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A Study on the Affect of Technology on Unplanned Purchase Behaviour among the Customers Across Selected Corporate Retail Chains of Andhrapradesh, India

K. Balaji¹ and Dr. M. Kishore Babu²

¹ Research Scholar KI university Mukultur (V & P) Gangadbara Nellore Mandal, Chittoor District Andhrapradesh, India 517125, Email: Kbalajinaidu.mba@gmail.com

² Professor in Klubs, KI University, Vaddeswaram, Vijaywada-522502, Email: Kishore@Kluniversity.in

Abstract: In current years buying patterns among the customers are changed with the increase in earning and expenditure pattern of customers. While shopping the customers are buying the items which are not planned to purchase i.e. impulse purchasing.

Purpose: The main objective of this research study is to identify the affect of recent changes in technology on impulse buying among customers across selected corporate retail outlets of Chittoor and Tirupati cities in Andhra Pradesh, India.

Methodology: The information for organizing the research work is extracted from (n=385) consumers with the help of structured open ended questionnaires from end users of products across different retail outlets i.e. Reliance fresh and More Aditya Birla retail in Tirupati and chittoor cities. The data analysis has been done using ANOVA testing tool of statistical analysis.

Findings: The end findings of the research work reveals that the presence of technology utilities like changes in usage of technology integrated smart phones, increasing browsing speed, SMS and MMS services of retailers and wide access to internet by customers will play a vital role in stimulating the memorized impulse purchases among customers while shopping across the corporate retail chains.

Originality/ Value: This research study gathers data from previous impulse purchase behavior studies in the domestic and global context. This investigation favors the corporate retail chains in India and abroad to introduce, develop and design certain technical strategies that can help the development of global retailing sector.

Keywords: Impulse purchasing behavior, corporate retail chains, technology, internet browsing speed, retail customers.

Impulse purchase behavior is a concept of study so as numerous investigators and philanthropists from various areas of research from earlier period of six decades. In present days with the increase in individuals throwaway income and simple to obtain finance has make impulse purchases in retail scenario. Impulse buying behavior is the procedure of buying the goods and service in the absence of proper plan and with no idea to purchase. Retail service providers are experienced very hard-hitting rivalry in marketplace, to recognize a variety of promotional cues to facilitate the unplanned buying amongst customers.

The investigate has been finished by a variety of investigators since 1951 but at a standstill the precise description and its variables was not been noticeably specified. A very small number of investigators like McGoldrick and colleagues (1999), Sandhusen, Richard L (2000), Omar et.al, (2001), Lawrence Erlbaum associates (2002), Amanda Coley, Brigitte Burgess, (2003), Tao Sun, Marty Horn, Dennis Merritt, (2004), Hye Jung Park, Leslie Davis Burns, (2005), Guijun Zhuang, Alex S.L. Tsang, Nan Zhou, Faun Li, J.A.F. Nicholls, (2006), Kaur and Singh (2007), Gupta et.al, (2009) and others has done methodical investigate and confirmed that a variety of variables effect impulse buying behavior among customers while shopping across retail stores.

PURPOSE OF THIS RESEARCH STUDY

The most important rationale of this article was to identify the affect of technological advances and internet collaboration among customers on unplanned buying of products and services among customers among the selected retail outlets of Chittoor and Tirupati cities in Andhra Pradesh, India.

LITERATURE REVIEW

Impulse purchasing is a essential happening that is experienced in current shopping of the human race. This is for the reason that of change in payments and earning pattern of citizens and their family income. The investigation on impulse purchasing has happening since 1950. Impulse purchasing is stated as practice of purchasing goods and services in unexpected manner with no prior plan to buy it. The impulse purchase patterns among customers are effected by a variety of variables amongst them which includes in -store environments and advertisings promotions, technology advancement utilization services by corporate retailers acting a very important function in motivating customers towards unplanned purchases.

Applebaum (1951) state that impulse purchase patterns among customers are largely is prejudiced by the factors created by retailer in store like lights, goods arrangement, collection of products, fittings, floor covering, colors, sound, odor, and clothing and performance of sales force at the store.

Abratt Goodey (1990) study on impulse purchase manners amongst consumers reveal that presence of technical advancements used by retailer like electronic displays will take part a vital role in motivating impulse purchase patterns amongst consumers while shop along retail outlets.

Han et al. (1991) research on unplanned purchase behavior states that buying situations along with consumers are motivated by technical innovations amongst the products.

Russell, Stephen Donald (1990) recognized that impulse purchase patterns of the consumer is exaggerated by the presence of promotional tools used by retailer to encourage shopping patterns among customers.

Frost (1998) done a research on impulse purchase patterns among the consumers and showed that Affect of outdoor hoarding with technical visuals which create great appeal amongst the consumers.

Goldrick (1999) premeditated that infrequent promotional offers and festive offering of particular retailer plays very important task in motivating impulse buying amongst the consumers who shop along the corporate retail chains.

Randy Frost, Kim, Bloss, Murray-Close (1998) bring into conclusion that hoarding has constructive effect on unplanned purchase mechanisms of consumers across a range of retail outlets of Boston, USA.

Wood et al (1998) research on unplanned purchase patterns among the customers and identified that the presence of technology upgraded visual merchandise of specific retailer stimulates impulse purchases among the customers while they shop.

McGoldrick and their colleagues (2000) reveal that the thinking of consumers and metaphors with retail outlets, occasional sale, will manipulate impulse purchase patterns among customers while shopping – large queue and swarming stores.

L.W Turley (2000) prove that impressive factors having with store affect a extensive diversity of customer evaluation and behavior while shopping.

Omar et.al, (2001) state that Credit cards and its encouragement for further shopping, ecological factors like visual merchandise, Exclusive accessibility of definite goods, hygienic ambience, large format with specific corporate retailer provide an chance for consumers to formulate repeated visit to retail stores that may effect in enlarged impulse purchases among customers.

Lee (2002) Describe that the impulse purchases among the consumers are largely affected by changes in consumers life styles in terms of utilization of internet by customers.

Mark Palmer (2009) done an research study on impulse purchase behavior along with consumers and state that the various cues like store interior design, websites graphical visuals will play an significant task in determining impulse purchase decision amongst consumers.

Buang and Sherilou (2011) study on impulse buying behavior and determines that affect of shopping pleasure, internet browsing speed will favor the unplanned buying patterns amongst consumers while shop from corner to corner in corporate retail stores.

Jayasree, Mrs. N. Bbuaneswari (2011) investigation on impulse purchase behavior showed that presence of technical advances like presence of personal computer, more internet admittance make the consumer to capture the item for consumption in sudden and unplanned manner while shop from corner to corner website.

Sreedhar rao madhavaram (2011) investigated on impulse purchase behavior and its affect on internet. His study reveals that the an assortment of promotions shown all the way through e - commerce website will affect unplanned purchases amongst consumers while shop along e- ports.

Alka Sharma, Ankita Nanda (2012) The results of their study states that browsing activity is common in the airport environment has a positive impact that lead to impulse purchase behavior among customers

Althaf Husain (2012) worked on unplanned buying behavior among consumers and stated that the wide accessibility of people to personal computers backed by internet at home and work location consumers changed their behavior from normal buying to unplanned buying patterns.

Kathy Ning Shen, Khalifa, (2012) research on the effect of technology usage by retailer reveals that a larger Integration of technical systems and differentiation in technology utilization by retailer and A persuasive electronic displays, website designs will play a significant role stimulating impulse buying patterns among customers.

Sigal Tifferet, Ram (2012) studies on impulse buying behavior has determined that the Online advertisements and popup display of the particular retailer will play a vital role in stimulating impulse buying patterns among customers while shopping at retail outlets.

Krishna Kumar (2013) conducted the research on the unplanned buying situations amongst consumers and stated that the unplanned buying situations amongst the consumers are highly effected by the incidence of technical promotions like using SMS services to exchange information frequently to customers and effective visuals inside the store.

Richardson (2013) conducted the vast and full fledged research in the area of technology and its affect on unplanned buying behavior in Russia and identified that the consumers are motivated by the presence of technology managed websites of particular retailer.

Zing Wong (2013) study on impulse purchase patterns and identified that the corporate retailers strategies in developing long relations with customers by posting pop-up displays across websites will create impulse buying intension among customers shopping along retail outlets.

Bharat thakur (2014) conducted an investigation on impulsive purchase behavior amongst consumers and revealed that presence of usage of technology in creating good store atmosphere and smart phones utilization by customers will play a key role in stimulating impulse buying behavior among the customers while shopping.

Tulsan (2014) research on unplanned shopping behavior among customers in France and stated that the consumers accessibility to internet and e - commerce websites and its effect plays an vital in stimulating impulse impulses among customers while shop across retail outlets.

Guru varma (2016) work on unplanned purchase behavior and identified that customers accessibility to internet and shopping websites plays a very important role in influencing the buying pattern amongst consumers without prior planning to shop.

John Lukas(2015) done an research on impulse purchase behavior states that retailers struggles' in motivating customers by sending information about frequent shopper programs and promotional events using e-mail services play an significant role in developing impulse purchases among customers.

Lalitha Sharma (2015) done an research on impulse purchase behavior and identified that the presence technical advancements and increasing browsing speed and wide access to internet play a critical role in developing memorized impulse buying among customers while shopping.

Priyanka (2016) research on impulse buying behavior showed that the customers are largely affected by the presence of shopping online web portals and their and offers makes them to buy the product instantly without any list.

Pago lin jee (2016) study on unplanned purchase behavior identified that presence of social groups in social networks in world wide web also the consumers shift their shopping behavior to sudden purchases of products without prior planning.

Van goo (2015) worked on unplanned buying behavior among consumers and confirmed that the extensive usage of consumers to smart phones consumers diversified their shopping behavior to impulse purchases rather than to normal buying patterns.

Wellington (2016) study on impulse purchase behavior finds that the customers buying patterns are largely determined by the availability of internet makes them to favor towards impulse buying among customers while shop along the retail stores in Sweden.

RESEARCH METHODOLOGY

Research design

This research work used the descriptive form of research which try to find out the relationship between impulse purchases and different variables that effect purchase pattern among consumers while shop across retail stores across selected retail outlets.

Data collection

This research work consider primary data from customers of Reliance Fresh in chittoor and Tirupati cities in Andhra Pradesh, India. The data collection instrument used in the survey is structured closed ended questionnaire.

Sample size and sampling frame

Convenient sampling technique is used to collect information from the consumers of Reliance fresh in chittoor and Tirupati cities in Andhra Pradesh, India.

Sampling method

Almost the sample of ($n = 385$) consumers are considered for the research work. The questionnaires are circulated amongst consumers where 26 questionnaires are not completed by consumers so the final sample of respondents is 349 customers.

Data analytical tools

The data analysis has done with the help of ANNOVA, Correlation analysis tools of statistical analysis.

Limitations' of the study

- Customers are not showing any interest towards responding questions in the questionnaire.
- Consumers are emotionally inconvenient in providing the precious responses.
- The sampling area is specific which affects the soundness of outcomes.

- The administration of Reliance Fresh are not allowing investigators to ask responses to the questions because it affect shopping behavior among the customers.

DATA ANALYSIS

From the past research works, we find out that 11 factors which have significant influence on unplanned buying behavior among consumers. 10 statements are considered on the base of the a variety of variables determined from the literature analysis which have the major impact on impulse buying patterns among the customers in selected corporate retail outlets in Andhra Pradesh, India.

Reliability analysis

To conduct the major investigation, reliability analysis has been carry out to identify the chief factors effecting impulse purchases of products available at the retail outlets.

Reliability analysis is associated with the scale's internal validity, which refer to the extent to which the variables that specified in the scale 'hang up together' (Kothari, 2011). The common frequently statistical tool used among the indicators to test validity of questionnaire is Cronbach's alpha Coefficient. Preferably, the Cronbach alpha coefficient of the statistical analysis scale must be 0.7 or above 0.7. As the Cronbach alpha coefficient are responsive to the different of variables in this scale, it may perhaps be very suitable to statement the means correlations for scale less than 10 times. As per the views of the researchers Brigg's and Cheeks (1986) suggested an best possible series between 0.2 to 0.4 for the inter-variables correlation.

The validity of this scale for internal soundness was experienced, using the Cronbach's alpha coefficient. Preferably, the coefficient value must be higher than 0.7. From the table....., it is identified that the scale use to investigate consumer impulse buying behavior across the corporate retail outlets in chosen areas of Andhra Pradesh, reflecting more reliability and validity. The reliability analysis has initially conducted among 50 consumers across Reliance Fresh customers in Tirupati city. From the analysis using Cronbach's alpha coefficient it is inferred that technical advancements related variables ($\alpha = 0.731$) which satisfies the standard condition of Cronbach's alpha coefficient (0.7) as shown in the table. So this research is further proceeded for the in depth investigation.

Table 1
Reliability analysis for the consumer survey on customer loyalty

<i>Items</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>	<i>Cronbach's Alpha</i>	<i>No of Items</i>
<i>Product Factors</i>				
Availability and utilization of personal tablets, laptops, smart mobiles.	.624	.686		
Accessibility of e-commerce websites.	.656	.828		
Informational services of particular retailer through e - mails.	.681	.652	.731	5
Internet browsing speed.	.521	.789		
Social networking websites.	.186	.698		

Source: Prepared by authors using reliability analysis of questionnaire.

Compiled by: Authors.

Demographic Profile

In the main research investigation, consumers are asked questions on their gender, age group, occupation, today's shopping time and role of technology on today's sudden impulse buying list of products. The respondent, who buy the products without which are not having in list is considered as impulse buyer. The relationship of gender types, age group, occupation levels and shopping duration on the basis of purchaser (impulse buyer or not) is exposed in table 1. Among 349 respondents, 304 are unplanned purchasers whereas 45 are not the planned buyers. From the table 1, it is detected that the female consumers (63.32%) purchase are superior than that of male consumers (36.38%). In case of the age group, 20 to 35 are consistently impulse purchasers. The customers, who are the employees i.e, professionals (91.55%), more often purchase the commodities without any shop list. In this spot of time, consumers who expend large time in corporate retail stores are the more impulse buyers. From the questionnaire, it is determined that, the unplanned products are largely includes fast moving consumer goods like toilet soaps, cosmetics range of products, food stuffs and fashion items are largely bought by customers in unplanned manner.

Table 2
Demographic profile of the customers

<i>Demographical factors</i>	<i>Impulse buyer (%)</i>	<i>Normal buyer (%)</i>	<i>Total (%)</i>
<i>Gender</i>			
Male	105(30.8)	23(6.5)	128(100)
Female	199(57.2)	22(6.3)	221(100)
<i>Age groups</i>			
10-20	20(64)	12(36)	32(100)
21-35	146(78.5)	40(21.5)	186(100)
35-45	56(71.79)	22(28.21)	78(100)
46 and above	33(62.64)	20(37.36)	73(100)
<i>Occupation</i>			
Professionals	141(91.55)	13(8.45)	154(100)
Service sector	74(83.14)	15(16.86)	89(100)
Students	22(55)	18(45)	40(100)
House wife's	46(69.69)	20(30.31)	66(100)
<i>Shopping time</i>			
2-3 hours	141(96.58)	05(3.42)	146(100)
1-2 hours	74(90.24)	08 (9.76)	82(100)
below 1 hour	98(81.20)	22(18.80)	121 (100)

Source: Prepared by authors using Percentage analysis of questionnaire.

Complied by: Authors

Research questions

1. How is the availability and utilization of personal tabs, laptops, smart mobiles stimulate your buying patterns ?

2. How the wide accessibility of e-commerce websites by you stimulate your buying patterns ?
3. Is your buying patterns are affected by the presence of informational services of particular retailer through e - mails.
4. My purchase behavior is largely affected by affect of increasing internet browsing speed.
5. The purchase patterns in me is stimulated by the large access to social networking websites.

Hypothesis of the study

H1: There is a significant relationship between recent technological advancements (availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-commerce websites, informational services of particular retailer through e - mails, internet browsing speed, social networking websites) and impulse buying behavior among the customers.

H1a: There is a significant relationship between the availability and utilization of personal tablets, laptops, smart mobiles and impulse buying behavior among customers while shopping.

H1b: There is a significant relationship between accessibility of e-commerce websites and impulse buying behavior among customers while shopping.

H1c: There is a significant relationship between informational services of particular retailer through e - mails and impulse buying behavior among customers while shopping.

H1d: There is a significant relationship between internet browsing speed and impulse buying behavior among customers while shopping.

H1e: There is a significant relationship between social networking websites and impulse buying behavior among customers while shopping.

H0: There is no significant relationship between recent technological advancements (availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-commerce websites, informational services of particular retailer through e - mails, internet browsing speed, social networking websites) and impulse buying behavior among the customers.

Data analysis and interpretation

The data gathered from the customers are analyzed with the help of correlation and ANOVA analysis using SPSS 17.0.

Hypothesis testing :

H1: There is a significant relationship between recent technological advancements (availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-commerce websites, informational services of particular retailer through e - mails, internet browsing speed, social networking websites) and impulse buying behavior among the customers.

The hypothesis designed in the current research work examine the association between technical factors such as availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-

commerce websites, informational services of particular retailer through e - mails, internet browsing speed, social networking websites and impulse buying behavior among customers. Pearson correlation was used to determine the association separately with subject to particular factor and to determine the association between technical factors as a whole and customer impulse buying behavior.

Table: 3 shows that the correlation coefficients between various variables of technology and customer buying behavior. Social networking websites and Informational services of particular retailer through e - mails have displayed a strong relationship with consumer purchase behavior. Accessibility of e-commerce websites has showed positive correlation with impulse buying behavior. Availability and utilization of personal tablets, laptops, smart mobiles and Internet browsing speed have displayed a strong positive correlation with consumer impulse purchase behavior. Thus H1 is accepted and H0 is rejected (all correlation coefficients value determined is above .000)

Table 3
Correlation between technical advancements and Customer impulse buying behavior (N = 349)

<i>Technical Factors</i>	<i>Customer impulse buying behavior Factors</i>	
Availability and utilization of personal tablets, laptops, smart mobiles	Correlation Coefficient	.738**
	p-value	.000
Accessibility of e-commerce websites	Correlation Coefficient	.582**
	p-value	.000
Informational services of particular retailer through e - mails	Correlation Coefficient	.546**
	p-value	.000
Internet browsing speed	Correlation Coefficient	.662**
	p-value	.000
Social networking websites	Correlation Coefficient	.516**
	p-value	.000

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

Source: From data analysis using correlation analysis using SPSS 17.0.

Complied by: Authors.

Examined the data by applying ANOVA test across various destinations, namely Chittoor and Tirupati. The outcomes revealed that there is a noteworthy association at 1 Percent level. As the P-value less than 0.05 for related F-value (28.565) between technological advancement related variables (i.e., Availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-commerce websites, informational services of particular retailer through e - mails, internet browsing speed, social networking websites) and consumer unplanned purchase patterns as shown in table 4.

As per research works of various researchers in this field like Alka Sharma, Ankita Nanda (2012), Dr.Jayasree,N.Bhuvanewari(2011), Zing Wong (2013), Tulsan (2014), Lalitha sharma (2015), John lukas(2015), Van goo (2015), Priyanka (2016), Pago lin jee (2016), Wellington (2016), Guru varma (2016), technical factors persuade considerably on consumer unplanned purchases. Our investigation states that, technical variables (i.e., Availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-commerce websites,

Table 4
ANOVA Test– Effect of technical Factors with respect to specific destination on Consumer impulse buying behavior in Reliance Fresh at Chittoor and Tirupati cities.

Factors		Sum of Squares	Df	Mean Square	F	Sig.
Technical factors						
*Location	Between Groups (Combined)	18.106	2	9.056	28.565	.000
	Within Groups	730.086	347	.648		
	Total	748.192	3489			

Source: From data analysis using ANOVA analysis using SPSS 17.0.

Compiled by: Authors.

informational services of particular retailer through e - mails, internet browsing speed, social networking websites) effect the consumer impulse purchase patterns across the corporate retail stores in selected areas of Andhra Pradesh, India. This is reliable and related with the past research works.

MODEL OF THIS STUDY

The model introduced in this study based on the research investigation showed that the impulse buying behavior among the customers are largely affected by the presence of the laptops, smart phones, raise in internet browsing speed and consumers access to e - commerce websites. The model introduced in this study are depicted below.

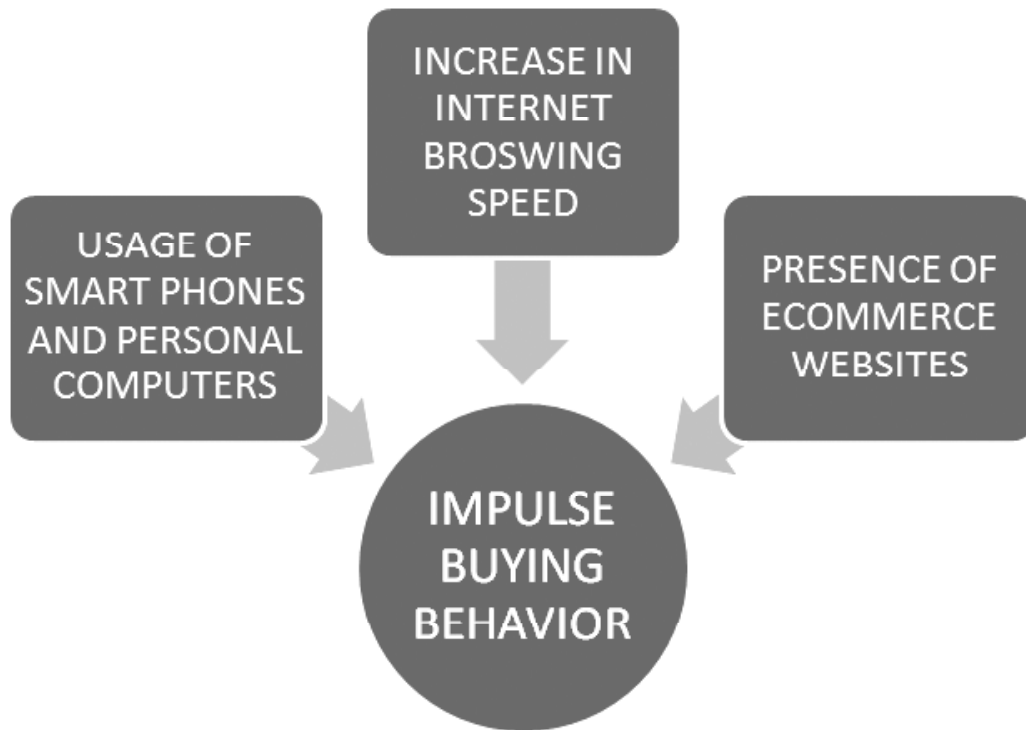


Figure 1: Model of impulse buying behavior - impact of technology.

Source: Compiled by Authors.

FINDINGS OF THE RESEARCH

From the investigation of information using correlation analysis and ANNOVA tests our research have showed that unplanned purchases among customers in chittoor and Tirupati cities across different corporate retail chains have been effected frequently by technological advancements like Availability and utilization of personal tablets, laptops, smart mobiles, accessibility of e-commerce websites and internet browsing speed. so the retailer must give attention to on introduce suitable strategy by developing and launching the e-commerce websites and information and communication systems that can stimulate impulse buying patterns among customers that can favor shopping patterns among consumers across retail stores in chittoor and Tirupati cities of Andhra Pradesh, India.

CONCLUSION

Finally we conclude that Impulse shopping patterns is a significant happening that is arising in present retail world. This is because of change in earning capabilities and earning capabilities of individuals and their family incomes. So every organization must give attention to define specific plans that help to generate maximum awareness about goods with the effective usage of technology.

RESEARCH IMPLICATIONS

Impulse buying behavior is the current burning topic in modern retail world characterized by changes in consumer lifestyles and standards of living. In the near future investigators must give attention to conduct research on all other variables like external, psychological factors, sociological, situational and product related factors which helps the retailers to design certain strategies that favors for the growth the retail economy characterized by increasing sales.

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