

**Investigating Moderating Role of Emotional Brand
Attachment between Consumer Decision Making
Styles and Impulsive Buying Behavior**



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CERTIFICATE

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DEDICATION

I dedicate this humble effort to my beloved father

MUHAMMAD ASHIQ

And my beloved mother

PARVEEN AKHTAR

Their love, kindness, encouragement, appreciation and prayers have
brought me to a place, where I stand today.

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DECLARATION

This is to certify the research work for the thesis titled “*Investigating the Moderating Role of brand emotional attachment between consumer decision making styles and impulsive buying behavior*”. Has not been submitted before and shall not in future be submitted for obtaining a similar degree from any other university. No part of the work has been plagiarized from any source and relevant references have been cited wherever necessary. To the best of my knowledge, I do not contain any material previously written or published by anyone else, except where appropriate references are cited in the text.

Table of contents

DEDICATION	2
ACKNOWLEDGEMENT	3
DECLARATION.....	4
LIST OF TABLES	9
LIST OF FIGURES	10
ABSTRACT	1
Key Words:	1
CHAPTER 1.....	2
INTRODUCTION.....	2
Background.....	2
Purpose of the Study.....	7
Problem Statement	8
Research Gap	8
Significance of the Study.....	9
Research Questions	10
Underpinning Theory	10
Research Objectives	11
CHAPTER 2.....	12
LITERATURE REVIEW	12
Impulsive Buying Behavior	12
Relationship between Recreational Shopping Conscious Style and Impulsive Buying Behavior.....	15
Relationship between novelty and fashion conscious style and impulsive buying behavior	16
Relationship between Price Conscious Style and Impulsive Buying Behavior	20
Relationship Between Confused by Over Choice Style and Impulsive Buying Behavior.....	22
Moderating Role of Brand Emotional Attachment between Consumer Decision Making Styles and Impulsive Buying Behavior.....	24
Hypothesis Developed.....	25

Theoretical Framework	26
CHAPTER 3.....	27
METHODOLOGY.....	27
Research Design.....	27
Method of Research	27
Study Setting	28
Research Interference	28
Research Approach	28
Population and Sampling.....	28
Population	28
Convenient Sampling	29
Size of Sample	29
Data Collection	29
General Variables	30
Instrument Development	30
Independent Variable.....	30
Measures of Recreational Shopping Conscious (RSC)	31
Measures of Novelty and Fashion Consciousness (NFC).....	31
Measures of Price conscious (PC).....	31
Measures of Confused by over choice (COC)	32
Dependent Variable.....	32
Moderating Variable.....	32
Data Analysis Techniques	33
CHAPTER 4.....	34
RESULT AND ANALYSIS.....	34
Confirmatory Factor Analysis (CFA) Analysis	34
Figure 4.1(a): CFA Diagram without Factor Loading	35
Figure 4.1(b): CFA1 Diagram with Factor Loading.....	35
Figure 4.1(c): CFA2 Diagram with Factor Loading.....	36

Construct Reliability and validity	36
Table 4.1: Construct reliability and validity	37
Factor loading	37
Discriminate Validity	38
Table 4.3 Discriminate Validity	38
Normality of Data	39
Table 4.4: Normality of Data	39
Demographics of Sample.....	40
Table 4.5: Gender of respondents	40
Table 4.6: Marital Status of respondents	40
Table 4.7: Age of respondents	41
Table 4.8: Occupation of respondents	41
Table 4.9: Year of schooling respondents	42
Table 4.10: Monthly income respondents.....	43
Table 4.11: Experience with shopping mall respondents	43
Table 4.12: Frequency of shopping mall within month respondents.....	44
One Way ANOVA	44
Table 4.13: One Way ANOVA.....	44
Correlation Analysis.....	45
Table 4.14: Correlation Analysis	45
Regression Analysis	46
Table 4.15: Multiple regression analysis for determinants of impulsive buying behavior	47
Moderation Analysis	48
Table 4.16: Moderated Regression Analysis	48
Accepted/Rejected Hypothesis.....	49
Table 4.17: summary of hypothesis accepted and rejected.....	50
CHAPTER 5.....	51
DISCUSSION AND CONCLUSION.....	51
Discussion.....	51

Hypothesis: 1	51
Hypothesis: 2	52
Hypothesis: 3	53
Hypothesis: 4	54
Hypothesis: 5	54
Hypothesis: 6	55
Hypothesis: 7	55
Hypothesis: 8	56
Overall Conclusion.....	56
Implications (Practical and Theoretical).....	57
Practical Implication.....	57
Theoretical Implications	59
Limitations	59
Directions for future research	60
REFERENCES.....	61

LIST OF TABLES

Table 4.1: Construct reliability and validity	37
Table 4.2: Factor Loading	37
Table 4.3 Discriminate Validity	38
Table 4.4: Normality of Data	39
Table 4.5: Gender of respondents.....	40
Table 4.6: Marital Status of respondents	40
Table 4.7: Age of respondents.....	41
Table 4.8: Occupation of respondents	41
Table 4.9: Year of schooling respondents.....	42
Table 4.10: Monthly income respondents.....	43
Table 4.11: Experience with shopping mall respondents	43
Table 4.12: Frequency of shopping mall within month respondents.....	44
Table 4.13: One Way ANOVA	44
Table 4.14: Correlation Analysis.....	45
Table 4.15: Multiple regression analysis for determinants of impulsive buying behavior.....	47
Table 4.16: Moderated Regression Analysis.....	48
Table 4.17: summary of hypothesis accepted and rejected.....	50

LIST OF FIGURES

Figure 4.1(a): CFA Diagram without Factor Loading.....	35
Figure 4.1(b): CFA 1 Diagram with Factor Loading.....	35
Figure 4.1(c): CFA 2Diagram with Factor Loading.....	36

ABSTRACT

Concept of consumer decision-making styles is very important for market positioning, expertise marketing strategies and for market segmentation. The principle of this study is to understand consumer decision-making styles as the background and consumer decision-making styles impact on impulsive buying. This research which is guided by impulse buying literature and “Organism Response model”, explores the relationship between consumer decision-making styles and impulse buying behavior through the moderating role of emotional brand attachment. Data collect from 400 customers in Islamabad for survey methodology. The convenient sampling technique is applied in this study and primary data is collected through adopted and adapted questionnaire for data analysis. Confirmatory factor analysis has been used to inspect the robustness of data. Result of this study shows that factors significantly effect on impulsive buying behavior are recreational shopping conscious, novelty and fashion conscious, price conscious, confused by over choice. Results related to moderation shows that emotional brand attachment strengthen the relationship of novelty and fashion conscious and price conscious with impulse buying while weaken the relationship of recreational shopping conscious and confused by over choice with impulse buying. This research work will valuable for marketing perspective and practitioners get inclusive knowledge by understanding impulse buying behavior and its determinants. Practical and theoretical implications are provided.

Key Words:

Impulsive Buying Behavior, Recreational Shopping Conscious, Novelty and Fashion Conscious, Price Conscious, Confused by over Choice, Brand Emotional Attachment.

CHAPTER 1

INTRODUCTION

Background

Today impulse buying becomes a usual behavior of customers. Customers went to market with intention to purchase something that they need but sometimes they unintentionally buy something that they don't need but they feel attracted to that product they buy it. Clover was first who developed and renowned the concept of impulse buying for the use of promotional actions in the market. When customer follows instant, quick and affective-oriented behavior known as impulse buying behavior (Abbasi, 2017). Impulse purchasing means that purchase happened without a preparation and it happened when buyers were exposed to opportunities such as product quality, advertising, identity of the brand and product displays that had positive effects (Park & Lenon, 2006, Dinesh S & Ananthi M 2020). Without any deeper thinking taking ownership of products/goods or services is known as impulsive buying behavior (Thompson & Prendergast, 2015). Impulse buying is a way of individual thinking and it varies from person to person (Mathai & Haridas, 2014). Young generation have major role in impulse buying as compared to elder because they have self-control but when our youngsters see different type of advertisements on internet or media they order products so it shows that media also playing its important role in impulse buying (Wood, 1998), (Bellenger, Robertson, & Hirschman, 1987), (Rawlings, Boldero, & Wiseman, 1995). Once youngsters go out for shopping with their parents, they buy things according to their choice and they

always focus on needed items but when they go out with their friends, impulse buying automatically increases (Luo, 2005).

Many other factors that affect impulsive buying behavior like customer's decisions making styles or cultural differences (Kacen & Lee, 2002). Impulse buying also affected by individual emotions or mood swings (Rook & Gardener, 1993) sometime it's also affected due to demographic uniqueness like person age, marital status, gender, occupation, education level, income leveled (Mai, Jung, Lantz, & Loeb, 2003) and its relationship with self-identity (Dittmar, Beattie & Friese, 1995). Impulsive buying is influenced by a customer's contextual and previous practices or experiences. (Abbasi, 2017). Trained sales person also promotes impulse buying because they reduce frustration (Crawford & Melewar, 2003).

An impulse purchase behavior is a subconscious exchange choice to get goods or services. Buying impulsiveness is defined as 'a consumer's trend to purchase instinctively, unreceptively, at once, and kinetically' (Rook & Fisher 1995). A survey on consumer's impulsive purchase shows that American customers purchase 60% goods which are not included in their shopping list. 71% of buyers balloted by the study have lamented buying goods on impulse. In impulsive buying consumers often dislocates from normal decision because for the time being they feel pleasure and more appealed to the emotional side for the product and afterwards sometimes customers regret their decision, or may customers have brand emotional attachment that's why they do impulse buying (Parboteeah *etal.*, 2009).

It's not compulsory that emotional buyers get attached to the product quickly are always satisfied after their purchasing. Many times they regret

their quick decisions and feel that they only lost their money (Zhou & Gu 2015). Internal and external both factors are effective on the instinctively. Tendency of buying retailers and suppliers/distributors use external factors for their product and services to encourage clients to obtain extra (Mathai and Haridas, 2014; Jalali, *et al.*, 2014; Abbasi & Jafari, 2011). On the other hand, internal factors also have a major consequence on impulse buying tendency and mostly these factors are depending upon consumer behavior. So, the focal point never is an environment it must be consumer (Byrd *et al.*, 2006; Mirabi & Tehrani, 2013). For effective modeling impulse buying behavior has three major factors; dynamics inducement, impulsiveness of consumer and conditional factors such as diverse events and tendency to get pleasure from shopping product itself are very significant (Mathai & Haridas, 2014).

The most important source of competitive advantage is to recognize the specified or faithful customers to develop more effective plans, it is vital to recognize factors influencing buying behavior. (Saeednia & Goudarzi, 2014; Jalali, *et al.*, 2014). Impulse buying in stores is very common. 76% shopping decisions in stores are unplanned by Point-of-Purchase Advertising International (POPAI, 2012). Men connect for impulsive buying only in their leisure time and take it as instrumental item. On the other hand, women fatalities on goods and services and these things shows their way of thinking and personality (Dittmar *et al.*, 1996). Marketers want to increase impulse buying so they make their display very attractive that customers can easily feel their products and feel brand attachment with products (Peck & Chiders, 2006). Consumers account that impulse buying satisfies a numeral of hedonic needs (Piron, 1991; Rook, 1987; Thompson *et al.*, 1990). In several studies it is stated that emotional attachment is also helpful or inherent for customers shopping experience and in several qualitative studies it is stated that after impulse shopping customers feel excited due to their brand attachment (Cobb & Hoyer, 1986; Rook, 1987). Hence

these sources clearly support the conceptual frame work linking hedonic shopping styles and impulse buying behavior.

Now a day's Consumers' decision-making styles (shopping styles) are the most important and attractive area in consumer-behavior studies. Many earlier studies have exposed that consumers regularly display reliable decision-making styles to express their decision-making when they shop (Durvasula, Lysonski, & Andrews, 1993; McDonald, 1993; Evans, Christiansen, & Gill, 1996). For making successful market strategies it is necessary for us to first understand consumer and then their decision making styles (Zou & Cavusgil, 2002). Consumers' decision-making styles are corresponding to a kind of “*consumer personality*” which includes “*cognitive and affective characteristics*” (Sproles & Kendall, 1986). And these decision-making styles vary cross wise cultures (Walsh, Mitchell & Hennig-Thurau, 2001). There are eight different DMS (Decision-making styles) including quality consciousness, consumer confused by over choice, price consciousness, recreational shoppers, habitual consumers, brand consciousness, novelty and fashion conscious, careless consumers, according to framework of Sproles and Kendall's, 1986 these eight decisions making styles are very helpful and lead to retail success for STP marketing strategies. (Sinkovics, Leelapanyalert & Yamin 2010; Rezaei 2015).

According to Sproles and Kendall (1986), customers who are more highly conscious about quality of product search thoroughly and suspiciously and want the best quality product while brand conscious people are attracted toward luxurious and famous brands. Customers are more concerned with novelty and fashion conscious and want innovative products which give them pleasure. People who are more conscious about fashion and novelty and want to keep their self-up-to-date with new innovation or new styles are more indulged in impulse buying (Sharma, Sivakumaran

, & Marshall, 2010). The individuals who do shopping just for fun are known as recreational shoppers. Factors like recreational shopping styles (which is one of the most important style of consumer decision making styles) means spending more time in malls, display of store, product quality according to price and advertising these factors also effect impulse buying behavior (Inman, Winter, & Ferraro, 2009) However for some customers money is the priority so they want to find out the product which gives them high value for money they spend. Customers who see too many brands or visit every store and who gather a lot of information about that particular thing known as confused by over choice buyers. Sproles and Kendall (1986) suggested that habitual/brand loyal consumers are those who have their favorite brands and stores and who repeated purchase from specific store or brand.

To understand the buying behavior of any customer it is compulsory to first understand consumer behavior toward that particular product because it is exact reason for shopper's/marketing managers to reach the exact customer efficiently (Park, Yu & Zhou 2010). In count to usual and predictable vending formats, the new technology-based trade make challenges for clients to make a decision and for marketers to map their marketing strategy (Heitz-Spahn, 2013). Through observing multipart of CDM style, retail and mall stores have not power over consumers' search for purchase purpose (Heitz-Spahn 2013). Comparative to previous generations the generation y consumers are digital natives, consequently and they like to develop different shopping styles (Bakewe & Mitchell, 2003).

Today's consumers are more classy, curious and cultivated they are not willing to accept inferior products. They want quality products in short time without wasting their money and energy (Lamb *et al.*, 2013). In simple CDMS is a mental orientation process in which consumer chose the product or service according to their

behavior (Sproles& Kendall 1987). It's necessary to be focused on consumer decision making styles because consumers take their decision according to previous satisfactions and experiences and study of CDMS help marketers to understand customers (Hernández, Jiménez & Martín 2010). CDMS categorized in three core approaches and their names are psychographic/way of life, consumer typology and consumer characteristics approach. The last and third one approach is most important in these approaches because it's related to consumer's mental orientation in DMS (Lysonksiet.al., 1996).

Purpose of the Study

Researchers study demographic factors, situational factors, and external factors effect on impulsive buying all these are also important but this study will show how consumer decision making styles influence impulsive buying behavior and marketers increase their sales by understanding consumer decision making styles. Also the purpose of study is to understand the brand emotional attachment that how it will increase or decrease the relationship of CDMS and impulsive buying behavior. This study is about to understand how human mind works before purchase anything and what marketer can do to drive customers to purchase their products on impulse.(Joukanen K 2019).With the passage of time technology advancement and macro environmental factors bring a lot of changes and these changes indicate users how to consume around the world with different consuming styles so it is really important for marketers to understand consumer decision making styles that how they take decision for consumers to raise their profits (Kotler,2009; Semente& Whyte, 2018). Impulsive buying behavior is a broadly familiar fact occurs in the frame of mind of consumer throughout purchase. Bulk of research on impulsive buying has been accepted out in Europe and America and very slight research has been approved out in

Pakistan and especially in Islamabad. Past researcher research the factors affecting on impulsive buying like cognitive and affective factors.

Problem Statement

At the moment organizations want to increase their impulse purchase then organizations keep in mind consumer decision making styles and emotional attachment to better know about customers so in this study we are going to analyze the effectiveness of consumer decision making styles on impulsive buying behavior with the help of brand emotional attachment, how much brand emotional attachment increase the relationship of consumer decision making style and impulsive buying behavior and also we will determine whether or not before impulsive buying consumer remember the CDMS?. Hence this study will incorporate these problems for better marketing strategies and decisions.

Research Gap

Most of the studies conducted which defines the relationship and their impact of CDMS on purchase intension but this study will show the impact and relationship of consumer decision making styles on impulse buying behavior as well as this study will collect data from retail stores like hyper markets, super or departmental markets while previous studies were done with data collection in shopping malls Alavi, S. A., Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016). Brand emotional attachment used as a moderator between consumer decision making styles and impulsive buying behavior as in previous studies it was discussed with purchase intension. Shestakov, A.A. (2012). Hence, this research takes the initiative to fill up this gap by further examining the relationship between CDMS and impulsive buying behavior among the specific respondents from Islamabad.

Significance of the Study

The study is conducting to find out factors effect impulse buying behavior of customers and it is significant for marketers as by the results of this study they can increase their sales and enhance their revenues. It's a theoretical contribution. Through the results of researchers can make improvements and increase their profits. This study shows the impact of CDMS on impulse buying and gives ways how marketers and retailers are able to expand their business. It also helps in future researches.

This study will have major benefits the academic community in practically understanding the concept of impulsive buying behavior and factors responsible for impulsive buying. The researchers have more insight about the impact of CDMS in impulsive buying behaviors. In marketing consumer decision making styles(CDMS) are very important and researchers are always attracted to profile CDMS. These CDMS are essential for marketing since they are strongly associated to purchasing behavior and are constant in excess of time, and are applicable for market STP (Walsh, Hennig- Thurau, Mitchell &Wiedmann, 2001). This study will help marketers how they will increase their sales and expand their business by understanding consumer decision making styles and impulsive buying behavior we know that sales is directly proportional to profit so the more the sales the more the profit earning. CDMS approach is motivating for researchers while it helps be aware of consumers' behavior plus profile individual's user styles. It may be helpful in education of consumers regarding their specific decision-making distinctiveness (Sproles& Kendall, 1986).

Customer is the most important asset of any organization so this study will show how (recreational shopping conscious, novelty fashion conscious) (price conscious, confused by over choice) will effect on impulsive buying behavior also

this study will emphasize a number of its findings that will be valuable for marketer and retailers to know different CDM styles influencing impulsive buying behaviors. The study has also focused on brand emotional attachment of customers regarding their decisions. It will also be helpful for marketers to know which type of customers will impulsively purchase and it will help to raise their sales and footfalls. Furthermore (Ruvio& Belk 2013) predicted in their study that in super market 62% and in luxury goods 80% sales according to impulsive purchase.

Research Questions

- Q1. What is the impact of recreational shopping conscious on impulsive buying behavior?
- Q2. What is the impact of novelty fashion conscious on impulsive buying behavior?
- Q3. What impact is of confused by over choice on impulsive buying behavior?
- Q4. What impact of between price conscious on impulsive buying behavior?
- Q5. How brand emotional attachment moderates the relationship between customer decision styles (CDM) and impulsive buying behavior?

Underpinning Theory

The impulsive buying behavior also involved individual preferences and it was designed on the base of “Organism-response (O-R)” and Russell (1974) first time introduced (O-R) frame work (Chang *et al.*, 2011). Normally OR framework shows that every consumer’s mental and emotional features are different and these features discrete customers from one another. Impulsive buying occurs when someone feel an attraction, abrupt, spur-of-the moment and strong fascination towards purchasing the product and this is due to individual internal features or characteristics. People who are more conscious about fashion usually show more impulsive behavior. Fashion

generally involve stylish and innovative items that attracts to customers and they do impulse buying (JooParketal, 2006). The basic reason behind impulsive buying is fulfillment of hedonic needs and constructive affect which keeps the customer in good mood and it will lead to carelessness and shows customer involvement in impulsive buying behavior (Tinne, 2011). Hence through this framework this study shows that individual preference is important and when customer purchase through personal preferences consecutively resulting in impulse purchasing behavior.

Research Objectives

Basically in this study we will discuss consumer decision making styles, brand emotional attachment and impulsive buying behavior as we know there are eight basic styles of consumer decisions making styles but here this study discuss two from hedonic shopping styles and two from utilitarian shopping styles.

- To deepen the understanding about the relationship between recreational shopping conscious and impulsive buying behavior.
- To reveal the relationship between fashion and novelty conscious and impulsive buying behavior.
- To inquire the relationship between price conscious and impulsive buying behavior.
- To investigate the relationship between confused by over choice and impulsive buying behavior.
- To analyze moderating effect of brand emotional attachment between decision making styles or impulsive buying behavior.

CHAPTER 2

LITERATURE REVIEW

Impulsive Buying Behavior

Individuals vary in their inclination of having driven purchasing conduct. Along these lines, purchasers who show drive purchasing inclination at a higher rate; generally, speak to increasingly uplifting demeanor, feel energized and are glad for them in this manner, slanting towards purchasing items imprudently. The ability to buy indiscreetly gives them a feeling of joy and energy in shopping. (Ahmad, 2018). Impulse purchasing means that purchase happened without a preparation and it happened when buyers were exposed to opportunities such as product quality, advertising, identity of the brand and product displays that had positive effects (Park &Lenon, 2006, Dinesh S &Ananthi M 2020).

It is hard to discover one reasonable definition for impulsive buying on the grounds that there are numerous hidden elements. One of the most focal ideas that help characterizing the buying behavior is that a drive buy is unplanned. A few variables can convince shoppers to make such buys. For instance, there are certain deceptions which advertisers can use to control purchasers, for example, making welcoming store condition (remembering for store shows, rack situating, lighting and music) (lewis,2013). When purchasing something on drive, an individual encounters an absence of respect for results and can briefly feel crazy. Another characterizing attribute is that shoppers feel an unexpected and unconstrained want to act – that they feel an internal clash furthermore, battle which drives them to act promptly.

These are instances of average sentiments buyers may have when in the store before purchasing something they didn't plan to purchase. (Joukanen, 2019).

If we talk about impulsively buying fashion is also involved in it and plays a

great role, where Fashion Involvement manages tasteful and popular clothes and this sort of association calls thought about the significance of design things and their impact on moment buying conduct (Lenon, 2006). O'Cass (2004) decided the vast majority of the occasions choices of buyers become simple when any kind of style is engaged with the item. At the point when they discover in vogue garments, their choice is upheld by their mindfulness about most popular trend. They feel upbeat and predominant about themselves according to open by uncovering their style inclusion capacity. (Ahmad, 2018). Motivation purchasing, or making impromptu buys with pretty much nothing consideration, is ordinary in the United States; about 84-86% of Americans report making hasty buys in stores and online. Sadly, motivation purchasing can prompt a large group of negative results, including money related strain, sentiments of blame, disgrace, and lament, and strain on close to home connections. In any event, when utilized deliberately to adapt to negative feelings, motivation purchasing can reverse discharge and lead to a more prominent number of ruminating and negative contemplations.

While shoppers have revealed a craving to check their motivation purchasing, retailers have minimal impetus to help this objective and are regularly censured for limited time and structure techniques that appear to forcefully energize motivation purchasing. Conduct change inquire about in HCI has investigated approaches to bolster monetary wellbeing, with devices that track individual funds and UI configuration includes that support putting something aside for retirement. Later work on "dim examples" has featured the utilization of deliberately beguiling usefulness intended to convince, or even control, clients into marking up for or buying things that may not be in the client's wellbeing. The momentum looks into spans subjects from HCI and shopper conduct by organizing the requirements of the client/shopper in planning

new discretion advancements. (Moser, 2019). We have different types of impulsive buying first scholar stern develop four distinctive types of impulse buying. Most important four types of impulse buying are able to recognized (Stern, 1962):

- a) Pure impulse buying: It's a normal behavior of any shopper who just does shopping for novelty or purchase product only on the basis of their newness or uniqueness.
- b) Reminder impulse buying: Most of time impulsive buying occurs when a person sees different kinds of product in store and has knowledge about that product and suddenly person thinks that the product is his/her need even before this they have never used that product before.
- c) Suggestion impulse buying: When customer goes out for shopping and don't have any knowledge or experience with that product but want to try that product just by visualizing the product according to his perception is called suggestion impulse buying behavior.
- d) Planned impulse buying: When a customer enters the store with the thought of purchasing only those things which he likes at the first. It means he has expectations that he will purchase not only needed items but also will do making other purchases because shopper may not know the sales promotion and when he/she came to know they followed planned impulsive buying behavior.

There are many factors that influence impulsive buying behavior. People buy for novelty and for fashion. Sometimes they buy just for fun or etc. but price consciousness or money factors are more effective on impulsive buying. People having more money buy more and have no problem in purchasing any time whenever they want but lack of earning creates problems. Those people who have more earning are more habitual of impulsive buying behavior. Some researchers found they used their money at the things persuading their buying decisions (Lin & Lin, 2005).

Researchers noticed that youngsters impulsive buying depend upon their pocket money. It means we can say that youngsters' pocket money is directly proportional to impulsive buying behavior. The more the money, the more impulsive buying and vice versa. Impulse buying seems in browsers than in non-browsers (Crawford & Melewar, 2003). Impulsive buying is totally pretentious by an individual's income level (Wells, Farley, & Armstrong, 2007). Price of product and income level both are main two factors affecting impulsive buying (Khan, 2012).

Relationship between Recreational Shopping Conscious Style and Impulsive Buying Behavior

Consumers find that shopping is pleasurable, pleasant activity and when buyers shop for the fun is known as recreational shopping. Customers show diverse levels of excitement to spend time and pay for shopping if buying stuff at not much expensive (Scarpi, Pizzi, and Visentin 2014). As much as consumers move in shopping stores they get attracted toward products and buying more. Also it is compulsory to value the role of consumers to understand the psychology of consumer (Albrecht *et al.*, 2017). Numerous scholars shows in their studies that emotions highly effected the customers when they entered in a mall or store so brand emotional attachment also increase the relationship of recreational shopping consciousness and impulsive buying behavior (e.g. Albrecht *et al.*, 2017; Kim *et al.*, 2016a, 2016b) Now a day's consumer not only see utilitarian advantages or uses of product they also look for exciting and emotional settlement like fun, recreation, enjoyment through shopping (Arnold and Reynolds, 2009). Customers think differently; recreational shoppers shop commonly for their happiness, pleasure, enjoyment (Babin, Darden, and Griffin 1994) and their main purpose for shopping is actual purchase of products from marketers (Das 2014b). This can be measured as recreation and delightful/amusement (Park and Gretzel 2008). Or

may be experience of joy they get from shopping (Bäckström 2011). Shopping with leisure might be synergy (Murphy *et al.* 2011). Shoppers who shop with recreationally style wish to do shopping for amusement and take shopping activity just for fun and recreation (Park, Yu, & Zhou 2010). People who are more involved in impulsive buying behavior are more conscious about fun or enjoyment and they continue their shopping even after completion of needed items (Kim & Kim 2008).

That's why for recreational shoppers' pre planning doesn't matter. They shop any time anywhere from any store whatever they feel concerned about but those who are price conscious or discount seekers seem further and enjoy shopping more (Zhang, Carpenter, & Brodahl 2011). In shopping centers, the most important strategy is used amusement in shopping mall and stores keep their things in a way that customers automatically get attracted towards product as well as enjoy the things they face in stores (Sit, Merrilees, & Birch 2003). We have different consumer decision making styles but in recreational shopping, people consciously do their job frequently with least time and not take shopping as a headache. They take it easy and feel relaxed while doing shopping and at the end they are satisfied too with their shopping (Jack & Powers 2013). Buyers live up to date about every new store and feel confident and pleasure to go first (Kim&Kim 2008). They seek delight, amusing, cool, recreation and enjoyment. They bargain on goods they want, best value at low price and get deeply involved with shopping (Jamal *et al.* 2006). Those customers who have extra affinity to entertain shopping, ready to move malls/stores repeatedly and feel excitement towards impulsive buying (Badgaiyan&Verma, 2014).

Relationship between novelty and fashion conscious style and impulsive buying behavior

Kaur (2018) defines fashion consciousness as “*an individual's degree of*

involvement with styles or fashion of clothing". When customers keep themselves up to date with trends and innovative styles is known as fashion consciousness (Mafini, Dhurup & Mandhlazi, 2014). There is a direct link between the shopping and fashion innovativeness (Kapoor & Munjal, 2019). Most of the time consumers who are highly concerned about fashion and novelty are attention seekers or they are self-confident fitness and brand conscious as compared to other consumers. Fashion is nonverbal speech (Kaur, 2013). Fashion conscious consumers are more attentive regarding the sustainability of fashion industry than others due to their interest or with the help of social media (Fu & Kim, 2019; Lehmann *et al.*, 2019). Fashion and novelty is the most important element which can lead impulsive buying behavior. Now days, fashion industry is changed due to multiple factors. First, people who work in fashion industry prepare their mindset by their surroundings or with social action and reports (Lehmann *et al.*, 2019). Second, the consumer always change his interest and when he is buying something the social and environmental factors always effect the consumers decision and in social pressure consumer increase their shopping which can be called impulsive buying (Nielsen, 2018). Third, in this transforming ,automatic ,digitalized and computerized age our young generation always want something new or unique with novelty as well as they do business not in traditional way but want to transform their business with novelty (Sovie *et al.*, 2019). Bae (2004) explain that novelty - fashion consciousness is an attributes that defines individuals who are fashionable with novelty conscious and always love or try to practice unique and new things, at the same time as impulse buyers are labeled as individuals 'tendency to have spur-of-the- moment, instantaneous and kinetic buying intensions. Hence it is proved, that there is faster approach of impulsive buyers for shopping and they open their list anytime anywhere because they love to carry unique and different things

with novelty and fashion. Many times shopkeepers offer to customer's loyalty programs with unique or novelty programs like membership cards or numerical ID card then customer purchase impulsively because they like unique items (Nagadeepa, Selvi, & Pushpa, 2015).

According to G. B. Sproles and E. L. Kendall (CDSI) have eight personas which are helpful to evaluate any consumers mind and from these eight styles novelty-fashion consciousness have greater impact towards spending. This study will explain that buyers with novelty and fashion consciousness like to do more impulsive buying or more people who always need new things like advancements and innovations or feel pleasure and satisfaction after purchasing new items do more impulsive buying. All these qualities lead to hedonic purchase behavior. This research expects a positive relationship between novelty fashion consciousness and impulsive buying behavior which can be moderated by emotional brand attachment.

According to Stern (1962) when customer buys something new only on his own self-perception without any previous experience is called suggestion impulsive buying and this buying relates to novelty and fashion conscious people. Fashion oriented impulsive buying can be prejudiced by individuals own emotions when they are going for shopping by (Mattila & Enz 2002). Consumers decision making style depend upon his interest or towards that product regarding he/she is conscious they avoid obnoxious product and move towards uniqueness (Kim and Rölken, 2018). Consumers' behavior and attitudes change with time and producing low cost fashion products may satisfy customers and improves country economically (Kim & Rölken, 2018). Terms such as ethical fashion, eco-fashion, sustainable fashion are very accepted in media and when customer see advertisement

they purchase product which are in fashion unintentionally and consumers interest towards fashion increase day by day according to environment (Fu & Kim, 2019).

Five main variables that influence most in fashion consumption; the first is shopping environment, time spent in store, online retailing environment ,retailing environment(Pookulangara & Shephard, 2013), second is external factors like materialism, fashion and trends, group conformity, subjective norm, social norm, demographics (Niinimaki, 2010),third customer self-identity like fashion consciousness, desired lifestyle, social concern, environmental concern, need for vanity (Darley, 1999), fourth hedonism in fashion like need for novelty, affect, impulse buying, boredom (Darley, 1999; Niinimaki, 2010) the last one is garment characteristics like style of product, consumer knowledge, quality, originality, brand , price (Rajagopal, 2006)Consumer get social benefits through fashion consumption (Kaur &Anand, 2018)and this over fashion consumption favoring impulse buying (Pookulangara & Shephard, 2013).

Marketers increase their sales by adapting new features like free deliveries, discounts, coupons etc. (Dawson & Kim, 2010). When customer spent more time in store it 's also influencing fashion consumption. The more the customer spends time in store the more he/she will buy. Therefore, store environment should be attractive and fill with novelty and innovation (Adelaaret al., 2003). Impulse buying is a reaction to emotions within the fashion utilization framework (Lidholmet al., 2017).

Consumers search for novelty and for eco-fashion and these terms influence positively the consumer attitude towards shopping as well as they are willing to pay more for fashion and novelty products. (Fu & Kim, 2019). To keep oneself up to date with style is important but searching for assortment or diversity is a passion for those people who wish uniqueness and novelty (Lysonski & Durvasula 2013).

Relationship between Price Conscious Style and Impulsive Buying Behavior

Price is for all time measured and one of the mainly significant factors decisive in consumer decision process (Yadav& Pathak, 2017).That's why price is considered an important marketing variable that show impact on customer buying behavior (Konuk, 2015).Price conscious behavior is defined as the extent to which consumers focus exclusively on low prices when making purchase decisions and is associated with buying private label brands and low levels of brand and store loyalty. Because they derive utilitarian and hedonic value from saving money, price conscious shoppers are highly involved in the search, acquisition, and processing of price information(Farías, 2019).

Consumer waiting for sales or purchase products with comparison of brand prices try best value for their money known as price conscious customers. These consumers are more conscious about price, very wise and think with logics and only focus on utilitarian shopping styles (Park *etal.* 2012).And when they take decisions for buying anything they only focus onpaying less price (Wu, Yeh, & Hsiao 2011). Moreover, price is a cause of affecting and practical significance and customers have a very deep effect of price on their decision (Scarpi, Pizzi, &Visentin 2014). Customer is the most important asset of any organization and for marketers satisfying price conscious customers keep worth and a lot of importance researchers knows that impact of price on customer satisfaction effect differently (Høst & Knie-Andersen 2004). Every single person wants good product in short money means they need best value and wish to pay less (Park &Gretzel 2008).

Some customers habitually purchase without any preplanning simply when they like any product and know it's on sale or on promotion after having information of limited offers. They buy it due to price consciousness even they don't have need and

in this way they show impulse behavior (Liu, Li & Hu 2013). Particular customers are extremely anxious to obtain best value on behalf of their wealth (Shim, 1996). Purchase decisions are negatively affected by price consciousness (Gauzente & Roy 2012). It's a psychological component that customer's reaction towards price always effect consumer decision making styles. Every one seeks the products benefits and compares it with cost that he/she is paying (Berne *et al.* 1999; Alba& Hutchinson 2008). Customers are liable to understand the superiority on the base of price (Boyle & Lathrop 2013). Brand and services offered by rivals in products for consumers (Das, 2014a).

Different researchers describe differently as Homburg, Koschate, and Hoyer (2005) dispute that we cannot measure that price is the part of satisfaction decision of any customer. There is a relationship between price and quality of product and this relationship leads to customers purchase intensions (Anderson, Fornell& Lehmann 1994; Fornellet *al.*1996). Customers compare price variables with brand rival (Thirumalai& Sinha 2011).Customers are price conscious and always seek low level products (Gauzente& Roy 2012).When a customer is highly satisfied, he/she agrees to pay more but sometimes he/she may not do so, therefore both can be related positively or negatively (Anderson 1996). Price compassion not precise by customer satisfaction state by (Kim & Lee .2011). Researcher's highlights when things are sold at low prices as compared to original prices, consumers purchase product before desired or needed and in this way impulsive buying is increased. Customers relate market price of one brand to other and if they feel satisfied with price, they frequently buy product (Janiszewski& Lichtenstein, 1999).

For customers price is very important factor in shopping those brands having fair prices, earn more even on those product which are not according to season due to

low prices. And once they maintain their position in customer mind, they increase their prices but customer thinks the price fair due to his/her past experiences or perception of brands (Nunes *et al.*, 2011). Brand that are aware of customer psychology and customer attitude towards product in good positioning as compared to others secure their future to adjust the price on right time (Xiao *et al.*, 2016).

Relationship Between Confused by Over Choice Style and Impulsive Buying Behavior

Attribute identifying those consumers who have complexity making choices, and experience information overload. We cannot deny the fact that now days there are bounty of products in brands and in hypermarket, supermarket with enormous number of information, every single product has more sub products that a customer really confused and face difficulties to adopt a better choice (Anic, Rajh & Rajh 2014). When a customer has overloaded information, his/her satisfaction level from product is decreased and it increase purchase abandonment decisions assignment (Lu & Guroy, 2015). Customer confusion misleads customer from its normal shopping behavior (Spiteri Cornish & Moraes, 2015). There is adverse effect of overload information on customer because it decrease sales and decrease customer time in store. Also customer switches the brand quickly when he/she is unable to find something extra in product (Webber, 2017). Every customer wants to take best decision but he customer sees plenty of goods he might be confused to take better option (Ariely, 2000).

Customers who collect more information and more suspicious to select the product and have overloaded information get confused in market place (Shim, 1996). And when these factors become combine, it will lead to ineffectiveness of shopping (Park & Gretzel, 2008). Sometimes in actually customer needs something else but

when he sees advertisement or huge promotions or get information from any other source, his decisions making process is mixed and he can't find something better (Lam & Bae). After the bombardment of information they may get disappointed in decision making (Wickliffe, 2004). The brand array, line expansions well as goods information are multifaceted and blunt the decision-making strategy (Granot, Greene & Brashear 2010). Numerous choices of brands and their overloaded information leave the customer confuse (Jamal *et al.* 2006). Every brand itself reveals its information, so normal or less information is also convenient for customers to make decision and only the availability of brand name can help to take better decision research by Jacoby, Szybillo, & Busato-Schach (1977).

According to Malhotra (1982) much information bounded customers loose the capability to adapt good decision. Shopping is effected by messiness, feelings of disturbance, puzzlement and complexity due to the business of a picky seller (Moon, Chadee & Tikoo, 2008). To understand more precisely Walsh *etal.*, (2007) shaped a measuring scale which divides confused customer into three main categories. These three variables are; similarity confusion (when every product looks same in nature), overload confusion (when you have option of more than one product or service), ambiguity confusion (when you didn't know the exact information about that particular product) which are lead to customer decision delay. And in the result of consumer confusion the outcomes are damaging for store/brand attachment. Confusion arise when customer is more conscios than the need and takes information everywhere according to the sources. When customer searches more it will decrease the alternatives because he/she knows the deeply the pros and cons of product and takes help from third party and the decision is postponed. When purchase intension is less, impulsive buying is automatically low (Oliveira & Reis, 2016).

Moderating Role of Brand Emotional Attachment between Consumer Decision Making Styles and Impulsive Buying Behavior

To understand better shopping behavior scholars define there is a greater effect of emotion on shopping behavior. According to (Thomson et al., 2005; Japutra et al., 2017; Japutra et al., 2018a, b) brand attachment depends on three proportions and they are connection, affection and passion. When a brand creates warm and affectionate feelings on you this is called brand affection (Chaudhuri & Holbrook's 2001) or when brand would be obtaining positive or affirmative emotional response known as brand affection and customer feel pleasing, fantastic, warm, loving and demonstrative all these signs lead to brand affection (Matzler et al., 2006). When a brand evokes positive feelings and attracts customer and creates strong and ardor feelings headed to brand known as brand passion (Bauer et al., 2007; Matzler et al., 2007). And a customer who is passionate with any brand makes emotional relationship filled up with excitement and fascination (Albert et al., 2013). At the end we have brand connection which includes the feeling of "*being connected*" with the brand and consumers undergo multiple positive experience with it, so the brand attachment is based on connection among objects and individual (Baldwin et al., 1996).

Consumers always try to find things that differentiate them from others as well as unique products and after finding it repurchase from that particular brand and make relationship with it and this type of relationship becomes permanent emotional bond that keeps customer and product combine (Park et al., 2010; Thomson et al., 2005). Brand emotional attachment concept depends upon interpersonal associations and first this idea was based on personal belongings (Ball & Tasaki, 1992; Kleine et al., 1995). Brand attachment also leads to the love and enthusiasm between customer and brand (Lacoeuilhe, 2000). We know people who are more price conscious do less

impulsive buying but if they have brand emotional attachment they are willing to pay more. Brand attachment increase the relationship of price conscious and impulsive buying people who develop a strong relationship with a brand also are willing to pay more it (Thompson et al., 2005). Emotional brand attachment makes a strong bonding between consumer and the brand this study shows that emotional brand attachment establish the emotional link between consumer decision and their buying (Malär et al., 2011). Present research shows that attached to brands increases the affinity of impulse purchase (Ayres, 2016). Consequently, brand attachment moderates the relationship between CDMS and impulse buying.

Hypothesis Developed

H1: Recreational shopping conscious is positively associated impulsive buying behavior.

H2: Novelty and fashion conscious is positively associated impulsive buying behavior.

H3: Price conscious is positively associated impulsive buying behavior.

H4: Confused buyer over choice is negatively associated impulsive buying behavior.

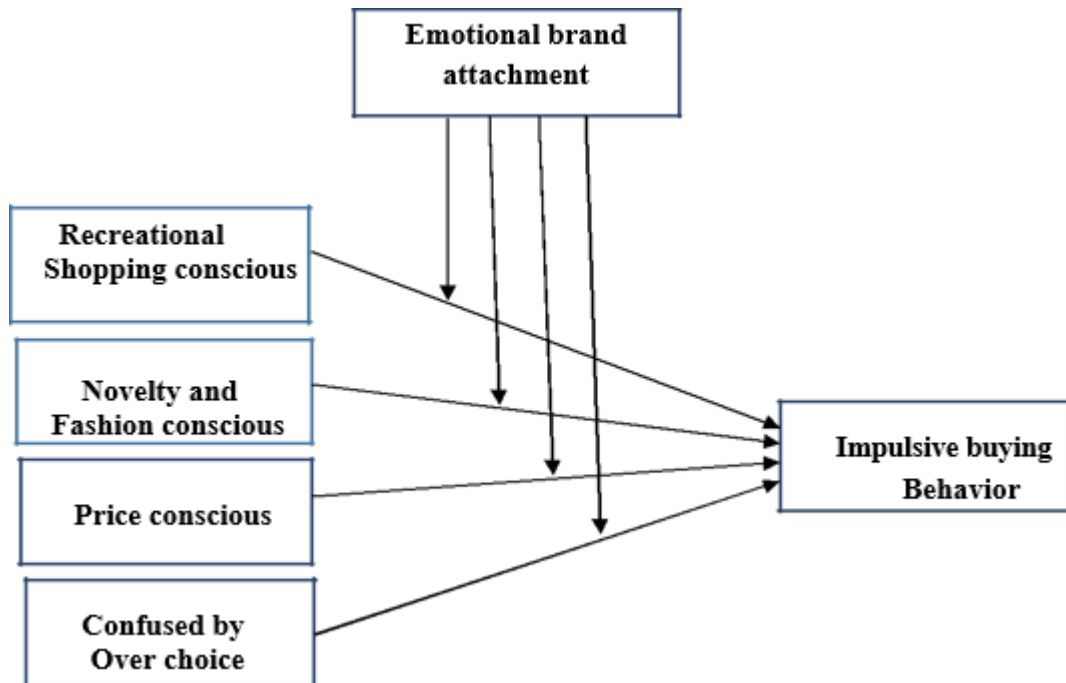
H5: Emotional brand attachment moderates the relationship between recreational shopping conscious and impulsive buying behavior.

H6: Emotional brand attachment moderates the relationship between novelty and fashion conscious and impulsive buying behavior.

H7: Emotional brand attachment moderates the relationship between price conscious and impulsive buying behavior.

H8: Emotional brand attachment moderates the relationship between confused buyer over choice and impulsive buying behavior.

Theoretical Framework



CHAPTER 3

METHODOLOGY

This chapter deliberates on various methodological techniques that are used in this study. This study shows the quantitative research. It consists of research design, sampling, data collection technique, measurement of variables, control variables, One Way ANOVA, normality of data, demographics of sample, confirmatory analysis (CFA) through using Smart PLS approaches and reliability analysis etc.

Research Design

Research design consists of the logical and technical method to predict objectives of the study. The questionnaire was adopted and adapted in this study. In this research the procedure is considered how to collect the data and requirements to be clarified. Data was collected after getting consent from the shopping stores management and the respondents. This research is quantitative method and descriptive research. Deduction is the dominant research approach that provides in the high degree of control in the process of data. It is the high level of objectivity approach that appears less convincing when one element of subjectivity in the choice of questions. An additional important feature of deduction approach is that the concepts are to be operationalized in a way that enables facts to be measured quantitatively (Saunders et al., 2009). The procedure was followed by data collection from specific population (respondents). According to Kothari (2004) research design is the procedure of conditions for collection and analysis of data in a way that aims to combine relevance to the research purpose with economy in procedure.

Method of Research

There are two method of research quantitative research or qualitative research. Research was quantitative in nature where data collected from primary resources and

analyzed. And in the quantitative method of research an existing problem is intended to be resolved by quantify the problem into number for a better solution on the other hand in qualitative research deliberation/discussion/interaction are being perused to resolve a particular problem This is a causal study where the impact of consumer decision making styles on impulsive buying behavior under the moderation of brand emotional attachment basis of self-reported perception involving respondents with regards to these variables.

Study Setting

A field survey approach was used for this study which is the most suitable tool to get opinions from sample when faced with time limitations. The sample respondents were consumers during the shopping super markets or hyper markets or in departmental stores.

Research Interference

There is no negligible research interference and this research is based on field study. The sample mainly consists of consumers from Islamabad.

Research Approach

There are two types of approaches deductive approach and inductive approach. This study based on deductive approach which means to move from general to specific outcomes on the other hand inductive approach means to move from specific to generic outcomes.

Population and Sampling

Population and sampling technique are explained below for this study.

Population

This study was conducted in Islamabad Pakistan. The target population was Consumers who are shopping from hyper markets, super markets, and departmental stores. To minimize common biasness, before handing over data to respondents, all the significant and necessary information was dispersed, and 450 questionnaires were distributed in a form of cover letter and personal interaction under proper research.

Convenient Sampling

This research was based on convenient sampling because this sampling technique is a Non-probability and non-random and easily access to respondents “*Convenience sampling is the non- probability sampling techniques where subjects are selected because of their convenient accessibility and proximity to the research*” (Resources,2012). Due to time and resource constraint research limited to 400 respondents in order to generalize the results.

Size of Sample

Due to time and resource constraint research limited 400 respondents in order to generalize the results. According to researcher omme sacral we can take sample size from 100 to 500 any suitable figure so this study based on 400 sample size Questionnaire distributed in Islamabad stores among the people who agree for their free consent major coalition was on the distribution via personal relationship. Firstly 450 people retrieved to catch response at first step 50 people deny filling up the questionnaires.

Data Collection

This survey accepted out by using questionnaire because questionnaire method is inexpensive, valid and reliable and provides fast results also it's a

best tool to determine the research objectives and concentration at the back of the study (Saunders, 2009). So current study used questionnaires as a tool for data collection.

General Variables

This study includes general variables also known as demographics gender, marital status, age, year of schooling, monthly income, experience with shopping mall, frequency of shopping mall.

Instrument Development

To fulfill the requirement of this study and data collection, the responses was collected from the respondents through questionnaires. The questionnaires are taken from the previous study and are self-reported and developed by different scholars. The study used hypothesis testing to conclude the impact of consumer decision making styles on impulsive buying behavior under the moderating effect of brand emotional attachment. The questionnaires consist of demographic variables such are respondent profile (gender, age, education, marital status, experience with shopping stores and income etc.), other section is RSC, NFC, PC, COC, EBA and IBB.

The responds will be measured on 5-point Likert scale that were 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree. All items are based on scale.

Independent Variable

There are four types of independent variables i.e. (recreational shopping conscious, novelty fashion conscious, price conscious, confused by over choice)

Measures of Recreational Shopping Conscious (RSC)

Sample items of this variables are as follow from the source Alavi, S.

A., Rezaei, S.,Valaei,N., & Wan Ismail, W. K. (2016).

- Shopping is not a pleasant activity to me.
- Going shopping is one of the enjoyable activities of my life.
- Shopping the stores wastes my time.
- I enjoy shopping just for the fun of it.
- I make my shopping trips fast.

All 5 items responses are based on 5-pointLikerscalewhich is used to measure Recreational, shopping consciousness and all items are listed in the Appendix.

Measures of Novelty and Fashion Consciousness (NFC)

For Noveltyand fashion consciousness 5 items will be used and scale source by Alavi, S. A.,Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016). Sample items are

- I usually have one or more outfits of the very newest style
- I keep my wardrobe up-to-date with the changing fashions
- Fashionable, attractive styling is very important to me
- To get variety, I shop different stores and choose different brands It's fun to buy something new and exciting and responses will be measured on 5 point Likert scale and the scales used in the study are listed in the Appendix.

Measures of Price conscious (PC)

For price consciousness 3 sample items are used and source is Alavi, S. A.,Rezaei, S.,Valaei, N., & Wan Ismail, W. K. (2016).

- I buy as much as possible at sale prices.

- The lower price products are usually my choice.
- I look carefully to find the best value-for-money.

Measures of Confused by over choice (COC)

For confused by over choice 4 sample items are used items are picked from the source Alavi, S. A., Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016).

- There are so many brands to choose from that I often feel confused
- Sometimes it is hard to choose which stores to shop at
- The more I learn about product, the harder it seems to choose the best
- All the information I get on different products confuses me.

Dependent Variable

The dependent variable is impulsive buying behaviors taken for this research. Impulsive buying behavior is measured by 3 items all are as following:

- I bought items I had not planned to purchase on this trip
- On this trip I felt a sudden urge to buy something and I bought it
- On this trip I felt excitement of the hunt and these items are also based on 5 point Likert scale and sourced Chang, H. J., Eckman, M., & Yan, R. N. (2011).

Moderating Variable

Brand emotional attachment source Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). The scale assesses 3 items, all items are based on 5-point Likert scale and sample items are showing.

- My feelings toward brand can be characterized by affection
- My feeling toward brand can be characterized by connection
- My feeling towards brand can be characterized by passion

Data Analysis Techniques

SPSS and smart PLS has been used for data analysis there are number of techniques used to ensure the data accuracy. Following list shown the test.

- Confirmatory factor analysis
- Normality of data
- Frequency distribution
- Descriptive statistics
- Reliability analysis
- One Way ANOVA
- Outlier Analysis
- Missing values
- Correlation Analysis
- Regression Analysis
- Moderation Analysis

CHAPTER 4

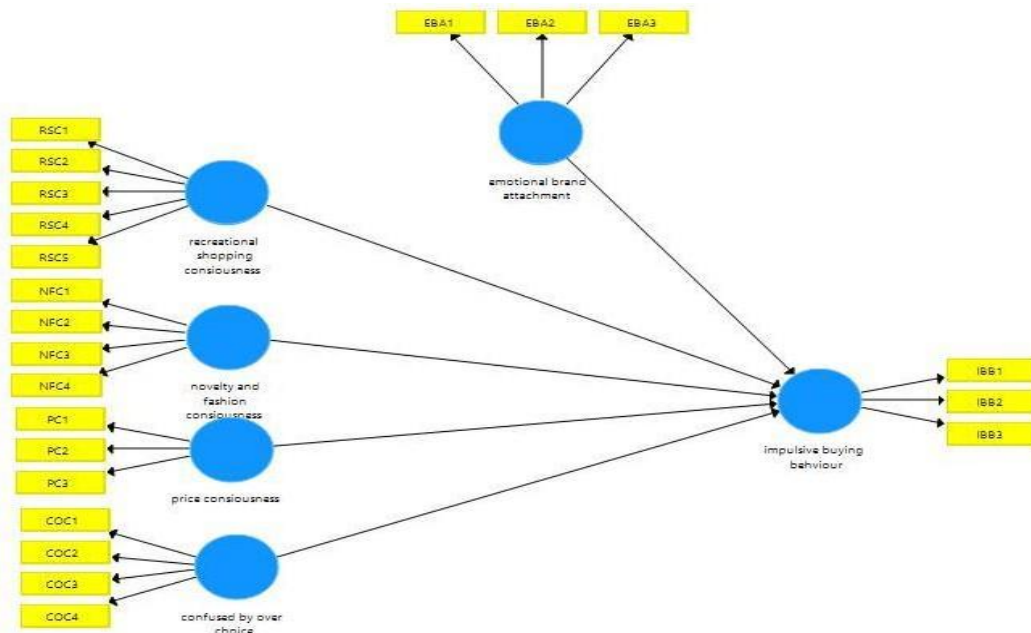
RESULT AND ANALYSIS

This segment discussed the results which has been collected from the questionnaires and also interpreted the data along with test which used for analysis. Current study used the questionnaires to know the moderating role of brand emotional attachment between consumer decision making styles and impulsive buying behavior by using the S-O-R model. Questionnaires has been divided into two chunks one is for demographics like (age, gender, marital status, occupation, year of schooling, monthly income, experience with shopping mall and frequency of shopping mall) and second part encompassed major variables which were recreational shopping conscious, novelty and fashion conscious, price conscious, confused by over choice, emotional brand attachment and impulsive buying behavior. Following tables shown the responses and consumer typical behavior toward impulsive buying. Current study used the SPSS software and smart PLS software for data analysis and also shown the different test like Cronbach Alpha, correlation, regression, moderation relation analysis and which is used to summarize the data.

Confirmatory Factor Analysis (CFA) Analysis

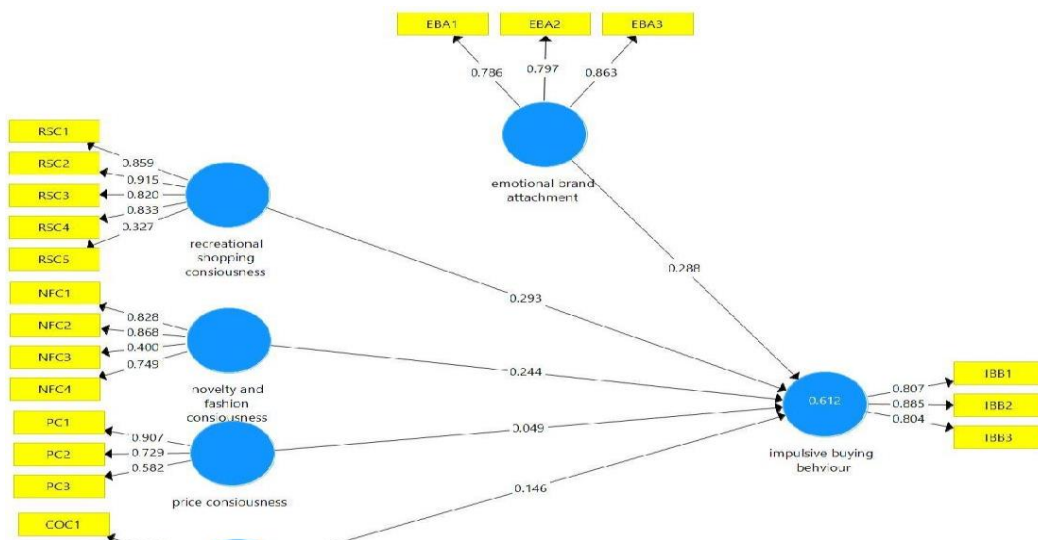
CFA assess reliability and validity of the models construct through Smart PLS approaches. In this analysis different types of analysis with in CFA such as, convergent validity and discriminate validity is conducted wherein, convergent reliability consist of three further categories like, factor loading, composite reliability (CR) and average variance extracted (AVE). Factor loading should be greater than 0.6 in most cases but can be less if the scale is well proven. Delete the item which has less value and repeated from calculate PLS factors. After deleted the less value the remaining items will be used in further analysis.

Figure 4.1(a): CFA Diagram without Factor Loading



This figure without factor loading values display the detail of each variables such as four IV' Recreational shopping consciousness, Novelty and fashion consciousness, Price consciousness, Confused by over choice (RSC, NFC, PC, COC), Emotional brand attachment "EBA" is moderator and impulsive buying behavior IBB is DV.

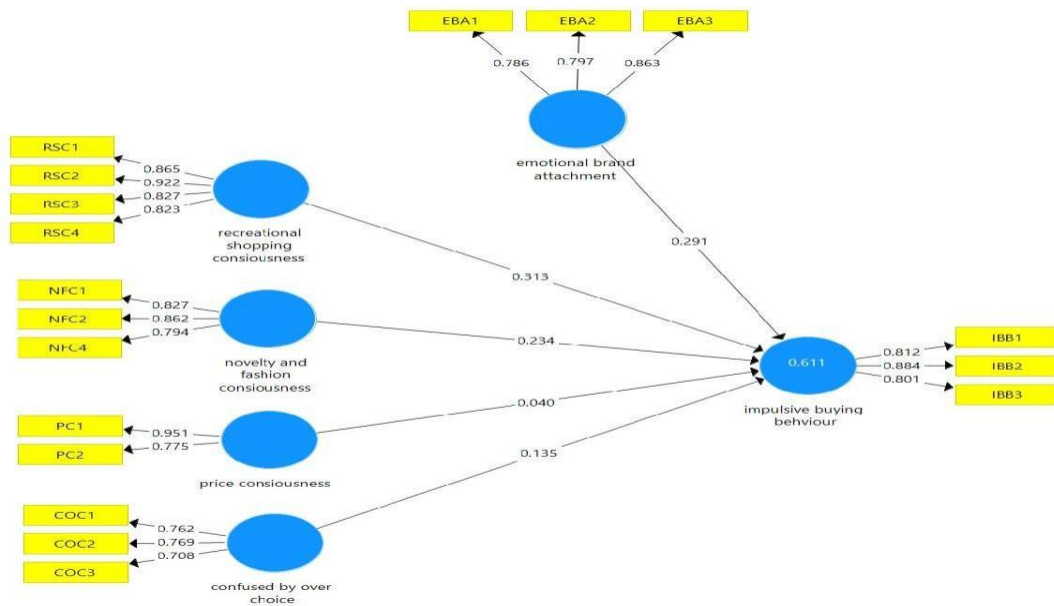
Figure 4.1(b): CFA1 Diagram with Factor Loading



Above figure expression the constructs of each variable with factor loading

values of each item. Factor loading should be greater than 0.6 in most cases, but in less than if the scale is well proven (Hair & Ringle, 2011). Here the above figure consist of RSC, NFC, PC, COC, EBA, IBB have a factor loading detail which some factor loading value is less than 0.6 so we will delete these factor and then continue future analysis.

Figure 4.1(c): CFA2 Diagram with Factor Loading



Here the above figure consist of RSC, NFC, PC, COC, EBA, IBB have a factor loading detail and within circle value expression the R^2 and on arrow value appearance the β values (unit change) of variables. And deleted items are RSC5, NFC3, PC3 and COC4.

Construct Reliability and validity

Composite reliability assesses the internal consistency of a measure (Cornell & Larker 1981). In statistics, average variance extracted is a measure of the amount of variance that is captured by a construct in relation to the amount of variance due to measurement error.

Table 4.1: Construct reliability and validity

Constructs	Items	Cronbach's α	Composite Reliability (CR)	Average variance extracted(AVE)
RSC	4	0.882	0.887	0.740
NFC	3	0.771	0.867	0.686
PC	2	0.702	0.957	0.752
CO				
C	3	0.801	0.799	0.668
EBA	3	0.750	0.759	0.666
IBB	3	0.779	0.871	0.694

According to Fornells & Larcker, (1981) construct reliability must $\alpha > 0.6$ and average variance extracted (AVE) > 0.5 . If less than 0.5 but construct reliability is > 0.6 then accept AVE as valid (Hair et al., 2014). So, the above table construct reliability and validity shows the cronbach's (α) and AVE, which are greater than 0.5 and reliability is also greater than 0.6.

Factor loading

Table 4.2: Factor Loading

Construct	Items	Factor loading
Recreational shopping consciousness	RSC1	0.859
	RSC2	0.915
	RSC3	0.820
	RSC4	0.833
	RSC5	0.327
Novelty and fashion conscious	NFC1	0.828
	NFC2	0.868
	NFC3	0.400
	NFC4	0.749
Price conscious	PC1	0.907
	PC2	0.729
	PC3	0.582
Confused by over choice	COC1	0.771
	COC2	0.776
	COC3	0.667
	COC4	0.277
Emotional brand attachment	EBA1	0.786
	EBA2	0.797
	EBA3	0.863
Impulsive buying behavior	IBB1	0.807
	IBB2	0.885
	IBB3	0.804

Note: RSC=Recreational shopping conscious NFC=Novelty and fashion conscious; PC=Price conscious;EBA=Emotional brand attachment; IBB= Impulsive buying behavior.

Above table expression the factor loading which shows in above figure of factor loading values with variable and items of factor loading. The criteria for factor loading >0.6 (multivariate analysis literature), above table shows the detail of factor loading values and items of each variables. In the above table having four types of variable and having a different item of each variable. Mostly items have a more than 0.6 factor loading values except few such as RSC5, NFC3, PC3, and COC4. Others constructs of variables have $a>0.6$.

Discriminate Validity

The discriminate validity measures show the level to which the items are differentiated among the constructs; it ensures that the items belong to different and non-overlapping constructs (Fornell and Larcker's, 1981).

Table 4.3 Discriminate Validity

Items	1	2	3	4	5	6
1.RSC	0.747					
2.NFC	0.330	0.816				
3.PC	0.495	0.583	0.833			
4.COC	0.499	0.360	0.636	0.828		
5.EBA	0.327	0.046	0.212	0.217	0.867	
6.IBB	0.428	0.515	0.694	0.709	0.205	0.860

Note: RSC=Recreational shopping conscious
 NFC=Novelty and fashion conscious;
 PC=Priceconscious; EBA=Emotional brand attachment; IBB= Impulsive buying behavior

Above mentioned table shows the discriminate validity which is part of CFA analysis. Its value must exceed the value of average variance extracted AVE for each dimension. The variables AVE values on the diagonal must be greater than other

values in the table. Diagonal values have a greater than the other than below diagonal values.

Normality of Data

Normality of data has to use to ensure the normality of data that is fit for model. It is necessary to find out the normality of data before certain statistical tests or regression. Normality of data tells us that how much data is equally distributed.

Table 4.4: Normality of Data

Variables	Skewness	Kurtosis
Recreational shopping Conscious	-.148	-.795
Novelty and fashion Conscious	-.695	1.240
Price conscious	-.133	-.670
Confused by over choice	-.358	1.502
Emotional brand Attachment	.075	-.229
Impulsive buying behavior	-.481	-.086

Above table indicate the skewness and kurtosis which showed the normality. Standard value for skewness is -2 to +2 while kurtosis standard value is -3 to +3. In this table Recreational shopping conscious skewness value is -.148 and kurtosis value is -0.795 that shows data is normal. Novelty and fashion conscious skewness and kurtosis values are -.695 and 1.240. Price conscious values are -.133 for skewness and -.670 for kurtosis which come in the range of normality test. Confused by over choice skewness value is -.358 and kurtosis value is 1.502 and emotional brand attachment values for skewness and kurtosis values are .075 and -.229. Impulsive buying behavior skewness and kurtosis values are -.481 and -.086. All variables values in points and very close to the center.

Demographics of Sample

Current study contained eight demographic which discussed following tables one by one and before regression analysis demographic variables controlled because, to control the variables effect on dependent variable.

Table 4.5: Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	267	66.8	66.8	66.8
Female	133	33.3	33.3	100.0
Total	400	100.0	100.0	

Above table exhibited the respondents on the base of gender table shown total 400 questionnaire distributed among the population in which 267 were male and 133 females. Above table shown that 66.8 % male and 33.3 % female who come in the line of survey.

Table 4.6: Marital Status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	150	37.5	37.5	37.5
Unmarried	250	62.5	62.5	100.0
Total	400	100.0	100.0	

Table 4.6 shown the marital status of respondents and also indicated that 150 people were married and 250 were unmarried which 37.5 % married and 62.5% unmarried.

Table 4.7: Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	128	32.0	32.0	32.0
26-35	95	23.8	23.8	55.8
36-45	60	15.0	15.0	70.8
46-55	57	14.2	14.2	85.0
56-65	34	8.5	8.5	93.5
Above65	26	6.5	6.5	100.0
Total	400	100.0	100.0	

Above mentioned table shown that 32% respondents were belong to the 18-25 age limit 23.8 % lies in age limit 26-35, and 15 % targeted audience come in the line of 36-45 age interval 14.2% respondents belong to the 46- 55, 8.5% respondents belongs to 56-65 and last 6.5 % people were 65 and above. Table 4.2.3 also exposed the frequencies of respondents which are 128, 95, 60, 57, 34, and 26.

Table 4.8: Occupation of respondents

	Frequency	Percent	Valid percent	Cumulative percent
Doctor	27	6.8	6.8	6.8
Engineer	38	9.5	9.5	16.3
Businessman /women	52	13.0	13.0	29.3
Banker	73	18.3	18.3	47.5
Teacher	39	9.8	9.8	57.3
Student	152	38.0	38.0	95.3
Other	19	4.8	4.8	100.0
Total	400	100.0	100.0	

This table showed that respondent's occupation it's clearly showed that 6.8% respondents are doctor 9.5% engineer, 13% businessman/business women, 18.3% banker, 9.8% teachers, 38% students and 4.8% are others.

Table 4.9: Year of schooling respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Matric	20	5.0	5.0	5.0
Intermediate	72	18.0	18.0	23.0
Bachlors	88	22.0	22.0	45.0
Master	76	19.0	19.0	64.0
Mphil and Above	101	25.3	25.3	89.3
Other	43	10.8	10.8	100.0
Total	400	100.0	100.0	

Overhead table shown the literacy level of respondents which were 5% population belong to matriculation ,18 % targeted sample intermediate ,22% responders were bachelor, 19 % people were master, 25.3% are Mphil and above and 10.8% belong to other. Responder's frequencies are 20, 72, 88, 76,101, and 43.

Table 4.10: Monthly income respondents

	Frequency Percent	Valid Percent	Cumulative Percent
Less than Pak Rs. 30,000	95	23.8	23.8
Rs. 30,000 to Rs. 60,000	60	15.0	38.8
Rs. 60,000 to Rs. 100,000	46	11.5	50.2
Rs. 100,000 to Rs. 125,000	34	8.5	58.8
More than 125,000	23	5.8	64.5
Can't tell	142	35.5	100.0
Total	400	100.0	

This table revealed income level of targeted population along with frequencies and percentages as well. This table categorized 23.8% people were less than 30000 incomes, 15% targeted population come into range of 30000- 60000 and 11.5 % people income level ranging Rs. 60000-100000, 8.5% people income level range Rs. 100000-125000. 5.8% people income range more than 125,000 and 35.5% people come in category of can't tell.

Table 4.11: Experience with shopping mall respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
3 to 5 years	136	34.0	34.0	34.0
5 to 7 years	164	41.0	41.0	75.0
7 to 10 years	100	25.0	25.0	100.0
Total	400	100.0	100.0	

This table revealed experience of targeted population along with frequencies and percentages as well. The table categorized 34% people experienced 3 to 5 years, 41% people experienced 5 to 7 years, 25% people experienced 7 to 10 years.

Table 4.12: Frequency of shopping mall within month respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
1 to 2 times	212	53.0	53.0	53.0
2 to 3 times	136	34.0	34.0	87.0
More than 3 times	52	13.0	13.0	100.0
Total	400	100.0	100.0	

Above table revealed frequency of targeted population who visited shopping mall in a month. The table categorized 53% visited 1 to 2 times, 34% visited 2 to 3 times a month, 13% people visited more than 3 times.

One Way ANOVA

Table 4.13: One Way ANOVA

Demographics	Impulsive buying behavior
Gender	.612
Marital status	.970
Age	.732
Occupation	.50
Year of schooling	.608
Monthly income	.221
Experience with shopping mall	.000
Frequency of shopping mall	.012

In control variable we see the effect of demographics on dependent variable and demographics should not disturb dependent variable. Demographic value will be greater than $P < 0.05$. If it disturbs we will control it later in regression analysis here

gender, marital status, age, occupation, year of schooling and monthly income are not disturbing dependent variable i.e. impulsive buying behavior and demographics (experience, frequency of shopping mall) are disturbing dependent variable i.e. impulsive buying behavior.

Correlation Analysis

Following table shows the correlation among variables. Correlation analysis used to identify the relationship between two variables. And researcher used this test to check the relationship between variables either relationship is strong or weak. If variables have strong relationship means strongly related each other and weak relationship shows hardly related association between variables. Correlation analysis value fall in -1 to +1 if value fall in range of -1 that show relationship exist but negative if value fall +1 means positive relationship and increase. This study followed the two tale approached.

Table 4.14: Correlation Analysis

Variables	1	2	3	4	5	6
1.RSC	1					
2.NFC	.505**	1				
3.PC	.206**	.069	1			
4.COC	.295**	.074	.143 **	1		
5.EBA	.470**	.364**	.008**	.291**	1	
6.IBB	.432**	.485**	.193**	.348**	.582**	1

N=400, * $p < .05$, ** $p < .01$ *** $p < .001$

The Correlation Analysis in above table discloses the direction of relationship (either positive or negative) among variables. Above table mentioned the interested variables which has been used for study like recreational shopping conscious (RSC),

novelty and fashion conscious (NFC), price conscious (PC), Confused by over choice (COC), emotional brand attachment (EBA) and impulsive buying behavior (IBB). Novelty and fashion are positively correlated with Recreational shopping conscious at **.505**** price conscious positively correlated with Recreational shopping conscious **.206**** Price conscious positively correlated with novelty and fashion conscious at **.069** Confused by over choice confidently correlated with Recreational shopping conscious at **.295****. Confused by over choice has been positively correlated with novelty and fashion at **.074**** confused by over choice positively associated price conscious at **.143**** emotional brand attachment positively associated with Recreational shopping conscious **.470****. Emotional brand attachment positively correlated with novelty and fashion conscious **.364**** emotional brand attachment highly correlated with confused by over choice at **.291****. Impulsive buying behavior strongly associated with recreational shopping conscious at **.452****. Impulsive buying behavior has been positively correlated with novelty and fashion at **.485**** impulsive buying behavior positively associated price conscious at **.193**** impulsive buying behavior positively associated with confused by over choice **.348****. impulsive buying behavior positively correlated with novelty and emotional brand attachment **.582**** at the last all variables highly correlated with each other at 0.01 level which can be hypothesized.

Regression Analysis

Regression analysis used to interpret, how much one variable depicts the other variable. Following table showed the independents variable influence over the dependent variable.

Table 4.15: Multiple regression analysis for determinants of impulsive buying behavior

Predictors	Impulsive b Behavior		
	B	R ²	Δ R ²
Step 1			
Control Variables			
Experience			
Frequency		.034	
Step 2			
RSC	.463		
NFC	.109		
PC	.072		
COC	.141	.399	.365

* $p < .05$ ** $p < .01$, *** $p < .001$,

Above mention table shows the multiple regression analysis by using two steps, in which before regressed the variables demographics variables controlled (Experience with shopping mall and Frequency of shopping mall visit). After that acknowledge variables like (recreational shopping conscious, novelty and fashion conscious, price conscious, confused by over choice, emotional brand attachment, impulsive buying behavior) has been regressed. In this table **B** explain the unstandardized coefficient, beta is known as unit change, **R²** consider as total change at the last **ΔR²** represents actual change which has be determined by excluding demographic change by total change. In second step when independents variables regressed recreational shopping conscious bring the .463 unit change in dependent variable impulsive buying behavior. Recreational shopping conscious has positive influence on impulsive buying behavior this hypothesis accepted because $p < .000$. Second hypothesis novelty and fashion conscious has positive influence on impulsive buying behavior where $p < .000$ this hypothesis accepted with unit change .109. Third hypothesis price conscious has positive influence on impulsive buying behavior accepted where $p < .042$ and unit change .072 independent variables. Fourth

hypothesis confused by over choice has a positive influence on impulsive buying behavior accepted where $p < .000$ and unit change is .141 independent variables.

Moderation Analysis

Following table shows the moderation regression analysis and their values as well as the interaction terms.

Table 4.16: Moderated Regression Analysis

	Predictors Impulsive buying behavior		
	B	R ²	Δ R ²
Step 1			
Control variables			
Experience with shopping Mall			
Frequency of shopping mall		.034	
Step 2			
RSC	.119		
NFC	.744		
PC	.117		
COC	.019		
EBA	.461	.439	.405
Step 3			
Interactionterm1(RSC *EBA)	.032		
Interactionterm2(NFC *EBA)	.152		
Interactionterm3 (PC*EBA)	.070		
Interactionterm4(CO C*EBA)	.018	.473	.034

* $p < .05$ ** $p < .01$, *** $p < .001$

This table has been divided three chunks in first step demographic variables controlled as show in the table second step describes the independent variables they are also controlled. In step three interaction terms can be seen which are found by multiplying the independent variables with dependent variables to make the

interaction term which are shown in above table. In this table **B** stand for unstandardized coefficient beta which considers unit change and **R²** as total change at the last ΔR^2 actual change in independent variables. Above table shows that demographics variables bring 3.4% change in dependent variable and independents variables bring 43% change in dependent variable. At last ΔR^2 is determined by excluded the demographics change by independent variables which are 40 % show in last Column.

In second step table shows that recreational shopping consciousness and interaction term one in **B** value for recreational shopping consciousness is **.119** and **P** is equal to **.461** and interaction term B value is **.032** here this hypothesis rejected. Furthermore novelty and fashion conscious and interaction term 2 hypotheses accepted because here novelty and fashion conscious B value **.744** with p value is **.000** and interaction term two B value is **.152**. Third hypothesis which is price consciousness B value is **.117** and highly significant with the p value **.000** and interaction term three b value is **.070** so this hypothesis is accepted. In last confused by over choice and interaction term 4 not significant because here confused by over choice B value is **.019** and **P = .577** and interaction term **B** value is **.018**.

Accepted/Rejected Hypothesis

Following table discuss the hypothesis which have been used for current study and also shows the acceptance and rejection of hypothesis.

Table 4.17: summary of hypothesis accepted and rejected

Hypothesis	Description	Accepted / Rejected
H1	Recreational shopping conscious has positive influence on impulsive buying behavior	Accepted
H2	Novelty and fashion conscious has positive influence on impulsive buying behavior.	Accepted
H3	Price conscious has positive influence on impulsive buying behavior.	Accepted
H4	Confused by over choice has positive influence on impulsive buying behavior	Accepted
H5	Emotional brand attachment as a moderator weak the relationship between Recreational shopping conscious and impulsive buying behavior.	Rejected
H6	Emotional brand attachment as a moderator strengthen the relationship between Novelty and fashion conscious and impulsive buying Behavior	Accepted
H7	Emotional brand attachment as a moderator strengthen the relationship between price conscious and impulsive buying behavior	Accepted
H8	Emotional brand attachment as a moderator weak the relationship between confused by <u>over choice and impulsive buying behavior</u>	Rejected

CHAPTER 5

DISCUSSION AND CONCLUSION

Discussion

The main purpose of this study is to inspect that CDMS as previous circumstances of buying. This study will be useful for managers in managing shopping stores. Managers must identify market segments based on decision-making styles (Chong, Chan, and ooi 2012), the data were collected from different hyper markets and super markets in Islamabad and Islamabad. Current study aimed to understand impulsive buying behavior and impact of CDMS on impulsive buying behavior with the moderating impact of brand emotional attachment between CDMS and impulse buying behavior.

Contemporary study first of all developed hypothesis and after that collect the information targeted area in complementary manner to make report. It fetches consequently meaningful information about CDMS and impulse buying behavior, which may help in market decisions. This framework has been used in shopping stores in Islamabad. This study delivers significant managerial and theoretical implication. First current study enhances to the emergent body of literature on CDMS. The results of study also indicated positive influence CDMS on impulse buying behavior and also take emotional brand attachment as moderator to check influence level in which two hypothesis accepted and two are rejected. The entire hypothesis discussed one by one below.

Hypothesis: 1

First hypothesis which is "*Recreational shopping conscious has positive influence on impulsive buying behavior*" accepted. When shopping is pleasant activity for consumers and they like to shop and feel that going for shopping is

one of the most enjoyable activity of their life, feel satisfying in shopping and think shopping is not waste their time and they spend their leisure time in shopping and take it as just for fun known as recreational shopping and this recreational shopping leads to impulse buying. Malls are considered the place where people satisfy their social needs as well as recreational needs and feel shopping activity just for fun or enjoyment. It's significant part of consumer hedonic utilization method rather than satisfying purposeful needs (Nsairi,2012). According to this study results there is strongly significant relationship between recreational shopping consciousness and impulsive buying behavior.

Hypothesis: 2

Second hypothesis “*Novelty and fashion conscious has positive influence on impulsive buying behavior*” accepted. Customers who are interested in shopping trendy and fashionable apparels and items tend to show higher tendency of spontaneous buying. So in order to remain modern and attractive they do not think logically and reasonably before taking decision. Current study tried to provide a more inclusive research model in which the independent variables play major role in affecting impulse buying of customers, and the results were well supported for the conceptual framework novelty-fashion consciousness direct impact on impulse buying. Besides, consumer's need for uniqueness also had directly positive influence on impulse buying. This means that customers with low self-control, high claim for uniqueness, burly curiosity in fashion and great wish for experiencing different things might acquire deeper involvement in impulse buying than normal people (J. B. E. M. Steenkamp and S. M. Burges, 2002).

This research revealed that the causal relationships among novelty-fashion consciousness and impulsive buying were significant. Specifically, since novelty-fashion consciousness is one of the most significant factors in rising impulse buying, retailers or fashion brands should be alert of their roles and execute proper strategies to strengthen their level of influences on impulse buying (Khuong, M. N., & Tran, T. B. 2015) the result of this study shows the strongly significant relationship between fashion and novelty conscious and impulse buying.

Hypothesis: 3

Third hypothesis which was “*Price conscious has positive influence on impulsive buying behavior*” Accepted. Customers can select products without consideration or deliberate, when determined with sponsorship and advertising motivation, it is simple to raise their impulse buying behavior. Price and the linked imagery of product is the cause that affects consumer impulse buying. Consequently, several products will magnetize additional customers because of such influencing factors. Price has always been considered as a significant factor in impulse buying (Zhou & Wong, 2003) specially, when they look the price discounts, customers are further flat toward impulse buying behavior. When customers face a price concession, promotions offered at the amount of money is more prone to enlarge their impulsive purchase behavior Price plays important role in consumer’s choice and their buying behavior. Price plays an important role when the consumer is deciding on whether to buy a product or service or not. Discounts are a promotional tool that is used by marketers to increase the interest and the demand of the customers to buy the product or service (Santini, et al., 2015; Toft et al., 2017; Telang, 2015, Brimblecombe et al., 2017).

Kalwani and Yim (1992) conducted an experimental study that was designed to figure out the depth of promotional price discounts on the price consumers expected to pay for a particular brand - price expectations being a key factor in the consumer's buying behavior.

Hypothesis: 4

Fourth hypothesis which was “*Confused by over choice has a positive influence on impulsive buying behavior*” accepted. Confusion always make problem in customer decision making some times customer leave the product due to overloaded information and think that he/she will purchase it later but sometimes it reduce customer satisfaction and boost purchase desertion and decision giving out and this will lead impulse buying behavior (Lu and Gursoy, 2015). Overload information and too much options increase product size and customer take more products in confusion even customer does not know the exact purpose or use of product (Mitchell 2010). Confusion depends on the circumstances according to behavioral nature and it is able to conceptualize particularly the understanding of the environment (Törneke et al. 2008). Results of present study show the positive relationship between confused by over choice and impulse buying.

Hypothesis: 5

Fifth hypothesis of this study is not accepted “*Emotional brand attachment as a moderator weak the relationship between Recreational shopping conscious and impulsive buying behavior*” Related to earlier study via Kwon & Armstrong (2002) current study establish that shopping indulgence doesn't hold brand attachment means it's not compulsory that those customers

who enjoy shopping as well as they have emotional brand attachment customers are not attract toward product frequently and it's not lead to impulse buying behavior. The motive being that it is not necessary that, the consumers who like shopping absolutely have brand attachment and shop spontaneously.

Hypothesis: 6

Sixth hypothesis of this study is accepted “*Emotional brand attachment as a moderator strengthen the relationship between Novelty and fashion conscious and impulsive buying behavior*” consumers are more conscious about fashion also more conscious about brand attachment they feel good to make their self- according to their favorite brands so fashion conscious people make more attachments with brands. To effectively manage and contend with a novelty and fashion, organizations need to set up and maintain a strong brand identity that people attached more with brand (Okonkwo,2007). For this reason, attraction with the consumers at the emotional level is a essential factor for achievement in the fashion industry (Kapferer, J.· N. 2009).

Hypothesis: 7

Seventh hypothesis of this study is accepted “*Emotional brand attachment as a moderator strengthen the relationship between price conscious and impulsive buying behavior*” people who are more concern about price always want more features in less amount so price conscious is the most important factor and these customer always attract toward those brand whose prices are reasonable so they make attachment with that particular brand. Past researchers examine that consumer increase their sales and usage of store and brand who's price perception clear or good in their mind the role of preferred

price perceptions, finding them toward related certain consumer behaviors such as store brand custom and loyalty(Manzur 2011).

Hypothesis: 8

Eighth hypothesis of this study is not accepted *Emotional brand attachment as a moderator weak the relationship between confused by over choice and impulsive buying behavior”* Shopping is effected by messiness, feelings of disturbance, puzzlement and complexity due to the business of a picky seller and when customer puzzled they even not bother about attachment. Customers easily confused by over-choice due to manufactured goods variety and its may lead to irritation in consumers with low proficiency and association and this will reduce buying (Bendapudi and Leone 2003).

Overall Conclusion

Impulsive buying is an instant and sudden purchase without having preplanned intensions of purchasing any product. The findings of this study indicates that if we understand our customers it must be hygienic it would influence buyers in a positive sense and they spend more time in stores there as compared to usual timing and to know better your customer it is compulsory to first understand consumer decision making styles. The study has been started by giving the overview of the study and the reason which forced the researcher to conduct study related to impulsive buying behavior. This study exhibited that how consumer decision making styles help the firms to acquire the information about customers and they get advantages by increasing their sales and how RSC, NFC, PC, COC,EBA encourage individual take part in an vital part for spontaneous buying. Marketers must strive to increase CDMS participation by focus on shopping environment and these policies ought to be designed which can encourage immediate buying tendency between consumers. This

thesis will helpful for manufacture companies because it provides information about consumers and impulsive buying.

In summary impulsive buying is more favorable in Islamabad division. Consumers are more used to impulse buying when they see any discount, any fashionable product, according to their choice product, or any product of their favorite brand. Also this study shows the moderation relationship connecting consumer decision making styles and impulsive buying behavior. Current study shows the importance of decisions making styles on impulsive buying under the moderation of emotional brand attachment because attachment always motivate customers to buy. The best way to reach your customer first thing to understand choice of your customer and for this purpose in this study there are four independent variables, one dependent variable and one moderator. All independent variables have positive results on impulse buying which are RSC, NFC, PC and COCbut EBA strengthen the relationship between NFC, PC and impulse buying but does not support RSC, COC and impulse buying.

Implications (Practical and Theoretical)

This segment discusses the study implications which may help the firms to better operations, strategies, efficient and effective productivity and learn about impulse buying behavior.

Practical Implication

- Purchaser decision-making styles are ethnically reliant. Present research will improve the understanding of marketing managers regarding consumer behavior.
- More, marketers require to understand the consumer needs and thus they design products effectively and place their goods from first to last effective

and suitable marketing and communication strategy by consider the cultural measurement motivating the main decision making style in a picky product category and in a particular buying manner.

- Raising the rank of emotional brand attachment amongst consumers would too maximize and better sustain the financial achievement of the brands reliability programmes and still may assist the brand to turn into a group leader (Hallberg 2004).
- Marketers are able to generate the mainly efficient marketing strategies through knowing their target market – it helps marketers to understand what the customers need, want and interested in what (Coley & Burgess 2003).
- According to this study we see that when buyer locates the choice between two objects too complex, they may end up buying neither. So marketer can include decoy item which is purposely less eye-catching than the further products. This fallout in the customers at once dumping the decoy option, which encourages them to decide one of the other two (Lewis 2013)
- This study will pave a way for additional research as well as also provide practical suggestions to firms in order to examine a range of factors and their consequences on impulsive buying behavior.
- Additionally, all hypothesis accepted except two hypothesis which were related to moderation existence between recreational shopping conscious, confused by over choice and impulsive buying behavior So, organizations must focus the impulsive buying and brand emotional attachment it leads to increase the no of loyal consumer.

Theoretical Implications

Firstly, this study has been taken emotional brand attachment as moderator among consumer decision making style plus impulsive buying and checks these variables in Islamabad shopping stores. Before this study all studies just supposed theoretically but this study was quantitative and collects the data through questionnaires. This study theme is totally different as compare to previous studies. Current study had chosen the consumers to investigate the collision of CDMS styles on impulse buying behavior in Islamabad shopping stores. This study provides the future insights to firms for strong decisions. Current study also turned the attention of researcher, to investigate the CDMS by using it dimension (RSC, NFC, PC, COC) and these variables need to be investigation.

Limitations

Respectively every study has flaws which, can be consider as limitations and also contain recommendations for future research attention. This study has been selected limited respondents due to some limitation. Targeting sample was selected form Islamabad and sample size was also limited. Consequently, other research should be conducted in other region and city of Pakistan with large sample with no time limitation. All the variables which have been selected limited other variables in this perspective can be selected like compulsive buying, brand word of mouth and perception as well. Current study has given limitations.

- Current study has been conducted in Islamabad and selected limited population not represented whole population of Islamabad.
- Understanding of CDMS is not compulsory only for specific area it need to be this investigate country level or region level.
- Cross sectional data used for study it can be consider as limitation of the

study due to onetime response of sample.

- This study did not consider the culture element and government policies.
- Technology acceptance or like online impulse buying has not been considered which need to consider,

Directions for future research

Current study used the population from Islamabad this need to be investigated other origin of Pakistan.

- Emotional brand attachment helps a brand to become a group leader.
- Is advertising increase impulse buying?
- What other factors except DMS effect on impulse buying?
- Male verse female attraction toward impulse buying.

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