

# The Relationship Between Internal Motivation And Customer Satisfaction Of Posthaste Purchase

Farbodsouri

**Abstract:** The purpose of this study is performing an empirical study in the field of marketing in order to examine the relationship between internal motivation and customer satisfaction of posthaste purchase in stores that researcher made model have been used. In this model the relationship between internal motivation and customer satisfaction of posthaste purchase was investigated. To review research sample of 385 customers was selected as a stepwise clustering. Data gathered by standard questionnaire with 21 questions that its validity and reliability was confirmed and distributed among the statistical population. Data analysis was performed using descriptive statistics and inferential statistics. At the level of Descriptive statistics, indices such as frequency and frequency percentage were used and in inferential statistics, correlation methods, structural equation modeling, path analysis has been done using the spss and lisrel software. The results of the analysis showing the existence of a significant and positive impact of internal motivation on customer satisfaction of posthaste buying. In general, the ability of the Tehran Hyperstar chain store to increase customers satisfaction of posthaste buying must pay special attention to the effective internal motivation of customers (the impulsivity, the pleasure of shopping, fashion involvement, personal identity) ( $p < 0.05/0$ ).

**Keywords:** internal motivations, customer satisfaction, impulsivity, fashion involvement, the pleasure of shopping, personal identity

## Introduction

Posthaste purchase that is also called unplanned buying, purchasing with instant decision, impulse buying, and from the viewpoint of the psychological it has been said impulsive, in fact it is an experience of a willingness to buy. This Aspire is a sudden and severe feel, and often is tempting (Beatty and Smith, 1987). All of us might buy something that we have no intention or prior plan to this purchase and attempt to buying in a process of a quick decisions results from excitement and motivate. Creating an incentive to purchase, is a skilled seller art that possible by adopting different strategies. Posthaste purchase (impulse) is an urgent, no goal, strong and stable desire to purchase goods (Piston, 1980). In general posthaste purchase (impulse), is a purchase without program that there is no prior plan to buy it. Simply put, everyday needs such as food, clothing and all things related to home are as planned purchases. In fact, the mental pleasure product group includes cases such as music CD, DVD, jewelry are the posthaste buying (impulse) Such as person who buys additional sweaters or already has plans to buy an Xbox (Bloch & Marsha, 1983). So in this research, we study the relationship between internal motivation and customer satisfaction from posthaste buying of Tehran Hyperstar stores.

## 1. Problem Statement

In the consumer behavior area different type of purchases arises that one of the categories include planned purchase and posthaste purchases. Posthaste purchase is a pervasive aspect of consumer and a significant focus in marketing activities (Sharma, Sivakumaran, 2010). Posthaste Buying is a sudden, inevitable buying behavior, and in terms of the pleasure is complex in which the speed of the buying decision, prevents any thoughts, concerns and other options surveying (Rook, 1987) and (Bayley, 1998). Posthaste buying behavior is a mystery in the marketing world, something that marketing research is now at the beginning to take it. posthaste buying in consumer markets. For this reason, posthaste buying is one of the subjects of extensive research in the past 60 years. Most research on posthaste buying in the United States and other developed countries are implemented and little research has been done in the Far East countries. Posthaste buying is available in the

most of product categories so that between 27 and 62 percent of large department stores are purchased immediately (posthaste buying). Posthaste buying is about 80 percent of the total buying of some specific product categories. This topic has different aspects such as why people attempt to this kind of purchase, what classes of society are exposed to this type of purchase, how the results of this type of purchase in different persons? Retailers and marketers need to know, how can they surpass each other to obtain a greater share of customers immediate and unplanned purchases share. Factors influencing posthaste buying are varied that they can be classified based on previous research in the four categories of external stimuli and retail environment, internal stimuli, Situational factors related to the product and demographic and socio-cultural factors. Among them, the influence of internal stimuli is very important (Muruganatham & Bhakat, 2013). All stores and shopping centers around the world trying to get through these factors affect the buyer and encourage him to purchase goods. Therefore, it is essential for retail seller to understand factors that lead to satisfaction and encourage consumers to posthaste buy a product. Research that has been done often to identify the various factors on the attitudes and Posthaste buying behavior and direct impact on posthaste buying behavior, but none of them investigated these factors and how they affect on posthaste buying behavior that eventually leads to posthaste buying. For this reason, the present study is the first to investigate the effect of internal motivation and the impact of these factors on posthaste buying behavior of hyperStar in Tehran. The internal motivations such as pleasure of shopping, fashion involvement, identity, product involvement and etc.

## 2-literature

### 2.1- posthaste buying

Posthaste buying is one of the most important aspects of consumer behavior, and a vital concept in the market. Researchers in the past 60 years have shown great interest in the subject posthaste Buying (Clover, 1950; Stern, 1962; Rooke, 1987; Peck and Childers, 2006). Abratt and Goodey (1990) concluded that the investigation posthaste buying at the supermarket can be a subject of interest to

manufacturers and retailers throughout the world. Piron (1991) tried to define posthaste buying by checking researches has been done before in this area and found that previous studies show that posthaste buying is very similar to unplanned Buying (Clover, 1950; West, 1951) and proposed his findings with respect to the his management orientation. This orientation refers to their focus on selling the product. So, in the early studies purchase was studied and consumer features were neglected. Researchers state that posthaste Buying can be classified based on emotional and / or cognitive reactions of consumers. According to previous research as increasing income and ability to purchase, posthaste buying was increased and appears as a dominant factor in consumer behavior. According to the literature, if consumers buy only when required , the market economy will fail and this clearly indicates that the importance of posthaste purchase (Babin and Otoy, 2000).

## 2.2- posthaste buying behavior classifying

Planned purchases include the time-consuming search for information and rational decisions, While unplanned buying said to all buying decisions without a prior plan. The posthaste buying is different to planned buying in terms of instant decision. Posthaste buying in addition to being unplanned ,its associated with sudden, strong and irresistible desire as well. In addition, the Iyer (1989) found that all posthaste purchases are unplanned, but about all of the unplanned purchases decision making is not necessarily sudden. Han et al. (1991) changed Stern (1962)posthaste buying classification about products related to fashion and defined 4 types of posthaste buying as follows:

- Planned posthaste buying
- Reminded posthaste buying
- The proposed or fashion driven posthaste buying

Stern (1962) distinguishes four types of posthaste buying: pure posthaste buying, reminded posthaste buying, induction posthaste buying and the planned posthaste buying (Park et al., 2006)

## 2.3-Factors affecting posthaste buying behavior

Multiple factors are effecting in appearance of posthaste buying,in a study of Betty and Ferrell (1998), it mentioned that impulse buying is caused by internal and external stimuli. That these factors classified into two general categories: internal factors (emotions, the desire of impulse buying, hedonistic purchase, etc.) and external factors (store environmental irritants, advertising, prices, etc.) (Dawson and Kim, 2009 ). Internal states of the individual and environmental factors can be act as the signs of stimulating consumers random behaviors to buying (Kim, 2003). Old retailers use techniques such as warehouse design, product display and packaging designs as external stimuli to increase their random purchases. According to Kaysen and Lee, some psychological factors that affect the behavior of posthaste buying include: The presence of another person at the time of purchase, mode of person, lack of time, and individual environmental stimuli, knowledge of self, cultural trends, demographic characteristics such as gender and age (Lee and Chang, 2008).

## 2.4- internal stimulus effect on the posthaste buying

Internal factors affecting posthaste purchase directly

focused on individuals and investigating signs and internal properties of persons that make them to posthaste buying behavior. Such factors include consumer personality traits, persons internal symptoms such as emotional states, consumer normative assessment of buying and demographic factors are involved in the posthaste purchase. Personality characteristics determine the people's willingness to engage in posthaste buying (Dawson and Kim, 2009).

### 2.4.1 Impulsivity

Consumers with a high propensity for posthaste buying are more likely influenced by marketing drives such as advertising, visual elements, or promotional gifts and devote more time walking into the shop and often Often surrender against the impulse to buy. Rok (1987) concluded that the sudden motivation of the consumer showing the kind of lifestyle that related to materialism, sensation seeking and Entertainment aspects of shopping. Rok and and Fisher (1995) presented the concept of impulsivity, which indicates the intention to make the posthaste purchase. Hawkins et al (2007) believed that buyers are looking for diversity that it could be the main reason to change the brand and posthaste buying. In a study by Sharma et al (2010), it was found diversity, is behavior that associated with posthaste buying.

### 2.4.2- Buying enjoyment

Joy is an effective mode that may affect the tendency to posthaste buying. Enjoy shopping means "pleasure that is obtained in the purchase process. ". Some people enjoy buying more than others and because of positive attachment to purchase, There is more likely that intent,opportunity and real motivation to posthaste buying in this type of customer increased (Beatty & Ferrell, 1998). Cheng et al (2011) argued that consumers that show a more positive emotional reaction to the retail environment, more likely to do posthaste buying. Hawsmann (2000) stated that posthaste buying is hedonistic purchase that is mainly due to satisfy the higher levels of needs which can be explained to some extent by Maslow's hierarchy of needs pyramid. Trying to satisfy the needs in this hierarchy, leading to the formation of different types of posthaste buying. Sharma et al (2010) classified posthaste buying as hedonistic behavior that is associated with mental and emotional incentives not with thinking and practical benefits. Beatty and Ferrell (1998) stated that posthaste buying is associated with sensory stimulation and hedonism motivation.

### 2.4.3 Fashion involvement

Fashion involvement is "that person, adjust his clothing style and lifestyle and his behavior , according to the latest patterns and as soon as the new model was introduced in society,he follows that. Clothing fashion involvement largely dependent on the characteristics of individuals (such as being younger or female) and knowledge related to fashion and as a result, a person decides to buy a product. Positive relationship between the level of fashion involvement and clothes purchase indicating that fashion oriented people prefer a clothing purchase to other things. Stylish consumers do their posthaste buying based on the fashion involvement (Park, 2006). Posthaste buying based on fashions is attributed to the knowledge or understanding of the design or the new style and when consumers will see a new fashion,

they buy that new product due to advertising. According to the study by Jones et al (2003) product-centric posthaste Buying, is the results of involvement with the product and the customer's willingness to the posthaste buying. Also Han et al (1991) conducted a study about posthaste buying of fashion clothing and achieves multiple patterns such pure, reminded, emotional and fashion driven sudden motivation. Fashion oriented incentives are created by new styles of fashion and brands that will lead consumers to posthaste buying. Park et al (2006) concluded that involvement with fashion has an effect on the fashion oriented posthaste buying during the shopping.

#### 2.4.4 Personal identity

People reaction in different situations under the guidance of their character and informed choices can shift the respond to a variety of stimuli from the Random mode. Morganantam believes that, personality results from the culture and also the community can also affect posthaste buying. For example, people who are independent do posthaste buying rather than who are dependent on others. As well as those who are socially do posthaste buying less than individualistic persons. In today's marketing environment with features such as growing ambitions that determining the desire of consumers to spend, West rust and easy access to products, marketers and retailers have many opportunities to take advantage of posthaste buying (Kumar, 2007). Sinha (2003) stated that Hindi consumers because of the vitality of purchase, do this. According to him, most of the Indian population are young people from lower social class with higher purchasing power (than before). They are Further considered the emotional aspect of the shopping rather the functional aspect of this and the comfort and variety are the most important factors for them. It may be possible that the amount of product involvement in posthaste buying is different from normal buying. The unplanned posthaste buying is as well as a decision with little involvement (Michael et al., 2010). Sneath et al (2009) has argued that impulse buying can be occurred due to depression and his efforts to improve his condition. Verplanken and Herabadi 2011 found similar results and announced that posthaste buying is rather done by people who want to escape from the negative psychological states such as low self-esteem and negative feelings and moods. various illusion triggers that create by himself, such as consumer thoughts and feelings also leads to impulse buying (Hirschman, 1992).

#### 2-5-Part IV: research background

The first posthaste buying research dates back to 1950 where the concept of posthaste buying was considered synonymous with unplanned purchase (Clover, 1950). In this decade, when the concept of impulse buying only as a concept, was formally accepted, expanded understanding was that posthaste buying is a simple one-dimensional concept. Literature of the time knew the posthaste purchase equated with unplanned purchasing (Applebaum, 1951, Clover 1950). This narrow and simple definition, perhaps the result of limited research in this area, because of the concept was new at the time, came into existence. In future research, efforts to distinguish posthaste buying from unplanned buying were done. For example, a researcher in 1951 proposed "response to stimuli," element; And some years later stern added( response to stimuli inside the store)

features to this model. Research has shown that impulsivity is definitely associated with new product offerings (Harmancioglu et al., 2009). Culture also plays a significant role in this area. In addition, product prices are identified in perception change and of considerable importance (Stern, 1962). Posthaste buying is not limited to low priced items as well as expensive items can be purchased in real time, based on consumer budget(Hausman, 2000). The literature was recognized the multifaceted nature of posthaste buying (Sylvra et al, 2008). So while on the one hand, a series of research on factors that influence impulse buying were performed, such as the ability of decision making, social impact and good mentality (Sylvra et al., 2008) and environmental factors (Babyn and Ottawa, . Peck and Childers, 2006), On the other hand, the consequences of impulse buying in the field of repurchase happiness, unhealthy foods and low self-esteem (Verplanken et al, 2005) and mood of consumers (Betty and Ferrell, 1998) were analyzed. Although factors such as price and store layout, still constitute important dimensions of posthaste buying, The literature gives more importance to individual consumers and therefore consumer character, has more important. So the research focus gradually shifted to consumer products. Some researchers have emphasized on cultural and psychological factors, such as fashion involvement, self-esteem, individualism, lack of control over the desire to buy. Some researchers, studying the demographic factors. Some earlier studies added that impulse is related to emotional response (Talukdar & Lindsey, 2013). So, this study adopted former definitions to determine the scope of semantic impulsive buying behavior and defines it as follows: Buy items from the product or products without prior planning and before going to the store. According to this definition, the present study could enhance the knowledge of posthaste buying behavior in order to cover the internal and external drivers and non-emotional response to this type of purchase behavior. In addition, the unplanned purchasing behavior defined in This study is consistent with the findings of Block and Morwith (1999).

#### Research conceptual model

Research that has been carried out often to identify the various factors on the attitudes and posthaste buying behaviors and direct impact on posthaste buying behavior, but in most of them, the internal motivations impact on customer satisfaction from posthaste buying behavior have been ignored. For this reason, the present study is the first to examine the relationship between internal motivation and satisfaction of customers from posthaste buying with case study of Hyperstar stores in Tehran.

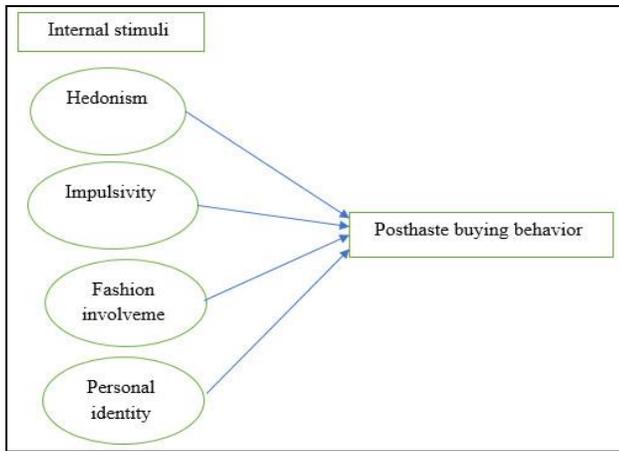


Figure 1: the Research conceptual model

**4. Research hypotheses**

The assumption that they will be examining in this study are as follows;

- There is a significant relationship between the impulsivity of internal motivation aspects and customer satisfaction.
- There is a significant relationship between the hedonism of internal motivation aspects and customer satisfaction.
- There is a significant relationship between the fashion involvement of internal motivation and customer satisfaction.
- There is a significant relationship between the personal identity of internal motivation aspects and customer satisfaction.

According to the study aimed to investigate the effect of internal motivations on posthaste buying behavior of customers of the chain stores, it is practical in terms of purpose and it is descriptive and correlational in terms of data collection. Also, according to the using of structural equation modeling method to test the hypothesis, the study is a correlational matrix analysis or covariance.

**5.1-questionnaire**

In this section to collect data and information for analysis, a questionnaire of 20 items was used. Moroganantam and Bakat (2013) and Lam et al. (2004) models have been used to the design of the questionnaire

**Table1:** Classification of questionnaire questions based on research variable.

variable	index	question	source
Internal stimuli	Impulsivity	Q1Q2Q3Q4	Moroganantam and Bakat (2013)
	Hedonism	Q5Q6Q7Q8	
	Fashion involveme	Q9Q10Q11	
	Personal identity	Q12Q13Q14Q15	
Customer satisfaction	Customer expectations	Q16Q17	Lam et al. (2004)
	Customer relations and service provider	Q18Q19Q20	

Since Cronbach's alpha values of all variables is higher than 0.7 it can be said that the research questionnaire has acceptable reliability.

**2.5 The statistical population and sampling method and sample size**

The studys statistical community is Tehran Hyperstar customers. In this study, given the impossibility of access to the whole community of interest, clustering sampling in Tehran was used for sampling in the first stage and among the stores, Hyper Star Located in the Ferdous Boulevard was selected and finally the questionnaires were distributed among those available. It should be noted that to get closer to the possible sample, This questionnaire was distributed on different days and different time of day , between customers. According to Cochran formula the sample size is approximately 385 people.

**6- results of demographic investigations**

In terms of gender the results indicated that most respondents are men so that, 47.3% of the respondents are women and 52.7 percent were men.

**6.2- Age**

The results also showed that 19.2 percent of respondents under 30 years, 21.3 percent of 30 to 40 years, 2/38 percent 41 to 50 years, 11.4 percent of 51 to 60 years and 9.9 percent more than 60 years old.

**6.3- Education**

the study results showed that most respondents are Associate Degree. So that in this study, 20.3 percent of respondents were diploma, 24.7% of associate degree, 37.7percent of bachelor and 17.4 percent are graduate level and higher

**6.4- job**

Also the distribution of respondents jobs indicated that among the questionnaire respondents 5.5% of respondents are managers, 17.9 percent are office, 11.7% of engineers, 13.8 percent of employees, 12.7 percent of education / culture 13.2% of the working / services, 10.6 percent of households, 7.5 percent of students and 8.8% are other businesses.

**7-Inferential statistics**

In order to analyze research data ,different analyzes were used. In the first stage data normality was studied using the Kolmogorov - Smirnov and Pearson correlation coefficient between the variables. In the next step construct validity of the research variables and indicators derived from them was examined using confirmatory factor analysis test. structural equation modeling was used to test hypotheses. Given that the significance level of the research variables is larger than 0.05 We therefore conclude that the data collected for the research variables are normal.

**7.1 The correlation coefficient between the research variables**

The following table shows the matrix of Pearson correlation coefficients between variables. It should be noted here usually in conclusion of such a test in which the relationship between the two variables examined, if the correlation coefficient between two variables obtained less than 0.25, there is a poor relationship between two variables and if the values of these coefficients in the range of 0.25-0.6,this relationship is average and if it is more than 0.6 it means that

there is a strong relationship between the two variables.

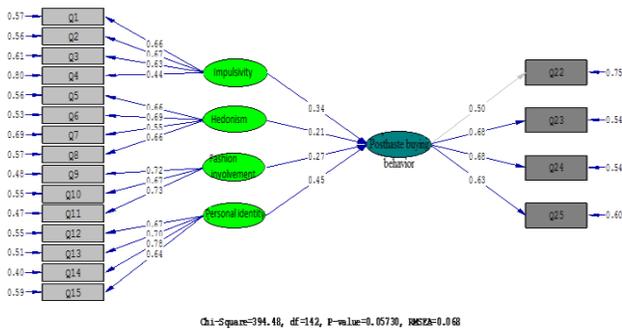
**Table 2:** the correlation matrix between the research variables

Research variables	١	٢	٣	٤	٥
Impulsivity	١,٠٠				
Hedonism	٠,٦٣٦**	١,٠٠			
Fashion involvement	٠,٥١١**	٠,٦٠٢**	١,٠٠		
Personal identity	٠,٤٣٣**	٠,٥٦٣**	٠,٦٠٨**	١,٠٠	
Posthaste buying behavior	٠,٥٣٣**	٠,٦١٠**	٠,٥٩٥**	٠,٧٠١**	١,٠٠

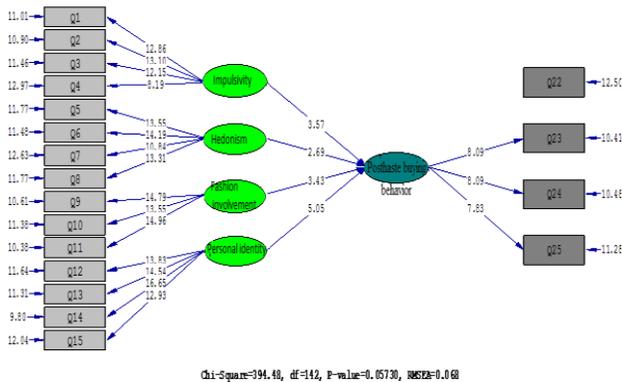
According to the results of the Pearson correlation coefficient it, can be said that there is a significant relationship between all the variables.

**2.7 structural equation modeling**

Structural equation modeling is a comprehensive statistical approach to test hypotheses about the relationship between the observed variables and latent variables, which sometimes called covariance structure analysis, causal modeling and sometimes also LISREL.



**Figure 2:** Structural Equation Modeling conceptual model (standard estimate)



**Figure 3:** structural equation modeling of conceptual model (coefficient significance)

**Table 3:** the fitness index of the conceptual model

Obtained value	Allowed limit	Index name
2.09	Lower, 3	$\chi^2/df$
0.96	Higher 0.9	NFI
0.95	Higher 0.9	NNFI
0.92	Higher 0.9	AGFI
0.96	Higher 0.9	CFI
0.94	Higher 0.9	GFI
0.055	Smaller than 0.8	RMSEA

- There is a significant relationship between the impulsivity of internal motivation aspects and customer satisfaction.
- There is a significant relationship between the hedonism of internal motivation aspects and customer satisfaction.
- There is a significant relationship between the fashion involvement of internal motivation and customer satisfaction.
- There is a significant relationship between the personal identity of internal motivation aspects and customer satisfaction.

**Table4:** the path coefficients, the t-statistic and the coefficient of determination (dependent variable:customer satisfaction)

General coefficient of determination $R^2$	t-statistic	Path coefficient $\beta$	Predictive variable
0.43	3.57 *	0.34	impulsivity
	2.69**	0.21	hedonism
	3.43**	0.27	Fashion involvement
	5.05**	0.45	Personal identity

**8- The results of study hypothesis**

**first hypothesis test result:** There is a significant relationship between the impulsivity of internal motivation aspects and customer satisfaction.

- using Pearson test, the correlation coefficient between these two variables is 0.428 Which indicating the positive effects of impulsivity on customer satisfaction.
- With respect to the path coefficient of 0.34and t-statistic 3.57 it can be said that: impulsivity have a positive and significant impact on customer satisfaction at 99 percent; so the first hypothesis is significant and is confirmed.

The results of this hypothesis are consistent with Ozer and Gelete Kane (2016); Jeffrey and Hodge (2007) and Zhu (2007). If the time spent in the store before seeing the product is more , the possibility of posthaste buying will be more. The

relationship between impulsivity of consumer and store environment adjusted by situational factors such as lack of time. It seems that the time available and want to posthaste buying have a positive impact on Cruising in the shop. Cruising also in turn has a positive effect on emotions and the desire to posthaste buying.

**The second hypothesis test result:** There is a significant relationship between the hedonism of internal motivation aspects and customer satisfaction.

- A) using Pearson test, the correlation coefficient between these two variables is 0.451 Which indicating the positive effects of internal stimulus aspects on customer satisfaction.
- B) With respect to the path coefficient of 0.21 and t-statistic 2.69 it can be said that: hedonism has a positive and significant impact on customer satisfaction at 99 percent; so the sixth hypothesis is significant and confirmed.

The results of this research are consistent to Chang et al.2011.

**The third hypothesis test result:** There is a significant relationship between the fashion involvement of internal motivation and customer satisfaction.

- A) using Pearson test, the correlation coefficient between these two variables is 0.514 Which indicating the positive effects of fashion involvement on customer satisfaction.
- B) With respect to the path coefficient of 0.27 and t-statistic 3.43 it can be said that: fashion involvement have a positive and significant impact on customer satisfaction at 99 percent; so the seventh hypothesis is significant and confirmed.

The results of the study hypothesis are consistent to Po Lu (2004); Pentkouset and Andarz(2010) and Tirmizy et al (2009). Fashion involvement said to strong willingness and interest to the fashion goods. This phenomenon, first used to predict the behavior of individuals when buying fashion goods (Park et al., 2006). The findings of the Han and colleagues in 1991 about the fashion involvement showed that this behavior leads to an increase in posthaste purchases of customers.

**The fourth hypothesis test result:** There is a significant relationship between the personal identity of internal motivation aspects and customer satisfaction.

- A) using Pearson test, the correlation coefficient between these two variables is 0.707 Which indicating the positive effects of personal identity on customers satisfaction.
- B) With respect to the path coefficient of 0.45 and t-statistic 5.05 it can be said that: personal identity have a positive and significant impact on customer satisfaction, at 99 percent; so the eighth hypothesis is significant and confirmed.

Also Multiple coefficient of determination ( $R^2$ ) is equal to 0.43. This factor investigates the ability to predict the dependent variable by the independent variable. According to this, the variables posthaste buying behavior, hedonism,

fashion involvement and personal identity altogether have been able to predict 43 percent of customer satisfaction. This results are consistent with Chang et al. and Youn and Faber 2000.

## 9- Discussion of results

In this study the influence of internal stimuli on customer satisfaction of impulse buying from the chain stores is investigated; that results indicate that the internal stimulus (or internal factors) have an effect on the customer satisfaction from posthaste buying. In fact internal stimuli describe different personality factors rather stimuli inside the store. Internal stimuli of posthaste buying, determine the signs and internal characteristics that make a person a to buys at real time. One of the important research by Rok and Hutch (1985), showed that these people that in the vitality of purchase, experience the incentive to use on your own and the product can not create this feel in one's.. In the beginning, Weinberg and Gottwald (1982) stated that posthaste buyers show more feelings of pleasure, enthusiasm, joy and vitality. Cheng et al (2011) argued that consumers that show a more positive emotional reaction to the retail environment, more likely to do posthaste buying. Posthaste buyers have a Non-Reflective thinking and emotionally attracted to the subject of Buying and the they need to a fast satisfaction. The main differences between pothaste and planned purchases is in the amount of revealed information that collected before Buying decision, during the time spent on the decision-making process. Anthony Shenson(1973) analyzes this information and explain by decision to posthaste buying ,the smaller amounts of information are processed by the consumer and hence,the time spent for purchase decisions is relatively less than the normal decision time to posthaste buying. Because posthaste buying decision is process that occurs in store, selected data and options are limited to those that exist in the environment and often prevented freely review all elected information and options Therefore, the only information for posthaste buying are those apart from subjective and internal and external information available at the time of purchase. Such a process is different from planned purchase because in posthaste buying all information sources, including external and internal sources, such as Media, individual and expert advice is available and accessible. Therefore, it is likely that the information contained in the store has a more overall impact on posthaste buying, compared with the planned ones. It is likely that the information contained in the store, is neutral or someone more credible than the information available at the point of purchase and information made by marketers. The advantage of oral ads than the other forms of the effects of oral is face to face communication between the recipient and the sender of message in which the recipient received an information about the brand, product or service from non-commercial channels (White et al., 2009). Taking into account the comprehensive nature of posthaste buying ,hyperstar can benefit from it as capital to earn more profit in its business. Appropriate combination and synergistic effect of several factors that have an impact on posthaste buying, can lead to more sales and therefore profits of hyperstar. After analyzing the research in the field of posthaste purchase, clear defining the concept of posthaste buying, various aspects of it and its relationship with the consumer

as well as provide suggestions for the development of knowledge in the field of consumer is possible. Based on the changing market trends in developing economies, it can be concluded that posthaste purchase will become a wider context of research in various fields of hyperStar stores.

## 10- research proposals

- Elements such as odor and noise can not be ignored as triggers because Among the all the five senses, smell and fragrance left the greatest impact on sentiment. Research shows that certain smells create a good feeling in customers, and lead to hold them in store for a long time, so it is suggested that in hypermarkets, using desirable odors, provide an opportunity to ensure and pleasant buying experience for customers. For example, the smell of hygiene like soap, induce the clean sense in customer and ensures that he buying from the sanitary place. Also choose the type and style of music according to the type of business is very important. Besides in the music selection for the shop cultural and religious values of our country must be considered.
- In recent years, many banks, redesigned the door and their brands. From the perspective of customers, this improves their mental. It is recommended that this action be performed in hypermarkets Star. Use the transom and special and beautiful uniformity logo for all stores and branches of Hyper Star, can be effective.
- It is recommended to marketing managers to design appropriate marketing activities based on market conditions using the appropriate marketing research and market structure, to encourage customers to posthaste buying from hyperstar store.
- hyperstar sale section staff with more emphasis on product attributes and features can increase motivation of posthaste buying among consumers.
- sale section staff with the right attitude and respect can create a sense of dignity and self-esteem of people and ultimately increase their posthaste purchase.
- Due to the fact that more consumers are not only looking to buy a product, but also want to satisfy their needs or solve their problems as well. So hypermarkets Star by creating a beautiful space, attractive environment ,suitable location can be caused enjoy from shopping by the customer. Presence of this need, making customers more likely to have a relationship with the seller.
- Word of mouth is the best form of advertising for a store. Creating proper thinking in customers is very important. Loyal customers to the store, encourage their friends and family to Buying from the store. Therefore, it is suggested, as far as possible to keep customers satisfied and ask them why they have chosen hyperstar.
- Managers should be designed hyperstar environment in a way that consumers feel less bored and tired of the overcrowded store. For example, a place for kids to play or for relax and tea or coffee for their customers.

## 11- Research limitations

- Limitation on assessment of all individual variables influencing customer purchase such values, personal goals
- in this study a questionnaire was used to survey, so some people may not provide real answers and the

answers given are unrealistic.

- The study was conducted in hypermarkets Star, so its results cannot be generalized absolutely to other stores.
- The lack of necessary cooperation of the statistical community for the proper answering to the questionnaire.

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