

## Factors Affecting Impulsive Purchase Behaviour via the Mediating Function of the Urge to Buy via the SOR Model's Perspective

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### Abstract

*This study looks at the independent effects of innovation, promotion, trust, and enjoyment on the purchasing impulse. This study also evaluates the impact of the desire to buy on impulsive purchases. Pakistani smartphone users in Islamabad provide the major data. After a comprehensive analysis of 384 datasets, a questionnaire is utilised to gather the responses. The survey questions were developed after a careful review of the literature. Because the study is quantitative, positivist research philosophy is applied in developing the research design. Using SPSS software, data analysis procedures like regression, correlation, and descriptive analysis are carried out to determine the underlying relationship between the independent and dependent variables of the conceptual framework. The study's findings demonstrate a favourable correlation between promotion, trust, enjoyment, innovation and the willingness to buy. Furthermore, a primary driver of consumers' impulsive purchases is their urge to make a purchase.*

**Key Words:** Impulse to Purchase, Desire to Purchase, Innovation, Promotion, Trust, and Enjoyment.

### Introduction

Impulsive purchasing is the inclination of buyers toward making impulsive purchases. The need for rapid emotional or psychological stimulation usually drives these purchases. It is something that frequently happens in consumer behaviour and has a significant influence on how organizations market themselves (Abdelsalam et al., 2020). Therefore, marketing experts need to understand the elements that affect impulsive purchases to create resilient and effective advertising strategies. Traditional meanings of the word "impulse buying" placed more value on the products than on the consumer, as the product itself was a motivating factor for these sorts of purchases. Considering this, Mathur (2019) discovered the foundation for classifying impulsive buying behaviour by categorizing the action as planned, unplanned, or impulsive. This model states that a time-consuming search for information comes first in planned purchase behaviour, followed by educated decisions. Impulsive consumer buying behaviour has long piqued the interest of researchers and marketers alike. Impulse buying is the abrupt, unconscious purchase of something without prior planning or intentions. It is a complex phenomenon affected by various factors, such as psychological, social, and physical environments. Recently, there has been a lot of discussion on how invention and marketing affect impulsive buying (Do et al., 2020).

With a focus on consumer goods, especially smartphone accessories, the research topic of this study aims to investigate how marketing and innovation impact customers' impulsive buying choices. The study aims to analyze the relationship between promotion and invention and how it influences consumers' propensities for buying things

impulsively, in addition to any potential moderating impacts that significant factors may have on this connection. Promotion is crucial to influencing consumer behaviour since it increases awareness, piques fascination, and encourages purchases. Advertisers regularly employ several promotional strategies to persuade customers to make impulse purchases, including discounts, time-limited offers, and freebies (Saad & Metawie, 2015). However, little study was done on how promotions impact compulsive phone accessory purchasing habits.

This study intends to shed light on the effectiveness of different advertising methods in spurring impulsive buying of certain consumer goods. On the other side, innovation is a driving factor in the ever-changing smartphone market. Consumers are continually exposed to cutting-edge features, styles, and functionalities of smartphone accessories thanks to quick technological improvements (Ahmed et al., 2020). The study's goal is to better understand how innovation affects customers' propensity for innovative and distinctive goods while examining the impact of innovation on impulse purchases. By understanding how innovation influences impulse purchases, marketing professionals can use this knowledge to develop and advertise cutting-edge smartphone accessories that appeal to consumers' impulsive impulses.

The study intends to contribute to theoretical and practical fields by addressing this research challenge. The research findings will add to the knowledge of impulsive purchasing and shed light on the particular context of smartphone accessories. Practically speaking, the findings can aid marketers in creating powerful marketing plans and cutting-edge items that appeal to consumers' impulsive purchasing behaviours. Additionally, marketers can better comprehend the moderation function of significant factors by personalizing their marketing campaigns and adjusting them to different customer categories based on their particular traits, social influences, and situational circumstances.

### ***Literature Review and Theoretical Framework***

Impulse purchases are unplanned, spontaneous purchases undertaken by customers who are typically driven more by emotions than reason (Abdelsalam et al., 2020). It has piqued the interest of marketers and academics because of its significant impact on consumer behaviour and the retail sector. This literature review aims to summarize the corpus of work on impulsive buying habits in the environment of consumer goods, emphasizing key findings and conceptual frameworks. A review of the available research has been conducted to better understand how creativity, advancement, trust, and enjoyment affect impulsive buying behaviour.

#### ***Impulse Buying Behaviour***

Gunawan and Iskandar (2020) described purchasing on impulse as impulse purchases that are done without previous preparation to fulfil a certain need or acquire a specific product category. They described the quick, deliberate purchases made by buyers that they perceive as impulsive buys. Purchasing an unavailable item that prompts a reminder when the item is encountered is not considered an impulse purchase. Before Lee et al.'s study in 2021, the majority of reports of impulse buys appeared to be product-focused. In earlier studies, the consumer and their personalities were not included as an element influencing impulsive purchases. The following year, researchers examined the many cognitive aspects of purchasing on impulse, emphasizing personal impulsivity. When a buyer decides on impulse, they have an instantaneous, intense, and enduring desire, claim Bellini and Aiolfi (2020). Zhao et al. (2019) defined purchasing on impulse as an unanticipated behaviour distinguished by a tendency for quick purchasing of goods and hurried decision-making.

A typical description of buying on impulse is making a hasty, unexpected buy without thinking it through first. It involves making snap decisions without carefully analyzing the consequences or the alternatives. Academics have developed many ideas and hypotheses to account for this behaviour. For example, the impulsive buying tendency (IBT) model proposed by Dodoo and Wu in 2019 argues that variations in individuals play a significant role in shaping impulse buying habits. There are a variety of internal and environmental elements that might influence and shape impulse buying behaviour. Personality traits, emotions, and cognitive functions are examples of internal elements, whereas situational and environmental inputs are examples of external factors. According to Pinto et al. (2020), impulsive people are more prone to impulsive purchases. Chiu et al. (2022) also showed that emotional states, including arousal and enthusiasm, can trigger impulsive buying. The retail setting considerably encourages

impulsive buying. Retailers utilize layout, placement of goods, and display techniques to entice customers and promote impulse purchases. In-store promotions and attractive displays can significantly increase the likelihood of impulse purchases, based on an investigation by Rahman and Hossain (2023). Similarly, Bashar et al. (2022) demonstrated that store environments, such as lighting and music, may influence customers' emotions and impulsive purchasing behaviour.

### ***Effect of Promotion on Urge to Buy of Consumer***

Marketing is necessary if a company wants to modify its customers' behaviours, particularly those that entail impulse buying. According to the definition provided by Hosseini et al. (2020), the term "impulse buying" refers to the unexpected and impetuous purchase behaviour that is driven by an unforeseen need or desire. The major objective of this study is to evaluate the recent research published on how advertising influences impulsive purchases. By comprehending the underlying mechanisms and factors contributing to impulsive purchases, marketers can develop effective strategies for discounts and increasing sales. This review summarizes the pertinent research and highlights important findings on the topic. Price reductions have been shown to significantly impact buying on impulse. In accordance with an investigation by Redine et al. (2023) brief price cuts or discounts increase the chance of impulsive purchases by giving customers a sense of haste and an impression of worth. As a result of the "time-limited offer" or "sale" marketing, customers become fearful of missing out and making impulsive purchases. A more recent research study by Ittaquallah et al. (2022) that found price cuts positively impact purchasing behaviour on impulse by lessening the perceived economic danger related to buying something came to the same conclusion. It is well known that visual marketing and promotional displays significantly impact consumers' inclination to make impulsive purchases. Eye-catching packages and conspicuous shelf placement are only two examples of attractive merchandise displays that may increase impulsive purchases, based on an investigation by Shah et al. (2021). Visual cues and product positioning act as impulsive purchase triggers by capturing the interest of consumers. Tesfaye (2022) also found that in-store displays, including end-of-aisle displays and point-of-purchase materials, promote impulsive purchases by increasing exposure to advertisements and creating a relaxed environment.

According to Zafar et al.'s study from 2021, interactions that emphasize scarcity, exclusiveness, and pressure are extremely successful at encouraging impulsive buying. These communications spark the interest and desire for immediate satisfaction of consumers by provoking a sense of shortages or time urgency. Additionally, it was discovered that marketing slogans and convincing writing are examples of marketing messages that greatly impact impulse buying. Appealing to emotions in marketing communications has also increased the risk of impulsive behaviour. According to a research study conducted by Ittaquallah et al. (2020), emotional marketing that elicits positive emotions, such as excitement or delight, may enhance impulsive purchasing behaviour. Discounts may impact impulsive purchasing, but personal and social variables are also important. Wu et al.'s study from 2021 found that those with high degrees of impulsiveness are more prone to make impulsive purchases despite advertising cues. Additionally, environmental elements like time restraints, frustration, or mood may amplify the impact of discounts on impulsive purchases. The research conducted by Hayat et al. (2022) found that persons who are depressed are more prone to make impulsive purchases since advertisements momentarily lift spirits and distract from negative emotions. In conclusion, the effect of advertising on buying on impulse is a complicated phenomenon that is influenced by a variety of factors. Price promotions, advertising displays, interactions, messaging, and individual and contextual circumstances are some factors that can affect impulsive buying. Recognizing these factors can help marketers develop effective advertising strategies to capitalize on their clients' impulsive buying tendencies (Lee & Chen, 2021). By gaining a greater understanding of the psychology of customers and behaviour, marketers can create targeted promotional strategies that match their needs or inclinations.

*H<sub>1</sub>: Promotion has a significant association with the urge to buy.*

### ***Impact of Innovation on Urge to Buy of Consumer***

Technology advancements have significantly altered how consumers engage with products and make purchasing decisions. Due to online retailers, smartphone apps, and social media, consumers now have simple access to

various goods and data (Rodrigues et al., 2021). These advances have simplified impulsive purchasing by requiring consumers to complete purchases more quickly and easily. According to Awan and Abbas (2015), the usefulness and availability of online platforms have a positive effect on consumers' impulsive buying behaviour. Product upgrades are necessary to promote irrational purchasing. According to a study (Saad & Metawie, 2015), creative product features like unique looks, cutting-edge performance, and enhanced packing have been demonstrated to grab consumers' attention and cause impulsive buying behaviour. For example, introducing new smartphones with improved functionality and design usually prompts tech-savvy customers to make hasty purchases. Additionally, if consumers think a product is unique or rare, they may feel obliged to purchase it immediately (Do et al., 2020). Limited edition merchandise, special promotions, and flash reductions are a few strategies retailers use to capitalize on the impact of innovation upon impulsive purchasing behaviour.

Along with product developments, marketing innovations also significantly impact how individuals make purchases on impulse. Personalised advertising, engines of recommendation, and participatory marketing campaigns have all grown in popularity in the digital age. Because of these improvements, marketers can tailor their offers and communication to certain clients, making their marketing campaigns more enticing and convincing (Lee & Workman, 2015). Customized suggestions for goods based on an individual's browsing habits and interests may engender a sense of relevancy and urgency that may lead to impulse buying. Social innovations generated by users' material and online gurus have altered how consumers perceive and engage with products and companies. Users can express their opinions, ideas, and insights on social media platforms, which significantly impacts impulsive purchases. Widagdo and Roz (2021) assert that social factors like peer pressure and social expectations greatly impact consumers' impulsive purchases. Customers are more likely to make impulse purchases when they think their circle of friends is endorsing a particular brand or product. Individual traits, including personality traits and purchasing habits, may mitigate innovation's impact on impulsive purchasing habits (Chen & Zhang, 2015). For instance, those with a strong propensity for novelty may be more persuaded by cutting-edge products and marketing strategies. Similarly, those who use their cognition a lot might choose their purchases more carefully and logically, which would reduce the impact of innovation on impulsive behaviour (Akram et al., 2018).

*H<sub>2</sub>: Innovation has a strong relationship with the consumer's urge to buy.*

### ***Influence of Trust on Urge to Buy of Consumer***

The phrase "impulse buying behaviour" describes buyers who make impulsive, unexpected purchases without giving them much thought. It has piqued the interest of researchers and practitioners due to its impact on consumer behaviour and advertising tactics. Since trustworthiness is a key factor in consumer decision-making, it has been identified as a significant factor affecting purchasing behaviour on impulse (Hasim et al., 2018). The present literature overview aims to analyze and compile the most recent research on how trust affects impulsive buying. When it involves impulsive purchases, trust is very important in influencing customer behaviour. When a customer trusts a brand or merchant, they are more inclined to make impulsive purchases Shah et al. (2021). Trust is the capacity of a consumer to rely upon the knowledge, goodness, and honesty of an organization or store. The relevance of this relationship in understanding consumer motivations has been highlighted in several research conducted to investigate the connection between trust and impulsive purchasing. Farid and Ali (2018) conducted a study to determine the extent to which trust plays a role in making impulsive purchases in online retail settings. Widagdo and Roz (2021) investigated the relevance of trust in conventional retail settings as part of their research. According to their research findings, consumers who had a higher level of trust in the businesses they patronized were more likely to make rash purchases. The research strongly emphasizes the relevance of shop environment, salesperson skill, and perceived trustworthiness to promote trust and stimulate impulsive purchase behaviour. This was done to accomplish both of these goals.

The effect of trust in the context of advertising on impulsive purchasing behaviour was examined by Zafar et al. (2021). According to their research, customers are more inclined to make quick decisions when they believe the claims made in advertising. The research highlighted the significance of trustworthy and reputable advertising material in triggering purchases on impulse. In a social media context, impulsive buying was examined by Akram



et al. (2017). Based on their research, consumers who believe suggestions and evaluations on social media sites tend to be more inclined to make impulsive purchases. The research stressed the value of peer endorsements and technological celebrities in fostering trust and impulse buying. Vazquez et al. (2020) examined how trust affected customers' perception of salespeople. Based on their study, customers who trust salesmen have a greater tendency to make rash decisions. The study focused on the importance of a salesperson's competence, expertise, and honesty to establish confidence and promote impulsive buying.

*H<sub>3</sub>: The desire to purchase is positively correlated with trust.*

### ***The Role of Enjoyment Towards Urge to Buy of Consumer***

Impulse purchases are unplanned and unplanned purchases done by clients with prior intention or comprehensive consideration. Scientists and marketers have closely studied this phenomenon because of its significant influence on consumer behaviour and overall sales (Iqbal et al., 2017). One crucial factor that has been acknowledged as the main driver of impulsive purchasing is the role of enjoyment. The core concepts and ramifications of the research on the relationship between pleasure and impulsive spending are addressed in this literature overview (Parfenova & Romashova, 2020). Numerous research has revealed a strong positive association between pleasure and impulsive buying. Positive emotions like delight are usually present during impulsive buying activities. Customers who make impulsive purchases usually show higher levels of pleasure than non-impulsive shoppers, as Husnain et al. (2019) reported. Furthermore, Husnain et al. (2019) discovered that hedonic enjoyment caused the joy experienced during impulsive purchases.

Emotional control plays a significant role in impulse buying because people typically buy impulsively to manage their feelings. Emotions can be regulated by experiencing pleasant sensations like happiness and pleasure. To appear better and have fun, people with adverse feelings are more likely to make impulsive purchases, according to a research study conducted by Hussain (2018). Thus, pleasure serves as an emotional stabilizer to diminish negative emotions and raise positive ones. The level of satisfaction customers experience can be influenced by situational elements, such as store ambience, advertisements, and social pressure, which can affect their impulse purchase behaviour. According to studies conducted by Kiani (2020), consumers' satisfaction levels were boosted by the store environments, including the music, displays, and employees, which encouraged impulse purchases. In addition, it has been discovered that advertising strategies, like limited-time discounts or offers, increase the perceived pleasure of impulsive purchases by fostering a sense of urgency and anticipation (Hilal & Gunapalan, 2019).

Variations in personality factors moderate the association between enjoyment and impulsive purchasing behaviour. For example, extroversion has been favourably linked to satisfaction and the inclination for impulsive purchases. According to research by (Kristiyono & Gozali, 2022), people with high extroversion levels enjoyed impulsive purchases more and were likelier to make them than introverted people. According to this, it has been demonstrated that desire for sensation people, who favour unique and exciting events, appreciate impulsive purchases more (Bhuvanewari & Krishnan, 2015). For marketers, comprehending how enjoyment influences impulsive purchasing has significant ramifications. The satisfaction of consumers can be increased, and, as a result, impulse purchases can be encouraged by creating delightful purchasing experiences via store design, advertisements, and customized suggestions (Parsad et al., 2019). Additionally, specific marketing strategies that play on consumers' emotions and emphasize the pleasure and satisfaction of impulsive purchases can successfully change their behaviour. This research study has highlighted pleasure's critical role in impulsive purchasing behaviour. As an emotional stabilizer, enjoyment influences impulsive purchases beneficially. The association between enjoyment and impulsive purchasing behaviour is further shaped by situational circumstances, personality characteristics, and emotional control mechanisms (Iqbal et al., 2017). Given the significance of enjoyment in customer behaviour, marketers should intentionally plan retail spaces and marketing initiatives to raise consumer satisfaction and encourage spontaneous purchases.

*H<sub>4</sub>: Enjoyment has a strong association with the urge to buy.*

### ***Relation between Urge to Buy and Impulse Buying Behaviour of Consumer***

According to the impulse purchasing theory, customers make a purchase and acquire an item in the heat of the moment. On the other hand, the desire and phenomena that customers experience just before making a purchase are called buying impulse, also known as the drive to buy. They also discovered that there is a favourable association between these two factors. According to research done by Zhao et al. (2019), the difference between compulsive shopping and impulsive shopping is that the latter is driven by a need to satisfy a need for pleasure, while the former is motivated by a desire to alleviate emotions of anxiety. Oniomania is the name given to those with an overwhelming and obsessive need to buy. Oniomania is derived from the Greek words onions, meaning "for sale," and mania, meaning "insanity." The brain has a built-in drive to seek out novel experiences, which stimulates us and enhances our ability to learn new things. This suggests that daily, we have to battle against our hard-wired impulses to look for something novel and unique (Dibley et al., 2020). Consider the purchase of a brand-new automobile, for instance. The disposition of a consumer may influence their length of stay in a business, whether or not they make a purchase, and even whether or not they "look." The majority of large retail chains have long been aware of the need to coax customers into a more shopping-friendly frame of mind. According to Zafar et al.'s research (2021), customers are more likely to participate in impulsive purchase behaviour when they are experiencing a strong desire to obtain something. Additionally, Xiang et al. (2016) examined the relationship between situational factors, the desire to buy, and the subsequent impulsive buying behaviour. The study suggests that environmental cues like store ambience and advertising stimuli may raise a consumer's urge to buy, resulting in more impulsive purchasing. These findings provide insight into how important environmental signals are in triggering the need to purchase and, therefore, impulsive behaviour.

Numerous psychological factors may affect both the urge to shop and the behaviour of making impulsive purchases. The arousal of emotions is one of these elements. Customers' propensity to make impulsive purchases has short- and long-term consequences that should not be disregarded (Turkyilmaz et al., 2015). Customers who act hastily may feel regret or embarrassment about their choices shortly. A person's overall satisfaction with the purchase decreases due to this post-purchase dissonance, which has detrimental emotional effects. Making hasty purchases increases spending and puts strain on one's resources, as seen from a financial perspective. When comparing impulsive and non-impulsive buyers, Tesfaye (2022) found that the latter group tended to have higher levels of credit card debt. This demonstrates how hasty purchases may cause debt accumulation and financial instability, which have long-term effects on the consumers' overall financial well-being. Customers' tendency to make impulsive purchases is greatly influenced by their desire to shop, which is a key element. The strength of a person's desire may be influenced by a wide variety of situations as well as psychological considerations, which can sometimes result in rash purchasing decisions (Ünsalan, 2016).

*H<sub>5</sub>: Urge to buy is significantly related to consumer impulse buying behaviour.*

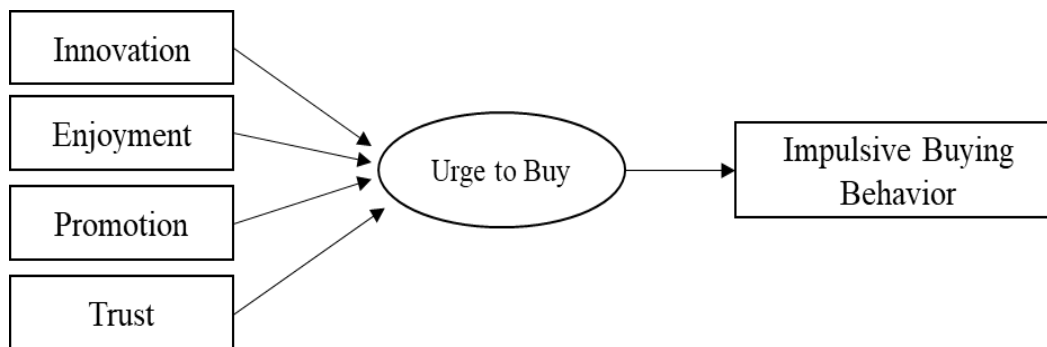
### ***Theoretical Framework***

The stimulus-organism-response (S-O-R) model, an empirical paradigm, describes how relationships among external stimuli, internal mental processes, and resulting responses affect customer behaviour (Widagdo and Roz, 2021). It provides a complete grasp of the factors that affect consumers' responses in certain circumstances. This model significantly influences the study "The Effect of Promotion and Innovation on Impulse Buying Behaviour: The Moderation Role Major Determinants for Consumer Goods (Smart Phone Accessories)." The S-O-R model can be used in the context of the study to examine how advertising campaigns and cutting-edge functions of smartphone accessories act as stimuli from the outside, which in turn influence consumers' internal mental processes (organism), which in turn affects consumers' impulse buying behaviour (response). According to the S-O-R Model, the stimuli from advertisements, innovation, and trust impact the organism's internal mechanisms, affecting how consumers react by engaging in impulsive purchasing. For instance, consumers are more inclined to make rash purchases and impulsive purchases if they see a special offer for a reduced smartphone accessory from a reputable brand. They are thrilled and driven to explore the novel capabilities. According to the S-O-R paradigm, customers' internal psychological processes serve as a conduit rather than a direct cause of the connection between stimuli and reactions.

The S-O-R model, in conclusion, offers a useful theoretical framework for research on the impact of marketing and innovation on impulsive purchasing behavior for smartphone attachments. Researchers can gain a thorough grasp of the fundamental principles at work by taking into account the external stimuli (promotion and innovation), their internal mental processes (perceptions and attitudes), and the following responses (impulse purchase behavior) (Hasim et al., 2018). Moderating factors can also detect the relationship's subtleties and boundary constraints. This S-O-R model application advances consumer behavior research in the setting of mobile phone accessories and reinforces the theoretical foundations of the study.

In this study, innovation, promotion, trust, and enjoyment are the independent variables, while the urge to buy is the dependent variable. At the same time, the urge to buy is the independent variable for impulse buying behavior. Independent Variables (Innovation, Promotion, Trust, Enjoyment) -> Dependent Variable (Urge to Buy). Independent Variable (Urge to Buy) -> Dependent Variable (Impulse Buying Behaviour). The study explores how innovation, promotion, trust, and enjoyment influence the urge to buy. Additionally, it examines how the urge to buy, in turn, affects impulse buying behavior.

**Figure 1: Conceptual Framework**



## Methodology

This study on the influence of promotion, innovation, trust, and enjoyment on impulsive purchasing behavior in the setting of smartphone accessories is best conducted using the deductive research approach. This method enables the formation of theories, testing hypotheses, acquiring objective facts, generalizability, and effectiveness. Using a deductive research approach, this study can shed light on customer behavior and offer useful information to retailers and makers of smartphone accessories. This study uses quantitative research approaches to offer important insights into the effects of advertising, innovation, trust, and enjoyment on impulse buying behavior for smartphone accessories. As a result of the generalizability of findings to a larger population made possible by statistical analysis, researchers can now draw important conclusions and implications from the data they have gathered. In conclusion, the current study largely used quantitative research approaches to examine how marketing, innovation, trust, and enjoyment affect consumers' impulsive purchases of consumer goods (smartphone accessories). This method offers essential tools for measuring and analyzing the interactions between variables, enabling a thorough comprehension of the key factors influencing impulse buying behavior in this situation.

This study aims to determine how promotion, innovation, trust, and enjoyment affect the impulsive buying of consumer items, emphasizing smartphone accessories. A questionnaire survey is conducted among users of smartphone accessories to get the essential data. This section gives a general description of the data-gathering procedure, which mostly entails approaching respondents and making the survey available online. A thorough questionnaire is prepared to get accurate data from the chosen respondents through purposive sampling. The questionnaire has sections for demographic data, promotion, innovation, trust, enjoyment, and impulsive purchasing. Several items in each area measure the constructions of interest. The questionnaire's simple design guarantees a high response rate, making it simple to comprehend and complete. To quantify participant replies and facilitate statistical analysis, the survey contains Likert scale items (Mathur, 2019). An internet-based survey of 325 Islamabad customers using smartphone accessories was performed to get the data. An average sample size

of 325 people, a common practice in social science research, may provide results with a 5% margin of error and a 95% confidence interval, according to a study by Baker Qureshi et al. (2019). This sample size also allows for dropouts or partial replies, enhancing the validity and dependability of the study's findings. A sample size of 325 participants can be deemed suitable for the study, according to Husnain et al. (2019), which examined the effect of innovation and promotion on impulse purchases.

Using regression analysis, correlation analysis, and descriptive analysis, the gathered data for the study on "The Effect of Promotion, Innovation, Trust, and Enjoyment on Determinants of Impulsive Buying Behavior through the Mediating Role of Urge-to-Buy with the Lens of SOR Model" is studied. These analysis methods offer new perspectives on how the variables are connected and make it possible to comprehend the research aims all-encompassing. Researchers can successfully evaluate the acquired data by applying regression, correlation, and descriptive analyses. This allows them to identify the correlations between promotion, innovation, trust, enjoyment, and impulsive buying behavior in the context of smartphone accessories. These analytical tools will help to a full knowledge of the primary factors of impulsive purchase behavior and give useful insights for the research.

### Analysis

In the table below, the overall statistics of all the constructs are shown. Total number of respondents are 384. The value of mean, sum, and standard deviation are given as well.

**Table 1: Descriptive statistics of all the dependent and independent variables**

|                     | Descriptive Statistics |      |      |                |
|---------------------|------------------------|------|------|----------------|
|                     | N                      | Sum  | Mean | Std. Deviation |
| Innovation Main     | 384                    | 1229 | 3.20 | .888           |
| Enjoyment Main      | 384                    | 1275 | 3.32 | .846           |
| Promotion Main      | 384                    | 1272 | 3.31 | .838           |
| Trust Main          | 384                    | 1338 | 3.48 | .862           |
| Impulse Buying Main | 384                    | 1204 | 3.14 | .967           |
| Urge to buy Main    | 384                    | 1210 | 3.15 | .937           |
| Valid N (listwise)  | 384                    |      |      |                |

### Correlations

In the analysis of the correlation between the dependent and independent variables, correlation finds the strength and association between the variables, which is the need to address the hypothesis. For correlation analysis, combining the data against various constructs is important. Therefore, SPSS is used to analyze the correlation test.

**Table 2: Correlation between Innovation and Urge to Buy**

|                  |                     | Innovation Main | Urge to buy Main |
|------------------|---------------------|-----------------|------------------|
| Innovation Main  | Pearson Correlation | 1               | .568**           |
|                  | Sig. (1-tailed)     |                 | .000             |
|                  | N                   | 384             | 384              |
| Urge to buy Main | Pearson Correlation | .568**          | 1                |
|                  | Sig. (1-tailed)     | .000            |                  |
|                  | N                   | 384             | 384              |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The table above shows the correlation between the innovation and urge to buy. The correlation value of both variables is 0.568, which is positive.



**Table 3: Correlation between Enjoyment and Urge to Buy**

|                  |                     | Urge to buy Main | Enjoyment Main |
|------------------|---------------------|------------------|----------------|
| Urge to buy Main | Pearson Correlation | 1                | .577**         |
|                  | Sig. (1-tailed)     |                  | .000           |
|                  | N                   | 384              | 384            |
| Enjoyment Main   | Pearson Correlation | .577**           | 1              |
|                  | Sig. (1-tailed)     | .000             |                |
|                  | N                   | 384              | 384            |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The table above shows the correlation between enjoyment and the urge to buy. The correlation value is 0.577, which shows a positive correlation between both variables.

**Table 4: Correlation between Promotion and Urge to Buy**

|                  |                     | Urge to buy Main | Promotion Main |
|------------------|---------------------|------------------|----------------|
| Urge to buy Main | Pearson Correlation | 1                | .451**         |
|                  | Sig. (1-tailed)     |                  | .000           |
|                  | N                   | 384              | 384            |
| Promotion Main   | Pearson Correlation | .451**           | 1              |
|                  | Sig. (1-tailed)     | .000             |                |
|                  | N                   | 384              | 384            |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The table above shows the correlation between the promotion and the urge to buy. The correlation value is 0.451, which shows a positive correlation between both variables.

**Table 5: Correlation between Trust and Urge to Buy**

|                  |                     | Urge to buy Main | Trust Main |
|------------------|---------------------|------------------|------------|
| Urge to buy Main | Pearson Correlation | 1                | .359**     |
|                  | Sig. (1-tailed)     |                  | .000       |
|                  | N                   | 384              | 384        |
| Trust Main       | Pearson Correlation | .359**           | 1          |
|                  | Sig. (1-tailed)     | .000             |            |
|                  | N                   | 384              | 384        |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The table above shows the correlation between trust and the urge to buy. The correlation value is 0.351, which shows a positive correlation between both variables.

**Table 6: Correlation between Urge to Buy and Impulsive Buying**

|                     |                     | Urge to buy Main | Impulse Buying Main |
|---------------------|---------------------|------------------|---------------------|
| Urge to buy Main    | Pearson Correlation | 1                | .795**              |
|                     | Sig. (1-tailed)     |                  | .000                |
|                     | N                   | 384              | 384                 |
| Impulse Buying Main | Pearson Correlation | .795**           | 1                   |
|                     | Sig. (1-tailed)     | .000             |                     |
|                     | N                   | 384              | 384                 |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The table above shows the correlation between impulsive buying and the urge to buy. The correlation value is 0.795, which shows a positive correlation between both variables.

## Analysis

In this study, SPSS has been used to evaluate the direct effect of independent variables on the dependent variable along with the indirect effect of the mediator. However, before conducting the linear regression, it is important to measure the regression assumptions to check if the data is fit for analysis. Table 7 shows the results of all the hypotheses.

**Table 7: Model summary of the regression analysis**

| Path Coef. |             | $\beta$ Value | P Value | Results  |
|------------|-------------|---------------|---------|----------|
| H1         | I→UB        | 0.251         | 0.001   | Accepted |
| H2         | E→UB        | 0.391         | 0.000   | Accepted |
| H3         | P→UB        | 0.402         | 0.003   | Accepted |
| H4         | T→UB        | 0.306         | 0.000   | Accepted |
| H5         | IEPT→UB →WB | 0.254         | 0.004   | Accepted |

In the table above, the results show that the significance level of the P value is less than 0.05. Hence, we say that there is a significant relationship between all the hypotheses and path coefficients.

## Findings and Discussion

This study's primary objectives are to investigate the impact of innovation, promotion, trust, and enjoyment on the urge to buy smartphones in Islamabad, Pakistan. Furthermore, the impact of the urge to buy on consumers' impulsive buying behavior is investigated. A survey questionnaire is designed to get responses from 384 customers. As the nature of the study is quantitative, the hypothesis is developed to further narrow the research questions. The SPSS software is used for data analysis using descriptive, correlation, regression analysis, and t-tests. The study's findings reveal that all the independent variables, such as promotion, trust, enjoyment, and innovation, are positively associated with the urge to buy smartphones. The correlation analysis supports these findings. Furthermore, the urge to buy is tested to check whether it is associated with the compulsive buying of the customers. The correlation analysis shows a positive bond between both variables. In support of this finding, t-test, and regression analysis also depict the association highlighted in the data analysis. Additionally, the descriptive analysis shows that I like to try new and innovative smartphone accessories; I am a person who is looking for more fun and enjoyment in shopping; in a phone store, it is always economical to buy smartphone accessories available at a discount, I believe seller's trustworthiness is highly important while buying smartphone accessories, Whenever I purchase smartphone accessories unplanned, I think of its pros and cons quickly and buy it, I experienced no strong urges to make unplanned purchases of smartphone accessories are the highly perceived statements among the respondents in each construct. The existing body of knowledge confirms and reports the study's findings.

As the study's findings show, an effective business model in the smartphone industry strongly promotes the adoption of product innovation while severely discouraging disruptive product innovation. However, a company's technological capabilities can bolster the positive relationship between novel business models and product innovations while weakening the effect of design efficiency on innovation adoption. New product development studies have centered on the environmental and cost effects of product development and the role of other stakeholders' interests. Research shows that a company can get a competitive advantage through product innovation because the reason for product innovation is to satisfy consumer demand. In this context, "product innovation" refers to any innovation implemented in a company's manufacturing and distribution of new or existing products (Karim et al., 2021).

Smartphone businesses employ promotional incentive data to promote promotional activities and present products, focusing on drawing attention to the attractiveness of a price discount. By manipulating customers'

price sensitivity, online stores increase customer participation and spending power. The promotion incentive is often stronger than daily purchase activities in the hunger marketing mode under the e-commerce platform to induce consumers to buy specific goods immediately, directly affecting the perceived trust, value, and purchase intention of price-sensitive consumers (Gunawan and Iskandar, 2020). Public participation and consumption enthusiasm can be fostered by providing promotional incentive information that allows consumers to perceive the temptation of the promotion to save money, the abundance of promotion commodity categories, quantities, and styles, and the interest in participating in rush buying activities in the broadcast room (Karim et al., 2021).

In the field of smartphones, trust is a key concept. It's a mental place where one has good hopes for other people's actions and motivations. Smartphones rely on consumers' trust as a foundational principle since it mitigates buyers' reluctance to purchase online and fosters brand advocacy (Rodrigues et al., 2021). If customers don't believe in a company, they won't feel confident purchasing. Live commerce is an interactive mode in real-time, giving customers a sense of subjectivity and closeness to the transaction. Consumers place more faith in a company when the information they receive is timely, relevant, and presented in various formats (Turkyilmaz et al., 2015). Furthermore, this hunger marketing technique satisfies consumers with perceived value. Customers' strong sense of social presence is used in the webcast environment to fulfill their need for comprehensive information and increase their trust in promotion links, facilitating their on-the-spot purchasing decisions (Parsad et al., 2019).

Consumers who view smartphone shopping as a source of pleasure are more likely to devote more time to the activity. Shop around until you discover something he or she likes. Higher levels of hedonic shopping are associated with a greater thirst for product knowledge (Parsad et al., 2019). This is because consumers who purchase for hedonistic reasons frequently engage in informational searches just because they like doing so. The longer a person spends shopping, the more likely they are to be exposed to shopping stimuli and come to sense an urgent need for particular things (Karim et al., 2021).

Shoppers with a chronic need to buy often give in to the different forms of sales persuasion they encounter, despite their best efforts to resist them. When someone is confronted with a certain brand, item, or product in a retail setting, they may experience an impulse to make a purchase. This means that the want or urge to buy comes before the actual consumption, hence it stands to reason that the two are positively associated (Parsad et al., 2019). An impulse to purchase occurs when a customer encounters a product while shopping and immediately feels compelled to make a purchase (Li et al., 2022). A person's propensity to make an impulsive buy increases in proportion to the intensity of his or her desire to shop (Turkyilmaz et al., 2015). Customers in stores are more likely to give in to impulsive buys because the item is so accessible. When presented with aesthetically pleasing products, consumers have the most trouble controlling their inclination to buy on impulse. The desire to buy has been shown to have a favorable effect on impulse buying in the past.

## Conclusions

The study's results indicate a positive correlation between the urge to buy smartphones and the independent variables such as promotion, trust, enjoyment, and innovation. The aforementioned results are supported by the correlation analysis. Moreover, the urge to buy is evaluated to determine its correlation with the customers' compulsive buying behavior. The results of the correlation analysis indicate a positive association between the two variables as highlighted by both t-test and regression analysis. Promotion in the smartphone is a form of marketing that uses time-sensitive incentives to encourage instantaneous purchases from consumers. Time constraints are a part of the decision-making environment that might influence how customers make choices. Smartphone innovation boosts a business's competitive edge by attracting new customers, and incentive design that takes into account consumers' preferences speeds up the creation of long-lasting goods. Positive emotional brand attachment has been shown to increase innovation, word-of-mouth intent, and product appraisal, whereas negative brand attachment can have the opposite effect. One of the most important aspects in consumer behaviour in buying smartphones is trust. Multiple social science fields investigate the topic of trust. As a result, there is no universally accepted definition of trust in the academic literature. The level of satisfaction customers experience can be influenced by situational elements, such as store ambiance, advertisements, and social pressure, which in turn can affect their impulse purchase behavior. Customers' propensity to make impulsive purchases has both

short- and long-term consequences that should not be disregarded. Customers who act hastily may feel regret or embarrassment about their choices shortly. A person's overall degree of satisfaction with the purchase decreases as a result of this post-purchase dissonance, which has detrimental emotional effects.

## Limitations and Recommendations

In this study, the survey questionnaire is a time-consuming research technique to collect data. It involves preparing a set of questions that are relevant to the research topic and then administering them to a sample of respondents. The responses are then analyzed to draw conclusions about the population being studied. In the limited-time research, it affects the quality of the research. As the survey is taken from the respondents who are smartphone users, it was difficult to hire people with basic understanding of the survey's subject matter. Therefore, we had to ensure that the survey questions were clear and concise, so that even those with limited knowledge could easily understand and respond to them. Additionally, we provided a brief explanation of the survey's purpose and importance to encourage participation from potential respondents. The cross-sectional research nature of the study is a limitation because it only provides a snapshot of the data at one point in time. It cannot establish causality or determine changes over time. However, it can still provide valuable insights into relationships between variables and serve as a basis for future longitudinal studies.

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