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Factors Influencing Consumer Buying Behavior toward Impulse Buying

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Abstract:

Purpose: The purpose of this paper is to determine factors influencing consumer-buying behavior toward impulse buying in hypermarkets.

Design/methodology/approach: Face-to-face interview using a structured questionnaire with closed-ended questions were used for data collection. In Sum, 300 respondents participated in the survey. Various statistical tools such as simple and multiple regressions, factor analysis were used for data analytics.

Findings: The results indicate that demographic factors positively influence impulse buying behavior. In addition, this study discloses that musical appeal, sexual appeal, fear appeal, and humor appeal influences consumer impulse buyers.

Practical implications: This study proposed that marketers at hypermarkets and retail stores can develop effective marketing programs and strategies that will attract consumers for an impulsive behavior.

Originality/value: This paper provides valuable insights in consumer behavior regarding impulsive buying, by testing factors that influence consumer impulse buyers toward products at hypermarkets, within the Lebanese context, the study could also be replicated in other countries.

Keywords: Consumer impulsive behavior, hypermarkets, buying behavior

1. Introduction

Over the last five decades, researches on consumers buying behavior keep on struggling to give better definition for consumer impulse buying behavior (Alireza & Hasti, 2011). The increase consumer spending in society resulted in a new life style that has been accepted where they spend less time for planning before shopping. Nowadays, with the incremental attitude of changing in lifestyles and increasing income, impulse buying arises as phenomenon (Williams, 1972). Impulse purchasing is unplanned, the effect of an exposure to a stimulus and is decided on the spot (Tinne, 2011). In a study, they stated that consumers buy impulsively at one time or another and impulse purchases worth for a percentage of the sales at super markets (Sharma & Sivakumaran, 2015). Impulse buying behavior has been observed as one of the remarkable studies conducted by researchers and marketers, as impulse buying has becoming a predominant phenomenon in all retail formats, it is becoming such a part of every person's lifestyle that they do not realize and are not even aware that they are practicing it all the time (Romeen, 2017).

Impulse buying aroused upon exposure or by seeing the product, to a well-crafted promotional message which may be influenced by traits experienced by consumers, internal or environmental states. Analysts have endeavored to decide if individuals who frequently engage in this behavior have some common personality attributes. Other analysts have recommended that and environmental cues and internal states can serve to trigger the impulse to purchase (Dittmar et al., 1996). This phenomenon is generally characterized as consumer's unplanned purchase which is a vital part of buyer behavior. It is an unplanned decision to buy a service or product made before a purchase (Muruganatham & Bhakat, 2013). Following are marketing communication mix which influences Impulse Buying Behavior of consumers in market: personal selling, and public relations advertising, and sales promotion, (Baker et al., 1992). Consumer behavior is the study of people as individuals, groups, or organizations and the manners utilized by them to choose, safe, and organize services or products to fulfil effects and needs of these practices on the society and customer (Kuester & Sabine, 2012).

Nowadays, impulse buying became more regular occurrence in society, where it disturbs the decision making in consumer brains. The valuable of this phenomenon is recognized by marketers and researchers all around the world and has been extensively studied by researchers during the 60 years. Although in modern shopping format like supermarket is prevalent in emerging market of Lebanon, there has been a lack of researches into this affair. Therefore, the findings of this study contribute to the understanding of this commonplace phenomenon by providing a multidimensional insight into factors comprising this behavioral response of Lebanese consumers. Through the understanding of how and to what extent consumers behave in response to influential factors in shopping context, marketers and retailers can involve these factors in

the setup of supermarkets to raise their profits through encouraging consumers into more impulse purchases. (Vinayagamoorthy, 2014). Analysts found that impulse buyers usually do not start with the specific aim of purchasing a certain item or visiting a certain store; the behavior happens after experiencing an urge to buy (Beatty & Ferrell, 1998). In addition, impulse buying implementation has notable effect on increasing profits and sales at hypermarkets. Thus, it is substantial to understand the factors of consumer behavior.

The Multiplex malls, Mega marts and Hypermarkets are the new faces of modern retailing environment in main cities of Lebanon. It has developed as one of the most effective growing industries with several domestic and foreign players entering the market (Mikhael,2014). The objective of conducting this study is to identify the factors influencing impulse buying in hypermarket sector in the Lebanese market. According to the consumers point of view, the research question is: what are the factors that influence consumers buying behavior towards impulse products in the Lebanese market?

The question, which will be answered in this paper, is to understand to what extent demographic and other factors influence impulse buying products in Lebanese hypermarket. To provide explanation to our research question. To begin with, discussion of conceptual clarification of impulse buying, fly over the theoretical foundations of the concepts of impulse buying and trying to set up links between these concepts. We continue our analysis, justifying the hypothetical-deductive approach and the questionnaire as an instrument for collecting data. So, measuring indicators of the several dimensions are also presented. The work will be round by identifying favorable factors that influence impulse buying policy and empirical verification of the different assumptions.

2. Theoretical Background

The theoretical background will clarify and highlight the conceptual definitions of impulse buying, marketing tools and the theories of impulse buying.

2.1. Impulse Buying

Impulse buying points out to immediate purchases without any pre-shopping objective either to fulfil a specific need or purchase the specific product category. Researchers clarified that the impulse buying behavior happens after experiencing a buying wish by the shopper and without much reflection. During encountering the product, an item which is out of stock are excluded from the purview of impulse buying (Beatty & Ferrell,1998). Impulse buying as a “compelling, sudden, hedonically complex buying behavior in which the speed of an impulse decision process precludes thoughtful and deliberate consideration of choices and alternative information.” Utilitarian behavior where shoppers seek for functional benefits and economic value in the shopping process while hedonic behavior is marked with pleasure (Bayley& Nancarrow,1998). It was mentioned that buying decision process of impulse buyers is illustrated by being unplanned prior to purchase, accompanied by information search, alternatives evaluation, and purchase decision (Kang,2013).

As consumers go shopping in an unplanned way, and they start to browse things around in the hypermarkets, they get exposed to stimuli which triggers and pushes them to buy unwanted products, and they take the decision to buy the product without even knowing if it will satisfy a certain need for them, or whether this product will have a positive or negative consequence over them. Consumers are influenced by certain factors like demographic or inside the hypermarket factors that triggered their impulse purchase behavior. Inside the hypermarket like their mood for example, some people buy just to feel better, they feel happy to spend money on things they never thought of, and externally are the factors that customers see while shopping like promotion on products, advertising appeal and sales workforce factors (Kumar, 2013). Impulse buying is catalyzed of the moment purchase with the little thought like when shopper sees some candies and opt to buy on a sudden urge) while unplanned reminder buying it is when the shopper forgot to put an item on her/his list “a shopper views sugar in the store, remembers she/he is out of stock and buys it” (Mohan et al.,2013).

2.2. Marketing Tools of Impulse Buying

Impulse buying was viewed as unplanned buying, they only focused on the difference between actual products needed and unintentional products bought on spot ,itis the result of the consumer’s display to push while in the store (Raju, 2015).It was identified purchase behavior as 4 different types of impulse purchasing, first Planned which means intelligent buying, second type is PURE impulse purchasing which is breaking a normal buying pattern, third REMINDER it means when a consumer sees the product and he remembers the need for it. Forth type is SUGGESTION impulse buying which is related to products that the consumer has seen for the first time in his life and he wants to buy it impulsively (Muruganatham & Bhakat, 2013).

Researchers emphasized about importance of display windows outside the store and according to them they can be used by retail managers for serving as a tool for disseminating information and advertisements to prospective customers. Shoppers form their opinion and develop an attitude about a store and the products and services in the inside just within a matter of seconds of their reaching within the proximity of the store (Dunne & Lusch, 2008). Retailers have a perception that store atmospherics is a tool helpful in generating an influence on psychology of customers in enhancing their tendency to make a purchase by creation of appropriate environment at the store (Chebat & Michon, 2003).

2.3. Theories of Impulse Buying

Most of the studies in the consumer impulsive buying domain were based on one or more of the two following theories, the impulsive buying and emotional/impulsive decision-making theories are grounded theoretically within impulsive decision making and emotional view to consumer decision making (Schiffman & Kanuk, 2007).

Emotional/impulsive decision-making theory

This view assumes that consumers are likely to support highly involving emotions or feelings emotions such as love, joy, hope, fear, hope, fantasy and sexuality and even some little magic with certain purchases. Rather than carefully searching, negotiating and evaluating alternatives before buying, consumers are likely to make many of these purchases because they are emotionally driven. Which reflects the cognitive consumer but also reflects the emotional consumer. Impulsive buying is influenced mainly by inputs component where they include the socio cultural inputs and marketing activities of organizations. Retailers' marketing activities range from the product, media advertising, pricing policy and distribution. Marketing efforts can be at macro or at micro level (Schiffman & Kanuk, 2007).

2.4. Self-Completion Theory

A theoretical model of impulsive buying that is based on symbolic self-completion theory. The main presumption of self-discrepancies concept is how a consumer sees him/herself (real self) and what he/she wants to be (ideal self). The inclination to buy impulsively will be the strongest when a sharp discrepancy between actual and ideal self. Following this theory, people compensate this shortage of self-imagination in several ways. One of these ways, is the importance to compensate key shortages of self-perceive by purchasing products. An individual inclination to materialism indicates that consumers buy products and, in this way, tend to reach self-completion.

The symbolic materialism act as a compensatory mechanism. Even, other strategies exist reducing discrepancies between real and ideal self, consumers buy products which has symbols of social status and personality. This theoretical model of impulsive buying utilizes several concepts and the major assumption is that consumers that depends on social status buy various products impulsively and that because of self-discrepancy. The relation between self-discrepancy and tendency to materialism explains consumer impulsive purchase behavior (Virvilaitė, 2012).

3. Literature Review

The literature review will clarify and highlight the key factors that influence consumers' impulse buying. Previous research findings will link to the hypothesis stated in this part to realize the relationships between them and further explained. Factors influencing impulse buying which includes: demographic factors, musical appeal, sexual appeal, fear appeal and humor appeal.

3.1. Demographic Factors and Consumers Impulsive Buying

Several researchers have resulted that demographics play crucial role in purchasing and consumption decisions. Variables like age, gender and income level make an important difference to consumer impulsiveness and in transactions completed. As mentioned earlier, consumers consume products for functional benefits and symbolic meanings associated with it. Also, shoppers under the age of 35 years compared to those above this age are more prone to impulse buying (Vinayagamoorthy, 2014).

Age is an important indicator in forecasting impulse buying. Younger people feel low risky when spending money (Unsalan, 2016). Impulse buying is at higher level between age 18 to 39 and lower level thereafter. Moreover, previous researches proposed that younger individuals have higher degree of impulsivity and show less self-control than older ones (Kacen & Lee, 2002). The impulse buying is found as topmost for the consumers who can bear it. Consumers who wants to buy products they depend on their income, its stated, Income level positively influences on consumers impulse purchasing behavior (Wells et al., 2007). The consumers with higher income level compared to lower income are less sensitive and they would mostly involve into Impulsive purchase (Butkeviciene et al., 2008). In reference to the gender, women tend to more impulsive than men, women preference for items is related to elemental values for relationship and emotional and reasons, while men preference is related more to finance and leisure for functional instrumental reasons, while, they buy high-tech, sports equipment and electronics, where all these kinds need detail searches (Pentecost & Andrews, 2010). Individuals with different genders tend to have various shopping behavioral replies. So, women are apt to impulse buying more than men (Priyanka & Rooble, 2012).

A researcher investigated the effect of gender and income on impulsive buying among Indian consumers. A sample of 450 shoppers were selected from shopping malls and retail outlets. The results of ANOVA at 5% level of significance showed that income and education of consumers were more likely to influence impulsive buying than gender do. Retailers can use the findings of the study to improve their shopping environment and merchandise assortment (Rana, 2012). Another researcher investigated the effect of demographic factors on the impulse buying behavior. regression analysis and inter-variable correlation were utilized. The findings showed that demographic factors like age and income positively influence impulse buying behavior. However, gender produced marginal association with impulsive behavior. (Bashar Abu et al., 2013). The credit availability and the dramatic increase in personal incomes has made impulse buying in retail environments prevalent consumer behavior. (Muruganatham & Bhakat, 2013) Given all the above, we formulate the following hypotheses:

- H1: Age of impulse buyers has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.
- H2: Gender of impulse buyers has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.
- H3: Income of impulse buyers has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.

3.2. Factors Influence Impulse Buying in Hypermarkets

Researchers made two categories to classify the dimensions which have an influence on impulse buying behavior. These categories are named as 'internal factors' and 'external factors' (Duarte et al., 2013). Moreover, researchers categorize time, money, presence of others to another category which is called "situational factors". Researchers mainly concentrated on identifying the several factors that induce impulse buying in several countries (Muruganathan & Bhakar, 2013).

In this study, four factors that will be discussed in this paper which influences impulse buying in the hypermarkets. (Musical Appeal, Sexual Appeal, Fear Appeal, Humor Appeal). Music is highlighted as one of a range of ambient conditions that influence customer impulse buying behavior (Oakes, 2000). Several investigations addressed the influence of music on consumer behavior is still limited, the genre of the background music is likely to produce stronger influence on preferences and perceptions of impulse buying. (Saini, 2015). Researcher studied the influence of store environment on impulsive buying behavior by measuring light, music, layout and retail staff on impulse purchases along with persons characteristics including shopping enjoyment and impulse buying tendencies. (Mohan, 2013). According to the sexual appeals, a study revealed that more males are attracted by the sexual appeal with provocative models when compared to non-sexual appeal, (Reid & Soley, 1981) and concluded by (Courtney & Whipple, 1983) that attractive models are the main key to attract audience attention towards their products. A sex appeal is characterized by using sexual components to increase attention, interest, and buying products even if it is not planned (Shimp, 2010). This characterization focuses on the effects of sexual content but sheds little light on what content qualifies as a sexual appeal. As an attempt to qualify "sexual components", some researchers have confined themselves to nudity (Horton & Brown, 1996).

In reference to fear appeal it is used repeatedly for promoting social issue campaigns, as well as it was used previously to raise awareness about concerns, like health insurance (Burnett & Wilkes, 1980), and cigarette smoking (Smith & Stutts, 2003) and sexually transmitted diseases (Smit & Terblanche, 2010). A research indicated that evoking a fear response that is strong it causes "fear denial," which is the most effective way of promoting condom utility as a measure of Acquired Immune Deficiency Syndrome AIDS prevention (LaTour & Pitts, 1989). However, the fear appeal is complicated with double variables, and marketers should devise a strategy which is based on audience's psychographics, demographics, level of fear arousal in the message, prior knowledge of the issue being covered and their pre-existing attitudes toward advertising, (Smit & Terblanche, 2010). A humorous appeal grab attracts viewer's interest by its capability to cut through clutter. In a study, humorous ads were compared to non-humorous controls on four measures: sustained attention, overall attention, projected attention and initial attention. It resulted in that humorous ads outperform non-humorous ads on each of the attention measures (Clow, 2007).

It was declared that humor cannot assure more successful in advertising by attaching this appeal into an advertisement. (Weinberger & Gulas, 1992). Humor related directly to the product is more effective than the unrelated humor, regardless of the growing numbers of humorous appeal, it is of crucial point to understand that humor can be effective and appropriate in some situations. Humor differs in their effectiveness and perceived differently towards cultures, demographic groups, and among individuals (Fatt, 2002). Many proofs showed that humorous ads are more effective than non-humorous ones only when consumers evaluations of the advertised brand are previously positive (Shimp, 2010). It is in light that we hypothesize the following:

- H4: Musical Appeal has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.
- H5: Sexual Appeal has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.
- H6: Fear Appeal has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.
- H7: Humor Appeal has a significant positive impact on impulse buying behavior in Lebanese hypermarket sector.

4. Research Methodology

In the current part, the research methodology includes the variable definitions, questionnaire development/instrument, population/sample and data description will be presented. The analysis leading up to the results will be discussed. Research methods utilized in this study can be divided as follows:

4.1. Variable Definitions

The definitions used for the different variables of this study are shown in Table .

Variables	Conceptual Definitions	Operational Definitions
Impulse Buying	Impulse buying is an item with no deliberation after the result of powerful urge (Block and Morwitz, 1999).	5 Statements- Likert scale (Anna Borisova, 2016)
Musical Appeal	Musical appeals are the connection between the product or service and a catchy jingle of music. Since these jingle memories are stored in the long-term brain of human, many consumers remember the jingles for extended periods of time (Anne Marie Orr, 2003).	7 Statements -Likert scale (Ng Pui Yue, 2011)
Sexual Appeal	Sexual appeal is breaking through ad clutter. Nudity and other sexual approaches are common and are often employed using various methods., the advertisement attempts to influence a viewer subconsciously (Anne Marie Orr, 2003).	5 Statements -Likert scale (Nguye Thai Hang, 2008)
Fear Appeal	Fear appeal increase a viewer's interest in an advertisement and can heighten persuasiveness, causing consumers to remember these ads more so than upbeat, warm ads (Anne Marie Orr, 2003).	5 Statements-Likert scale (Nguye Thai Hang, 2008)
Humor Appeal	Humor is a proven appeal type for grabbing attention and keeping it. When consumers find something humorous, it has value because is causes them to watch, laugh, and remember (Anne Marie Orr, 2003).	6 Statements - Likert scale (Nguye Thai Hang, 2008)

Table 1: Variable Definitions

4.2. Questionnaire Development

Due to weight age, the type, number, relevance, and measurement scales of the questions were given. The data has been gathered through a structured questionnaire, which was designed on the basis of the purpose of this paper.

4.3. Population and Sample

4.3.1. The Target Population Is Defined as Follows

The population has been identified of the hypermarket customers above 16 years old in Lebanese market. The survey was representative. To achieve this objective 325 questionnaire were distributed, 300 were returned back, based on judgmental sampling.

4.3.2. Extent and Sample Size

The study is focused in Lebanon specifically, in area. For this study, it was relevant to obtain a judgmental sample of around 300 respondents. The respondents consist of (28.30 %) males, (71.70 %) females. (50 %) of them were between 16-30 years, (54.70 %) of them are single, most of them hold Bachelor degree (69.30%), and the majority of the respondents their income ranges between 501-1000\$ (45.70%).

4.4. Data Collection Procedures

The method used for the data collection was structured questionnaire based on face-to-face interview, with closed-ended questions. There are 33 questions separated in six sections. The first part is the demographic part and consists of questions about the gender, age, marital status, education level and income. The four parts contains questions concerning the four independent variables (Musical Appeal, Sexual Appeal, Fear Appeal, and Humor Appeal) and the last part is for the dependent variable (Impulse Buying). The questionnaires were thoroughly checked and edited.

4.5. Data Analysis and Interpretation

Statistical Packages for Social Sciences (SPSS) software is used for the data analysis in which data will be analyzed by using different statistical tools. It involves many statistical techniques and methods such as simple and multiple regressions and descriptive statistical and factor analysis. These will measure and give the result for this research and explain the factors which effect on impulse buying behavior. The research will be categorized into three stages. First, to measure the instrument. Second to test the quality of data. Third, it includes hypotheses testing through simple and multiple regressions.

4.5.1. Descriptive Statistics

In order to represent the basic aspects of the data, descriptive statistics are employed, in which summaries about the data and measures are presented with simple graphic analysis.

	N	Minimum	Maximum	Mean	Std. Deviation
Impulse Buying	300	1.40	5.00	3.7497	0.82094
Musical Appeal	300	1.57	5.00	3.4700	0.77165
Sexual Appeal	300	1.75	5.00	3.6700	0.68691
Humor Appeal	300	2.33	5.00	3.9922	0.54926
Fear Appeal	300	1.00	5.00	3.1122	0.82712
Valid N (list-wise)	300				

Table 2: Descriptive Statistics

Table above shows descriptive statistics about Impulse Buying, Musical Appeal, Sexual Appeal, Humor Appeal and Fear Appeal. From the result above, Humor Appeal has the highest mean among the other variable with 3.9922, followed by Sexual Appeal, Musical Appeal, and Fear Appeal respectively. The Fear Appeal has the lowest mean in the 4 variables which is 3.1122. This indicated most respondents claimed that they have positive attitude toward Humor Appeal. In the next section, this attitude will be check if it is translated into positive Impulse Buyers. In contrast, Fear Appeal has the least important factor.

4.5.2. Exploratory Factor Analysis

An exploratory factor analysis (EFA) is applied in this study. The principal goal of the EFA is to identify the underlying relationships between measured variables (Norris, 2009).

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7.736	30.944	30.944	7.736	30.944	30.944	5.932
2	2.788	11.150	42.094	2.788	11.150	42.094	4.952
3	2.561	10.244	52.338	2.561	10.244	52.338	5.125
4	2.053	8.212	60.550	2.053	8.212	60.550	4.057
5	1.494	5.976	66.526	1.494	5.976	66.526	2.282

Table 3: Total Variance Explained

To test validity EFA was applied with oblique approach using Promax method. Five components were retained with Eigen values above 1. These components explain 66.526% of the total variance. (see Table).

4.5.3. Correlation of Impulse Buying and Appeals

The Pearson correlation coefficient indicates the strength and the direction of the existing relationship between two variables.

Correlation of Impulse Buying and Appeals		Impulse Buying	Musical Appeal	Sexual Appeal	Humor Appeal	Fear Appeal
Impulse Buying	PC	1	0.489**	0.340**	0.349**	0.165**
	Sig.(2-tailed)		0.000	0.000	0.000	0.004
Musical Appeal	PC		1	0.380**	0.348**	0.171**
	Sig.(2-tailed)			0.000	0.000	0.003
Sexual Appeal	PC			1	0.258**	0.248**
	Sig.(2-tailed)				0.000	0.000
Humor Appeal	PC				1	0.050
	Sig.(2-tailed)					0.386
Fear Appeal	PC					1
	Sig.(2-tailed)					
Cronbach alpha		0.925	0.900	0.821	0.873	0.734

Table 4: Pearson Correlation (PC)

** Correlation Is Significant at the 0.01 Level (2-Tailed)

To measure the strength of the relationship between the continuous variables, the Pearson Correlations were calculated. It shows the result of Pearson correlation between the independent variables Musical Appeal, Sexual Appeal, Humor Appeal, Fear Appeal and the dependent variable Impulse Buying. All correlations between Impulse Buying and the independents variables are positively correlated and statistically significant where P-Value<0.01. Additionally, since multiple item measures is used, Cronbach's alpha will be calculated to measure the scale reliability. Alpha coefficient for the dependent

and independent variables is very good (higher than 0.7), suggesting that the items for each variable have relatively high internal consistency. The Cronbach's alpha values are above 0.700 for all the variables. According to validity test, the variables will be very good when Cronbach alpha is greater than person correlation (Sharma & Paterson,1999). Musical Appeal and Impulse Buying are positively correlated with a moderated statistically significant correlation since $R=0.489$, and $P\text{-Value}=0.000$ which means that an increase in Musical Appeal is associated with an increase in Impulse Buying. Since α coefficient $>$ Correlation, $0.900 > 0.489$, thus it's valid.

Sexual Appeal and Impulse Buying are positively correlated with a moderated statistically significant correlation since $R=0.340$, and $P\text{-Value}=0.000$ which means that an increase in Sexual Appeal is associated with an increase in Impulse Buying. Since α coefficient $>$ Correlation, $0.821 > 0.340$, thus its valid.

Fear Appeal and Impulse Buying are positively correlated with a moderated statistically significant correlation since $R=0.165$, and $P\text{-Value}=0.000$ which means that an increase in Fear Appeal is associated with an increase in Impulse Buying. This variable shows that it is weakly influence Impulse Buying. Since α coefficient $>$ Correlation, $0.734 > 0.165$, thus its valid.

Humor Appeal and Impulse Buying are positively correlated with a moderated statistically significant correlation since $R=0.349$, and $P\text{-Value}=0.000$ which means that an increase in Humor Appeal is associated with an increase in Impulse Buying. Since α coefficient $>$ Correlation, $0.873 > 0.349$, thus its valid (4.5.3. Correlation of Impulse Buying and Appeals)

The Pearson correlation coefficient indicates the strength and the direction of the existing relationship between two variables.

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4.5.4. Multiple Hierarchal Regressions

To test the research hypothesis, multiple hierarchal regression was used to examine the association between dependent, and independent variable.

Multiple regression analysis was conducted to test the hypotheses and explore the relationships between five independent variables, consisting of Gender as a dummy variable, Musical Appeal, Sexual Appeal, Fear Appeal, and Humor Appeal as continuous variables. And Impulse Buying as dependent variable. Gender is added to the equation in order to increase the model's predictability.

With the generalized equation:

$$Y = \beta_0 + \beta_1 X_1 + \dots + \beta_5 X_5 + \varepsilon$$

β_0 : Constant

β_i : Regression coefficient associated with each X_i ; ε : Residuals, normally distributed with mean 0

4.5.4.1. Testing Assumptions

- Normality: The multiple regression analysis commands that the error between the observed and predicted values should be normally distributed. The normal P-P plot and histogram of regression standardized residual show that most of the scores are concentrated in the center and along the 0 point, so the normality condition of residuals is satisfied.
- Homoscedasticity: This assumption means that the error terms along the regression line are equal for all values of independent variables. The scatter plot clearly shows a consistent pattern, which is a sign of homoscedasticity and linearity. (Table).
- Multicollinearity: Before running the multiple regression models, the assumption of multi-collinearity should be inspected between the independent variables. Multi-collinearity is a phenomenon in which the estimated variables (two or more variables) in the multiple regression configuration are extremely correlated, the matrix of correlations between independent variables indicates that the predictors in the regression model have R values less than 0.6

Tolerance and VIF (variance inflation factor) indicators were used to test the collinearity, all VIF values were very low (should be less than 3 to be acceptable) and tolerance levels were quite high (minimum should be 0.10 according to (Tabachnick & Fidell, 2001). It is concluded that multi-collinearity assumption among independent variables are not violated. (Table).

	Tolerance	VIF
Gender	0.989	1.011
Musical_Appeal	0.698	1.432
Sexual_Appeal	0.751	1.331
Humor_Appeal	0.855	1.170
Fear_Appeal	0.899	1.112

Table 5: Co linearity Statistics

To identify outliers student-zed residuals values were calculated. Observations that have a student-zed residual value outside ± 3 range were removed for the benefit of our model's predictability (their removal increased R-squared).

Model Summary ^{b,c}						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.685 ^a	0.469	0.459	1.05357		
ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	271.141	5	54.228	48.854	0.000 ^c
	Residual	307.474	277	1.110		
	Total	578.615	282			

Table 6: Outliers and Influential Data Points

a. Predictors: (Constant), Fear_Appeal, Gender, Humor_Appeal, Sexual_Appeal, Musical_Appeal

b. Dependent Variable: Impulse_Buying

c. Weighted Least Squares Regression - Weighted by Weight

d. Dependent Variable: Impulse_Buying

e. Weighted Least Squares Regression - Weighted by Weight

f. Predictors: (Constant), Fear_Appeal, Gender, Humor_Appeal, Sexual_Appeal, Musical_Appeal

The above tables (Table) shows that R square= 0.469 which shows that the model explains 46.90% of the variability on Impulse Buying by the 5 predictors (Musical Appeal, Sexual Appeal, Fear Appeal, Humor Appeal, and Gender), a good proportion of the total variance is explained. Also, F-test indicates that the model is statistically reliable since (P-value<.000), which means that the independent variables are all significant in explaining the dependent variable (Impulse Buying).

4.5.5. Hypothesis Testing

Examining factors influencing impulse buying, where age, gender, income, humor, sexual, musical and fear appeals are independent variables and impulse buying is the dependent variable.

4.5.5.1. Simple and Multiple Regressions

Influence of Demographic factors (H1, H2, and H3)

Impulse Buying		Sum of Squares	df	Mean Square	F	Sig.
Age of the Respondent (H1)	Between Groups	16.815	4	4.204	6.714	0.000
	Within Groups	184.695	295	0.626		
	Total	201.510	299			
Income of the Respondent (H2)	Between Groups	21.325	4	5.331	8.728	0.000
	Within Groups	180.185	295	0.611		
	Total	201.510	299			
Gender of the Respondents (H3)	Between Groups	2.870	1	2.870	4.305	0.039 ^b
	Within Groups	198.640	298	0.667		
	Total	201.510	299			

Table 7: One Way ANOVA Showing Demographic Factors Influencing Impulse Buying

The F-test from ANOVA (Table) were used and indicates that there is a statistically significant difference in Impulse buying score for age since the P-value=0. 000. therefore, since the P-value is lower than 0.05, (H1) is accepted. In this case, Age has significant positive relationship toward Impulse buying. In addition to that the model shows that respondents who belong to age group 41-50 have the highest mean score in impulse buying. The Gender P-Value (P= 0.039) is lower than significant level of 0.05. Thus, since the P-value is lower than 0.05, H2 is accepted, in this case Gender has a significant positive relationship toward Impulse buying and the females are more impulse buyers than males.

The F-test from ANOVA table indicate that there is a statistically significant difference in Impulse buying score for age since the P-value=0. 000. Therefore, since the P-value is lower than 0.05, H3 is accepted. In this case, Income has significant positive relationship toward Impulse buying. In addition to that, the model shows that respondents who belong to income group 1,501-2,000 have the highest mean score in impulse buying.

Influence of Appeals on impulse Buying (H4, H5, H6, and H7)

Model Summary						
Model	R	R Square	Adjusted R ²	Std. Error of the Estimate		
1	0.489 ^a	0.239	0.237	0.71722		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.219	1	48.219	93.739	0.000 ^b
	Residual	153.291	298	0.514		
	Total	201.510	299			

Table 8: One Way ANOVA for Appeals
A. Predictors: (Constant), Musical_Appeal
B. Dependent Variable: Impulse_Buying

Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate		
1	0.340 ^a	0.116	0.113	0.77326		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.327	1	23.327	39.013	0.000 ^b
	Residual	178.183	298	0.598		
	Total	201.510	299			

Table 9: One Way ANOVA for Appeals
a. Dependent Variable: Impulse_Buying
b. Predictors: (Constant), Sexual_Appeal

Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate		
1	0.165 ^a	0.027	0.024	0.81101		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.506	1	5.506	8.372	0.004 ^b
	Residual	196.004	298	0.658		
	Total	201.510	299			

Table 10: One Way ANOVA for Appeals
a. Dependent Variable: Impulse_Buying
b. Predictors: (Constant), Fear_Appeal

Model Summary						
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate		
1	0.349 ^a	0.122	0.119	0.77051		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.592	1	24.592	41.423	0.000 ^b
	Residual	176.918	298	0.594		
	Total	201.510	299			

Table 11: One Way ANOVA for Appeals
a. Dependent Variable: Impulse Buying
b. Predictors: (Constant), Humor Appeal

Based on simple regression Musical Appeal P-value (P= 0.000) is lower than significant level of 0.05. Therefore, since the P-value is lower than 0.05, H4 is accepted. In this case, Musical Appeal has at hypermarkets has a significant positive impact on impulse buying behavior. In addition to the simple regression, coefficients of Multiple regression, also shows that Musical Appeal has a significant positive impact on impulse buying behavior since P-value (P=0.000).

Sexual Appeal P-value (P= 0.000) is lower than significant level of 0.05. Therefore, since the P-value is lower than 0.05, H5 is accepted. In this case, Sexual Appeal has at hypermarkets has a significant positive impact on impulse buying behavior. In

addition to the simple regression, the coefficients of Multiple regression, also shows that Sexual Appeal has a significant positive impact on impulse buying behavior since P-value ($P=0.014$).

Fear Appeal P-value ($P= 0.004$) is lower than significant level of 0.05. Therefore, since the P-value is lower than 0.05, H6 is accepted. In this case, Fear Appeal has at hypermarkets has a significant positive impact on impulse buying behavior. In addition to the simple regression, the coefficients of Multiple regression, shows that Fear Appeal has a significant negative impact on impulse buying behavior since P-value ($P=0.080$).

Humor Appeal P-value ($P= .000$) is lower than significant level of 0.05. Therefore, since the P-value is lower than 0.05, H7 is accepted. In this case, Humor Appeal has at hypermarkets has a significant positive impact on impulse buying behavior. In addition to the simple regression, that is related to the coefficients of Multiple regression, shows that Humor Appeal has a significant positive impact on impulse buying behavior since P-value ($P=.008$). See Table and **Error! Reference source not found.**

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant) ^a	1.944	0.191		10.174	0.000	1.568	2.320
	Musical Appeal	0.520	0.054	0.489	9.682	0.000	0.415	0.626
	(Constant) ^a	2.257	0.243		9.287	0.000	1.779	2.736
	Sexual Appeal	0.407	0.065	0.340	6.246	0.000	0.279	0.535
	(Constant) ^a	3.239	0.183		17.740	0.000	2.880	3.598
	Fear Appeal	0.164	0.057	0.165	2.893	0.004	0.052	0.276
	(Constant) ^a	1.665	0.327		5.094	0.000	1.022	2.309
Humor Appeal	0.522	0.081	0.349	6.436	0.000	0.362	0.682	

Table 12: Coefficients Simple Regression
a. Dependent Variable: Impulse Buying

From the coefficients table (**Error! Reference source not found.**), Musical appeal is positively associated with impulse buying ($t=9.682$, $p=0.000<0.05$). In addition, beta coefficient 0.520 is significant.

Sexual appeal is positively associated with impulse buying ($t=6.246$, $p=0.000<0.05$). In addition, beta coefficient 0.407 is significant.

Fear appeal is positively associated with impulse buying ($t=2.893$, $p=0.004<0.05$). In addition, beta coefficient 0.164 is significant.

Humor appeal is positively associated with impulse buying ($t=6.436$, $p=0.000<0.05$). In addition, beta coefficient 0.522 is significant.

Coefficients ^{a,b}								
		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	0.593	0.281				0.039	1.146
	Gender	0.329	0.068	0.214	4.862	0.000	0.196	0.463
	Musical Appeal	0.462	0.048	0.503	9.589	0.000	0.367	0.557
	Sexual Appeal	0.133	0.054	0.125	2.466	0.014	0.027	0.240
	Humor Appeal	0.168	0.063	0.126	2.660	0.008	0.044	0.292
	Fear Appeal	.0069	0.039	0.081	1.758	0.080	0.008	0.146

Table 13: Regression Coefficients
a. Dependent Variable: Impulse Buying
b. Weighted Least Squares Regression - Weighted by Weight

All regression coefficients are positive and statistically significant except for Fear Appeal's coefficient (p -value=0.08). Musical Appeal is the strongest contributor in explaining Impulse Buying with the largest coefficient 0.462
From the coefficient table we obtain the following model:

$$\text{Impulse Buying} = 0.593 + 0.329 (\text{Gender}) + 0.496 (\text{Musical Appeal}) + 0.133 (\text{Sexual Appeal}) + 0.069 (\text{Fear Appeal}) + 0.168 (\text{Humor Appeal})$$

5. Discussion

The various findings are highlighted and discussed in this part. The results of this study reveal that age of consumers has significant positive impact on impulse buying behavior. It may also reflect that there is greater awareness of some of these pro-social issues among middle age consumers are more settled in their shopping habits. This study is familiar with (Schiffman et al., 2012) and (Solomon, 2013), since, they agreed that generation Y are likely to spend their cash quickly, but our result is reverse to Wood (1998) since he revealed that younger people have higher degree of impulsivity than older people and it is agreed by (Kacen & Lee, 2002). Gender of impulse buyers has a significant positive impact on impulse buying behavior. In addition to that the model can be interpreted that females are more impulse buyers than males. Females may show themselves in their shopping habits. When most women shop, they are in more of a 'gathering' mode - browsing from tree to tree (or shop to shop) looking for ripe and nutritious fruit. This study is familiar with (Dittmar et al., 1995:496; Lucas and Koff, 2014:111; Pentecost and Andrews, 2010:45) since they said that women tend to be more impulsive than men and it has a consistent result with all others in our literature review.

This study reveals that income of impulse buyers has a significant positive impact on impulse buying behavior. In addition to that, the model can be interpreted that respondents who belong to income group 1,501-2,000 have the highest mean score in impulse buying; consumers with respectively this group of income are characterized by an active type of consumer behavior. This result is familiar with (Lin & Lee, 2005). Since he found that consumer with higher income have usually have a habit to spend more which influence their purchase decision. This study discloses that musical Appeal has a significant positive impact on impulse buying behavior. This study interpreted to Lebanese customers who proposed that musical appeal is more effective in enhancing impulse buying. Since musical appeal can help to capture the attention of a listener because music is often connected to emotion, experiences, and memories, grabbing the attention of those not previously engaged. The genre of the background of music is likely to produce stronger effects on perceptions and preferences of impulse buying, this study discloses that sexual Appeal has a significant positive impact on impulse buying behavior. This result interpreted that the characterization focuses on the effects of sexual contents but sheds little light on what content qualifies themselves to nudity and this is what our study agreed by making a positive significant of sexual appeal with impulse buying (Han, 2011). Advertisement may use sexual cue or icons in order to influence the viewer's subconscious, which is seen in ads where men purchase beer in order to gain the attention of an attractive female. This study is familiar with (Shimp, 2010). Since, he said that sexual components increase attention, interest, and buying products even if it is not planned.

This study reveals that fear Appeal has a significant positive impact on impulse buying behavior. This study interpreted to make consumer feels insecure about something; it brings up the fear in the consumer's subconscious. Fear appeal emphasizes the negative outcomes that can happen because of an action or inaction. It is built upon fear. It is a disagreeable emotional state characterized by anticipation of pain or great distress and accompanied by autonomic activity especially involving the nervous system. Our results are familiar with (LaTour & Pitts, 1989; Terblanche-Smit & Terblanche, 2010) which revealed that fear appeal is used frequently for endorsing social issue campaigns and has previously been used to raise awareness about concerns such as sexually transmitted disease STDs.

This study reveals that humor Appeal has a significant positive impact on impulse buying behavior. This result interpreted that humor can be appropriate and effective in some situations, it differs in their effectiveness and perceived differently across demographic groups, cultures and even among sample units. When consumers find something humorous, it has value because it makes them watching, laughing and, most importantly, it reminds them by the product. By capturing the viewer's attention, humor appeals cut through advertising clutter and allow for enhanced recall and improved moods, consumers who are satisfied associated the good mood with the product and service. This study is familiar with Clow (2007) and Weinberger & Gullas (1992) findings, humorous appeal grabs attentions and attracts viewer's interest by its ability to cutting through clutter, and humor related directly to the product works more effective than the unrelated one.

6. Conclusion

The main objective of this research is to explore factors influencing impulse buying at hypermarket in Lebanon, this research contributes to academic and practical importance.

From Academic perspective, impulse buying implementation has remarkable effects on increasing sales and profits at hypermarkets, understanding the consumer behavior and the factors influencing it is necessary. As well as, to protect the impulse buying trend, the present research struggle can serve as basis to educate and inform impulsive consumers about the potential implications of the impulse buying.

From practical point of view, it is very significant for marketers at hypermarkets and retail stores in formulating and implementing strategies to encourage impulse buying behavior. Additionally, marketers can be offered clear guidelines for them in designing more effective marketing strategies that will fascinate consumers and engage them in impulsive behavior.

This study found that Musical Appeal and Humor Appeal are the main factors influencing consumer's buying behavior toward impulse buying. Moreover, and in the case of "Fear Appeal" is not a main obstacle to consumer's impulse buying, according to results obtained from this study, the research recommends, Retailers should attempt to motivate customer desire for their products, entice in-store browsing that lead to unplanned and impulse purchases through stimuli sent by visual merchandizing. As well as, the marketing managers in the shopping centers in Lebanon must consider about many other factors (like Musical Appeal, Sexual Appeal, Fear Appeal and Humor Appeal) that can influence the impulsive behavior of consumers of Lebanon.

7. Future Research

According to the future research, there is a need to conduct research about personality characteristics of consumers and find their influence on the impulse buying behavior in Lebanon. Moreover, to look deeper into the consumer needs to help the stores with more explicit techniques and to encourage impulse buying through sense marketing and different kinds of stimulus.

As the study was conducted primarily in the hypermarket setting; future researchers may consider conducting the data gathering in other store formats, as they have different store characteristics. It can be done in an extensive way in shopping malls and other areas of purchasing, as impulsive buying somehow depends on store type (Wong & Zhou, 2003). This study evaluates the factors which were associated with demographic factors and appeals. Hence, the proponent recommends to future researchers to deliberate other several factors constituting influence to impulse buying of the consumers; and lastly, to assess the factors that influence consumers' impulse buying behavior with focus on a specific product type to determine whether it has exceptional difference compared to this study.

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