students. The following results are as follows: 3 working for a total percentage of 2%, 147 students for a total percentage of 96.7%, and 2 unemployed for a total percentage of 1.3%.

B. ASSUMPTIONS FOR PARAMETRIC ANALYSIS

Assumptions for Parametric Analysis are the normality of the data. The central limit theorem states that the mean (average) will approximate a normal distribution and will be used to indicate the variance and standard deviation. This study was conducted using a two-tailed independent samples t-test, to confirm whether a significant difference existed between the means obtained from the control and experimental groups.

The study uses a cross-sectional study method common in most of the analyses on impulse buying. In this type of research, it is assumed that the samplings selected do not vary immensely from the population to which they are supposed to represent. According to Hammett (1986), marketing researchers generally have a strong tendency towards making sampling assumptions in their survey research, even when there is little or no available evidence to support any particular assumption. The structural model showed that there were two higher-order interaction effects which meant that the overall model was significant.

Table 3. Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
ImpulseBuyTend	0.084	151	0.012	0.971	151	0.003
MoneyAvail	0.092	151	0.003	0.979	151	0.022
TimeAvail	0.094	151	0.002	0.972	151	0.003
VisualMerch	0.15	151	<.001	0.898	151	<.001

InStoreEnvi	0.148	151	<.001	0.929	151	<.001
SalesPromo	0.164	151	<.001	0.889	151	<.001

a.   Lilliefors Significance Correction

To determine the normality of the items, each item will be checked using both the Kolmogorov-Smirnov Test and the Lilliefors Test. The Kolmogorov-Smirnov test is a non-parametric test that is used to determine whether sample data comes from a continuous distribution. This method eliminates the need for making a priori assumptions about the form of the population distribution.

C. DESCRIPTIVE OF DATA

Table 4. Impulse Buying Tendency

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
IBT01: I often buy things spontaneously.	151	1	8	6	1.497	Moderately Agree (MA)
IBT02: I often buy things without thinking.	151	1	8	5.09	1.978	Moderately Agree (MA)
IBT03: Sometimes I feel like buying things on the spur of the moment.	151	1	8	6.07	1.537	Moderately Agree (MA)
IBT04: If I see something I want, I buy it.	151	1	8	5.79	1.68	Moderately Agree (MA)
IBT05: I buy things based on how I feel at the moment.	151	1	8	6.13	1.702	Moderately Agree (MA)
Valid N (listwise)	151					

Insight: (From Focus Group Discussion)

The data presents the results of a questionnaire on Impulse Buying Tendency (IBT) containing five items. The scale reflects the tendency of the respondents to buy things spontaneously and to make purchase decisions on the spur of the moment. The IBT has a low-aggressiveness in terms of a tendency toward impulsive buying behaviour.

Table 5. Money Availability

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
MA01:I don't look at the price whenever I buy.	151	1	8	3.36	2.186	Moderately Disagree (MD)
MA02:I often look at the price first before buying.	151	1	8	7.11	1.197	Agree (A)
MA03: I purchase more than what I had planned, even if I have enough money.	151	1	8	5.42	1.895	Moderately Agree (MA)

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
MA04:I purchase more than what I had whenever I have extra money.	151	1	8	5.93	1.789	Moderately Agree (MA)
Valid N (listwise)	151					

Insight: (From Focus Group Discussion)

The table shows the Money Availability of consumers influences their buying behaviour. Research indicates that there are three different types of consumers, according to their way of interacting with the pricing information during shopping. Taken together, these items measure how frequently people compare prices before they buy. The average score on this scale is Moderately Agree (Ma = 5.93).

Table 6. Time Availability

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
TA01: Limited time can make me purchase more than what I had planned.	151	1	8	4.92	2.041	Slightly Agree
TA02: Longer time at the store can make me purchase more than what I had planned.	151	1	8	6.14	1.721	Moderately Agree (MA)
TA03: I purchase more than what I had planned when I am pressured by time.	151	1	8	4.86	2.167	Slightly Agree
Valid N (listwise)	151					

Insight: (From Focus Group Discussion)

The result of Time Availability indicates positive outcomes in reshaping the influence of buyers, as they have given infinite time at convenience stores. Nearly 90% of the participants responded with a score that indicates slightly or moderately agreeing with the statements. This shows that people are generally aware of their feelings toward time availability and feel it is important to keep this aspect in mind when shopping.

Table 7. Visual Merchandising

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
VM01: Good arrangement of products also referred to as planograms can make me purchase more than I had planned.	151	1	8	6.5	1.514	Agree (A)
VM02: Products displayed in attractive banners, counter shelves, product posters or highlights, tactbins, top shelves, or mass display can make me purchase more than I had planned.	151	2	8	6.34	1.633	Agree (A)

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
VM03: The way the shelves are arranged by category and brand is important to me.	151	1	8	6.79	1.614	Agree (A)
VM04: I felt good shopping in this store because of the surroundings or the total environment.	151	3	8	6.78	1.076	Agree (A)
Valid N (listwise)	151					

Insight: (From Focus Group Discussion)

The table emphasizes that most respondents agree that Visual Merchandising influences their impulse behaviour, including a good product arrangement, products displayed in attractive banners, shelves organized by category and brand, and the store's surrounding environment. This indicates that the design or arrangement of the products in a store impacts the behaviour of consumers.

Table 8. In-Store Merchandising

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
IST01: I desired to buy in this store because of the air-conditioning or cool temperature.	151	1	8	6.54	1.365	Agree (A)
IST02: The cleanliness of the store is essential to me	151	3	8	7.47	0.885	Strongly Agree (SA)
IST03: The availability of tables and chairs influence the level of my purchase decision	151	1	8	6.33	1.712	Agree (A)
Valid N (listwise)	151					

Insight: (From Focus Group Discussion)

The table highlights that most respondents agree that air conditioning and the availability of tables and chairs influence the level of their purchase decision. While the majority of respondents strongly agree that the cleanliness of the store is vital to them. Given this, it shows that consumers widely incorporate the importance of the physical surroundings of the store.

Table 9. Sales Promotions

	N	Minimum	Maximum	Mean	Std. Deviation	Final Rating
SP01: Sales can make me purchase more than I had planned.	151	1	8	6.55	1.408	Agree (A)
SP02: Discount posters can make me buy more than I had planned.	151	1	8	6.45	1.561	Agree (A)
SP03: In-store promo displays can make me buy more than I had planned.	151	1	8	6.26	1.565	Agree (A)

SP04: Suggestions of additional products can make me buy more than I had planned.	151	1	8	5.75	1.95	Moderately Agree (MA)
Valid N (listwise)	151					

Insight: (From Focus Group Discussion)

The table summarizes that most respondents agree that sales, discount posters, and in-store promotional displays can persuade them to buy more than they planned. The majority of respondents then moderately agree that product suggestions can persuade them to buy more than planned. The results validate that sales promotions have an influence on consumers' impulsive buying.

D. STATISTICAL ANALYSIS FOR CORRELATION

Correlations are an accurate process that demonstrates how certainly these factors correlated to one another. A correlation coefficient is a number between -1 and 1 that indicates the stability of a linear relationship (correlation) between two variables. The nearer the absolute value of the correlation coefficient is to 1 or -1, the stronger the correlation. It calculates the strength of the association between two factors.

Table 10. Correlations

			IMPULSE	ImpulseBuyTend	MoneyAvail	TimeAvail	VisualMerch	InStoreEnvi	SalesPromo
Spearman's rho	IMPULSE	Correlation Coefficient	1	.177*	.196*	.161*	.167*	0.15	.253**
	.	Sig. (2-tailed)	0.03	0.016	0.048	0.04	0.066	0.002	
		N	151	151	151	151	151	151	151
	ImpulseBuyTend	Correlation Coefficient	.177*	1	.559**	.439**	.404**	.453**	.471**
		Sig. (2-tailed)	0.03	.	<.001	<.001	<.001	<.001	<.001
		N	151	151	151	151	151	151	151
	MoneyAvail	Correlation Coefficient	.196*	.559**	1	.583**	.457**	.404**	.465**
		Sig. (2-tailed)	0.016	<.001	.	<.001	<.001	<.001	<.001
		N	151	151	151	151	151	151	151
	TimeAvail	Correlation Coefficient	.161*	.439**	.583**	1	.452**	.377**	.464**
		Sig. (2-tailed)	0.048	<.001	<.001	.	<.001	<.001	<.001
		N	151	151	151	151	151	151	151
	VisualMerch	Correlation Coefficient	.167*	.404**	.457**	.452**	1	.444**	.457**

		Sig. (2-tailed)	0.04	<.001	<.001	<.001	.	<.001	<.001
		N	151	151	151	151	151	151	151
	InStoreEnvi	Correlation Coefficient	0.15	.453**	.404**	.377**	.444**	1	.454**
		Sig. (2-tailed)	0.066	<.001	<.001	<.001	<.001	.	<.001
		N	151	151	151	151	151	151	151
	SalesPromo	Correlation Coefficient	.253**	.471**	.465**	.464**	.457**	.454**	1
		Sig. (2-tailed)	0.002	<.001	<.001	<.001	<.001	<.001	.
		N	151	151	151	151	151	151	151

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

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

The table shows a positive correlation between those factors affecting impulse buying behaviour, which implies the assumption of urge on purchasing is positively correlated with impulsive buying tendency, money availability, time availability, and visual merchandising presence. However, there is no correlation between impulse and the in-store environment. This confirms the findings of Tan (2020), which states that the crowding perception of the store, such as the availability of tables and chairs, negatively influences impulse purchasing. On the other hand, it was stated in the findings of Parsad et al. (2017) and Stefańska & Śmigielska (2020) that the store's environment must be attractive enough for consumers to stay for a more extended period as this creates a lasting impression of the store in the minds of the customers, which is said to have a positive impact on them. The results of this study suggest a significant positive relationship between impulse and the amount spent. This validates the findings of Hoyer (2020) that having a budget is one of the motivations of consumers when it comes to unplanned purchases. Also, an impulse is positively correlated with time availability and sales promotion. This demonstrates that consumers believe that the time spent during their shopping experience is critical for them. Along with sales promotion, consumers typically give preference and engage more when sales and discounts are present.

V. CONCLUSION

The results consistently demonstrated insufficient evidence that claims the significant correlation between impulse buying and the in-store environment in convenience stores. This includes the store's temperature, the store's cleanliness, and the store's availability of tables and chairs. As stated, impulse buying is a huge factor, and Generation Z is still lacking in this area, as the majority of them are either students or employed. Thus, this generation specifically may go to convenience stores to unwind and loosen up a bit before their next activity for the day, but they are still in a rush most of the time and may not stay for long. Hence, the availability of tables and chairs in that store can be alleviated. Although lacking in this area, they view the cleanliness of the store as an essential factor before they go to any convenience store, as well as the store's cool temperature. This further supports the findings from our Spearman's Rho analysis, where data shows that the in-store environment affects impulse buying.

VI. RECOMMENDATION

After completing the results, the researcher understands the importance of these factors, such as impulse buying tendency, money availability, time availability, visual merchandising, in-store merchandising, and sales promotion. The research model contains the essential aspects that suggest the influence of impulse purchases and to further investigate. It is required to define the scope and limitations to which these elements simulate impulse buying behaviour. The research is represented by restrictions that will describe the limitation of the finding. The main limitation of this study is the respondents from which the sample has been specified. The intrinsic and extrinsic variables affect impulse buying manners and some characteristics, such as insight and

characteristics. The survey indicates that the trigger purchasing results from the correlation of different factors. Therefore, various platforms can be utilized for analysis to understand impulse buying behaviour in convenient stores. The subjects we surveyed were between 18 and 24 years old. We recommend that future research should test different age groups. Further investigations may consider the scope to which sudden behaviour counters across, unlike retail environments.

REFERENCES

Abdelsalam, S., Salim, N., Alias, R. A., & Husain, O. (2020). Understanding online impulse buying behaviour in social commerce: a systematic literature review. *IEEE Access, 8*, 89041-89058. https://doi.org/10.1109/access.2020.2993671

Akram, U., Hui, P., Khan, M., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: evidence from chinese social commerce environment. *Sustainability, 10*(2), 352. https://doi.org/10.3390/su10020352

Aparecida, L., Krug, J., Falaster, CD (2019) Consumer purchase decision: factors that influence impulsive purchasing. *REMark: Revista Brasileira de Marketing* (18)4, (196-219)50. https://doi.org/10.5585/remark.v18i4.13345

Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: an online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC, 22*(1), 42–62. https://doi.org/10.1108/sjme-03-2018-007

Awan, P. D. A. G., & Abbas, N. (2015). Impact of demographic factors on impulse buying behaviour of consumers in multan-pakistan. *European Journal of Business and Management*, 7. https://doi.org/Database: OAIster

Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behaviour—evidence from india. *Journal of Retailing and Consumer Services*, 21(4), 537–549. https://doi.org/10.1016/j.jretconser.2014.04.003

Ballantine, P. W., Jack, R., & Parsons, A. G. (2010). Atmospheric cues and their effect on the hedonic retail experience. *International Journal of Retail & Distribution Management*, 38(8), 641-653. https://doi.org/10.1108/09590551011057453

Cornish, LS (2020). Why did I buy this? consumers' post- impulse- consumption experience and its impact on the propensity for future impulse buying behaviour. *Journal of Consumer Behaviour.* (19)1, (36-4) 11. https://doi.org/V= 10.1002/cb.1792

Chen, Y.-F., & Wang, R.-Y. (2016). Are humans rational? exploring factors influencing impulse buying intention and continuous impulse buying intention. *Journal of Consumer Behaviour*, *15*(2), 186–197. https://doi.org/10.1002/cb.1563

Dos Santos, GM., Oliviera, MC., Bizarrias, FS., Brandao, MM. (2020). Satisfaction and impulsive buying in the behaviour of residents and tourists in the stores with high human density: the moderating influence of the crowding perception. *Brazilian Journal of Management* (13)2, (355-375)21. https://doi.org/10.5902/1983465928165

Fernandes, S., & Londhe, B. R. (n.d.). Influence of social reference group on buying behaviour, a comparative study of working and non-working women in bangalore - a pilot study analysis. *Indian Journal of Science and Technology*, *Vol 8(S6)*, 95–124. https://doi.org/10.1523/eneuro.0268-17.2017.t1-7

Husnain, M., Rehman, B., Syed, F., & Akhtar, M. W. (2018). Personal and in-store factors influencing impulse buying behaviour among generation y consumers of small cities. *Business Perspectives and Research, 7*(1), 92-107. https://doi.org/10.1177/2278533718800625

Khachatryan, H., Rihn, A., Behe, B., Hall, C., Campbell, B., Dennis, J., & Yue, C. (2018). Visual attention, buying impulsiveness, and consumer behavior. *Marketing Letters*, *29*(1), 23–35. https://doi.org/10.1007/s11002-018-9446-9

Križan F., Bilková K., Barlík P., Kita P. and Kita P. (2018). Spatial distribution of consumer preferences: case study of shopping malls in bratislava. *Theoretical and Empirical Researches in Urban Management. 13*(1), 13-21

Lee, H. (2018). Intrinsic and extrinsic motivations affecting impulse-buying tendency in mobile shopping. *Social Behaviour and Personality: An International Journal*, *46*(4), 683–694. https://doi.org/10.2224/sbp.6693

Lehmann, T. A., Krug, J., & Falaster, C. D. (2020). Consumer purchase decision: factors that influence impulsive purchasing. *Brazilian Journal of Marketing*, *18*(4), 196–216. https://doi.org/https://doi.org/10.5585/remark.v18i4.13345

Ling L.& Yazdanifard R. (2016). What internal and external factors influence impulsive buying behaviour in online shopping? *Global Journal of Management and Business Research: E Marketing 15(5), 1-5.*

Martínez-Ruiz, M. P., Blázquez-Resino, J. J., & Pino, G. (2017). Store attributes leading customer satisfaction with unplanned purchases. *Service Industries Journal*, *37*(5–6), 277–295. https://doi.org/10.1080/02642069.2017.1315409

Mkwizu, K. H., Wilbard, J. G., Mbilinyi, B. D., & Maliva, N. S. (2018). Factors influencing consumers' convenience shopping of industrial products: a study of kinondoni product. *Business Management Review (BMR).*, *Vol. 21*(Issue 1), 23–33. https://doi.org/Database: Business Source Ultimate

Mowlaei, S., Aminoshariae, S. (2017). An investigation into individual and situational factors effective in the level of impulse buying behavior of customers. *International Journal of Management, Accounting & Economics.* (4) 9, (909-916) 8

Muruganantham G., Bhakat R.S (2013). A review of impulse buying behaviour: online impulse and consumer behaviour. *International Journal of Marketing Studies; 5*(3) 191-205 (18). http://dx.doi.org/10.5539/ijms.v5n3p149

Olsen, S. O., Tudoran, A. A., Honkanen, P., & Verplanken, B. (2016). Differences and similarities between impulse buying and variety seeking: a personality-based perspective. *Psychology & Marketing*, *33*(1), 36–47. https://doi.org/10.1002/mar.20853

Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review, 15*(1), 36–44. http://search.ebscohost.com/login.aspx?direct=true&db=bsu&AN=135847331&site=bsi-live

Parsad, C., Prashar, S., & Sahay, V. (2019). Impact of impulsive personality traits and store environment on impulse buying behaviour. *Journal of Business and Management*, *23*(1/2), 1–24. https://doi.org/10.18411/a-2017-023

Parsad, C., Prashar, S., & Tata, V. S. (2017). Understanding nature of store ambiance and individual impulse buying tendency on impulsive purchasing behaviour: an emerging market perspective. *DECISION*, *44*(4), 297–311. https://doi.org/10.1007/s40622-017-0168-2

Parsad, C., Prashar, S., & Vijay, T. S. (2019). Comparing between product-specific and general impulse buying tendency: does shoppers' personality influence their impulse buying tendency? *Asian Academy of Management Journal*, *24*(2), 41–61. https://doi.org/10.21315/aamj2019.24.2.3

Parsad, C., Prashar, S., Vijay, T. S., & Sahay, V. (2019). Role of in-store atmospherics and impulse buying tendency on post-purchase regret. *Journal of Business & Management*, *25*(1), 1–24. https://doi.org/10.6347/JBM.201903_25(1).0001

Pícha, K., & Navrátil, J. (2019). The factors of lifestyle of health and sustainability influencing pro-environmental buying behaviour. *Journal of Cleaner Production*, *234*, 233–241. https://doi.org/10.1016/j.jclepro.2019.06.072

Pradhan, V., (2016). Study on impulsive buying behaviour among consumers in supermarkets in kathmandu valley. *Journal of Business and Social Sciences Research, 1*(2), 215. https://doi.org/ 10.3126/jbssr.v1i2.20926

Princes, E., (2019). Boosting impulse buying behaviour in marketing management: customer satisfaction perspective. *Polish Journal of Management Studies*, *20*(2), 403–413. https://doi.org/10.17512/pjms.2019.20.2.34

Shahjehan, A., & Qureshi, J. A. (2019). Personality and impulsive buying behaviours. a necessary condition analysis. *Economic Research-Ekonomska Istraživanja*, *32*(1), 1060–1072. https://doi.org/10.1080/1331677x.2019.1585268

Shakaib Farid, D., & Ali, M. (2018). Effects of personality on impulsive buying behaviour: evidence from a developing country. *Marketing and Branding Research*, *5*(1), 31–43. https://doi.org/10.33844/mbr.2018.60197

Stefańska, M., & Śmigielska, G. (2020). Impulse purchase in virtual environment and price sensitivity of young consumers: results of empirical research. *EMC Review - Časopis Za Ekonomiju - APEIRON*, *19*(1). https://doi.org/10.7251/emc2001008s

Suher, J., & Hoyer, W. D. (2020). The moderating effect of buying impulsivity on the dynamics of unplanned purchasing motivations. *Journal of Marketing Research*, *57*(3), 548–564. https://doi.org/10.1177/0022243720912284

Sultan, A. J., Joireman, J., & Sprott, D. E., (2011). Building consumer self-control: the effect of self-control exercises on impulse buying urges. *Marketing Letters*, *23*(1), 61–72. https://doi.org/10.1007/s11002-011-9135-4

Syahrivar J., (2016). The influence of promotion approach and store layout on impulse buying behaviour. *Journal of Management Studies. 1*(2).

Teo Siew Chein, Oh Tick Hui., & Chan Jie Lee., (2020). Factors affecting impulsive buying behaviour – evidence from malaysia. *Global Business & Management Research*, *12*(2), 1–14.

Tokgoz, E. (2020). Impact of materialistic values on impulsive and compulsive consumption via status consumption: a research on young consumers. *Business and Economics Research Journal*, *11*(1), 261–278. https://doi.org/10.20409/berj.2020.249

Tran, V. D. (2020). Assessing the relationship between perceived crowding, excitement, stress, satisfaction, and impulse purchase at the retails in vietnam. *Cogent Business & Management*, *7*(1), 1858525. https://doi.org/10.1080/23311975.2020.1858525

Van Steenburg, E., & Naderi, I., (2020). Unplanned purchase decision making under simultaneous financial and time pressure. *Journal of Marketing Theory & Practice*, *28*(1), 98–116. https://doi.org/10.1080/10696679.2019.1684206

Welch, J. L. (2015). An assessment of the significance of impulse purchasing for convenience store retailers. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 196–199. https://doi.org/10.1007/978-3-319-16976-7_47

Wijaya, E., & Setyawan, O. (2020). Consumer's impulse buying behaviour: do visual merchandising, store atmosphere, availability of money, and promotional activity affect it? *Binus Business Review*, *11*(3), 209–215. https://doi.org/10.21512/bbr.v11i3.6464

Yap Peng Lok, S., Chok Nyen Vui., Seow Khai Chuen., & Leow Hon Wei., (2019). Modelling perceived value, trust, satisfaction and consumer commitment: an analysis of fast-moving consumer goods in malaysia. *Global Business & Management Research*, *11*(2), 185–196.

Mixed methods: integrating quantitative and qualitative data collection and analysis while studying patient-centered medical home models. AHRQ. (n.d.). Retrieved November 7, 2021, from https://pcmh.ahrq.gov/page/mixed-methods-integrating-quantitative-and-qualitative-data-collection-and-analysis-while.

Multiple regression. Statistics Solutions. (2021, August 11). Retrieved November 7, 2021, from https://www.statisticssolutions.com/multiple-regression/.

Scribd. (n.d.). Multiple regression analysis in SPSS Statistics - Laerd Statistics. Scribd. Retrieved November 7, 2021, from https://www.scribd.com/document/368400902/Multiple-Regression-Analysis-in-SPSS-Statistics-Laerd-Statistics.

Bevans, R., (2021, March 2). *Understanding types of variables*. Scribbr. Retrieved November 7, 2021, from https://www.scribbr.com/methodology/types-of-variables/.

Homoscedasticity. Statistics Solutions. (2020, June 22). https://www.statisticssolutions.com/homoscedasticity/.

Frost, J., Omari, J., Bayarbaatar, Amanda, Abid, M. A. R., Wolde, B., Chakraborty, S., (2021, May 14). *Multicollinearity in Regression Analysis: Problems, Detection, and Solutions*. Statistics by Jim. https://statisticsbyjim.com/regression/multicollinearity-in-regression-analysis/.

What is R? R. (n.d.). https://www.r-project.org/about.html.

Frost, J., Collins, K., Asfaw, G., Donkor, P., Sarah, Calvani, H., Luong, D.-A., (2020, July 16). *How to Interpret the F-test of Overall Significance in Regression Analysis*. Statistics by Jim. https://statisticsbyjim.com/regression/interpret-f-test-overall-significance-regression/.

11.2 - stepwise regression. 11.2 - Stepwise Regression | STAT 462. (n.d.). Retrieved November 7, 2021, from https://online.stat.psu.edu/stat462/node/196/.

What is a Likert scale - definition, example, characteristics, & advantages. QuestionPro. (2021, July 21). Retrieved December 7, 2021, from https://www.questionpro.com/blog/what-is-likert-scale/.

Descriptive Data Analysis. Urban Institute. (2015, March 30). Retrieved December 7, 2021, from https://www.urban.org/research/data-methods/data-analysis/quantitative-data-analysis/descriptive-data-analysis.

Nickolas, S. (2021, December 7). *What do correlation coefficients positive, negative, and zero mean?* Investopedia. Retrieved December 14, 2021, from https://www.investopedia.com/ask/answers/032515/what-does-it-mean-if-correlation-coefficient-positive-negative-or-zero.asp.