

The Effect Of Internal Stimulus On Posthaste Buying Behavior Of The Chain Store Customers (Case Study: Hyperstar)

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

Keywords: internal stimulus, posthaste buying behavior, impulsivity, fashion involvement, personal identity

Introduction

posthaste buying is one of the important aspects of consumer behavior and a vital concept in the market. posthaste buying is the experience of a desire and willingness to buy. This enthusiasm is an immediate and severe sense, and often is tempting. Unfortunately dissatisfaction after purchases is high in such purchases and buyers are not happy and satisfied so much from their purchases. One can imagine that in the posthaste buying the purchases do not based on rational decisions and buying is further based on entertainment, recreation, excitement and feelings. Most of these types of purchases are accidental and urgent. Posthaste buying is an important research among consumer behavior researchers because of not only the complexity, but rather extends across a wide range of product categories. Therefore, in this study, we sought to examine the internal stimuli effects on posthaste buying behavior in Hyperstar store in Tehran.

1. Problem Statement

In the consumer behavior area different type of purchases arises that one of the categories include planned purchase and posthaste purchases. Posthaste purchase is a pervasive aspect of consumer and a significant focus in marketing activities (Sharma, Sivakumaran, 2010). Posthaste Buying is a sudden, inevitable buying behavior, and in terms of the pleasure is complex in which the speed of the buying decision, prevents any thoughts, concerns and other options surveying (Rook, 1987) and (Bayley, 1998). Posthaste buying behavior is a mystery in the marketing world, something that marketing research is now at the beginning to take it. According to the literature, if consumers purchase only when needed, market economy will fails and that clearly showing the importance and role of posthaste buying in consumer markets. For this reason, posthaste buying is one of the subjects of extensive research in the past 60 years. Most research on posthaste buying in the United States and other developed countries are implemented and little research has been done in the Far East countries. Posthaste buying is available in the most of product categories so that between 27 and 62 percent of

large department stores are purchased immediately (posthaste buying). Posthaste buying is about 80 percent of the total buying of some specific product categories. Factors influencing posthaste buying are varied that they can be classified based on previous research in the four categories of external stimuli and retail environment, internal stimuli, Situational factors related to the product and demographic and socio-cultural factors. Among them, the influence of internal stimuli is very important (Muruganatham & Bhakat, 2013). Research that has been done often to identify the various factors on the attitudes and Posthaste buying behavior and direct impact on posthaste buying behavior, but none of them investigated these factors and how they affect on posthaste buying behavior that eventually leads to posthaste buying. For this reason, the present study is the first to investigate the effect of internal stimuli and The impact of these factors on posthaste buying behavior of hyperStar in Tehran. The internal factors such as pleasure of shopping, fashion involvement, identity, product involvement and etc.

2-literature

2.1- posthaste buying

Posthaste buying is one of the most important aspects of consumer behavior, and a vital concept in the market. Researchers in the past 60 years have shown great interest in the subject posthaste Buying (Clover, 1950; Stern, 1962; Rooke, 1987; Peck and Childers, 2006). Abratt and Goodey (1990) concluded that the investigation posthaste buying at the supermarket can be a subject of interest to manufacturers and retailers throughout the world. Piron (1991) tried to define posthaste buying by checking researches has been done before in this area and found that previous studies show that posthaste buying is very similar to unplanned Buying (Clover, 1950; West, 1951) and proposed his findings with respect to the his management orientation. This orientation refers to their focus on selling the product. So, in the early studies purchase was studied and consumer features were neglected. Researchers state that posthaste Buying can be classified based on emotional

and / or cognitive reactions of consumers. According to previous research as increasing income and ability to purchase, posthaste buying was increased and appears as a dominant factor in consumer behavior. According to the literature, if consumers buy only when required, the market economy will fail and this clearly indicates that the importance of posthaste purchase (Babin and Otoy, 2000).

2-2 posthaste buying characteristic

Definitions of posthaste buying behavior shows that this type of purchase behavior involves four important features that these features are:

1. Posthaste purchases are unplanned purchases.
2. The speed of decision-making in this kind of purchases is high.
3. They arise from the reaction to a momentum stimulus.
4. Including a cognitive or emotional reaction or both of them (Hodge, 2004).

2-3 posthaste buying behavior classifying

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

2.3.1-pure posthaste buying

Pure posthaste buying occurs when the immediate cravings results of emotions trigger in person and Person to get rid of its attempt to sudden buying and violates the normal pattern of Buying. In other words, Buying was done according to an impulse and the purchase process begins with is a request or emotional attraction. For example, a person rarely buys the magazine, by seeing and images and stories on the cover of a magazine in the hands of someone who is standing in line at a store, tend to Buying it. In this example, Buying of magazine occurs accidentally because Buying magazine is not one of the shopping habits and also represents a kind of impulse that has been created under the influence of an emotional desire (Hodge, 2004).

2.3.2 Reminded posthaste buying

It is the result of predetermined requirement that during shopping as soon as faced to the item (object) is excited, For example, when the consumer sees an object that stimulate his memory about the lack of the object at home or its complete consumption, decided to buy it. In fact posthaste buying occurs when you visit certain goods in the shop to remind you that that inventory of that product is finished or coming to an end and must be purchased. In reminded posthaste buying, the consumer is familiar with the product specifications because of previous experiences or see advertisement already (Hodge, 2004).

3.3.2 Induction posthaste buying

This type of buying occurs when the buyer sees the product for the first time and purchase products without any previous information about the product. This type of posthaste buying in some studies, also known as stylish posthaste buying (Park et al., 2006). In induction posthaste buying, consumer concludes that he needs to a product after seeing and visualization applications of it in his mind. In this case the consumer does not recognize the product and obtain information about it from the packaging or the product itself.

Induction posthaste Buying satisfy a sudden desire to have the product quickly even though uses from that product is delayed (Hodge, 2004).

4.3.2-planned posthaste buying

Finally planned posthaste buying occurs when the buyer wants to buy a certain product goes into the store, But eventually Buying occurs based on price discounts, coupons, etc. (Kelly, 2002). For example, consider a consumer inside the store to buy bread, milk and eggs. All This items are on her shopping list. In the course of a going to the Fund he sees an advertise about the breakfast bread that offered with discounts. The consumer knows that his son use it every day, and they consumed 1 package of it monthly. So in spite of having this type of product at home, it adds it to his shopping list. planned posthaste buying is distinct from other types of posthaste buying because buying the product isn't in order to satisfy an immediate need and consumers buying is based on price. The purchase, is not quite posthaste buying, because it isn't unlike the ordinary persons buying patterns and consumer do not buy it because of faced with it at the store and on the other hand, at least until next month this product is available at home. In fact, consumer buying it for auction and discounted price. Buying This bread breakfast also isn't an induction posthaste buying because the buyer is already familiar with the characteristics of the product and knew how to use it. Buying bread breakfast is a planned posthaste buying because consumer due to the availability of home hasn't any plan to buy it, But because he knows that this product is part of his normal purchases and it should be purchased at a reasonable price, so he buys it now and at a discounted price (Hodge, 2004).

2-4- internal stimulus effect on the posthaste buying

Most of researches about posthaste buying focus on causes or purchase records of posthaste buying, directly or indirectly. Variables that lead to This type of buying can be divided into two categories or in posthaste buying consumers influenced by both internal and external factors. So posthaste buying behavior required a stimulus. internal stimulus is related to different personality factors that describe a person's other than the stimulus within the store. Internal stimulus of posthaste buying, determined the signs and internal characteristics that make a person to posthaste buying. Internal factors affecting posthaste purchase directly focused on individuals and investigating signs and internal properties of persons that make them to posthaste buying behavior. Such factors include consumer personality traits, persons internal symptoms such as emotional states, consumer normative assessment of buying and demographic factors are involved in the posthaste purchase. Personality characteristics determine the people's willingness to engage in posthaste buying (Dawson and Kim, 2009).

2.4.1 impulsivity

Desire to posthaste buying is a degree that consumers are likely to make instantaneous, immediately and without premeditation buying the products (Yang, 2008). The researchers believe that the personality traits of consumers can explain posthaste buying behavior further than other features (Betty and Ferrell, 1998). People's willingness to

engage in posthaste buying behavior is related to demographic characteristics of consumers, such as age. Research has shown that younger consumers are more willing to posthaste buying (Lee and Chang, 2008). Consumers with a high propensity for posthaste buying are more likely influenced by marketing drives such as advertising, visual elements, or promotional gifts and devote more time walking into the shop and often Often surrender against the impulse to buy. Rok (1987) concluded that the sudden motivation of the consumer showing the kind of lifestyle that related to materialism, sensation seeking and Entertainment aspects of shopping. Rok and and Fisher (1995) presented the concept of impulsivity, which indicates the intention to make the posthaste purchase. Hawkins et al (2007) believed that buyers are looking for diversity that it could be the main reason to change the brand and posthaste buying. In a study by Sharma et al (2010), it was found diversity, is behavior that associated with posthaste buying.

2.4.2-buying enjoyment

Consumers have attempted to buy something for different reasons, that reason may not include the need for a specific product or service. For example, they may purchases something for the reason of the need to entertain, entertainment, social reactions and mental stimulation (Pyvsynl et al., 2009). Joy is an effective mode that may affect the tendency to posthaste buying. Enjoy shopping means "pleasure that is obtained in the purchase process". Some people enjoy buying more than others and because of positive attachment to purchase, There is more likely that intent, opportunity and real motivation to posthaste buying in this type of customer increased (Beatty & Ferrell, 1998). One of the important research by Rok and Hutch (1985), showed that these people that in the vitality of purchase, experience the incentive to use on your own and the product can not create this feel in one's . In the beginning, Weinberg and Gottwald (1982) stated that posthaste buyers show more feelings of pleasure, enthusiasm, joy and vitality.

2.4.3 Fashion Involvement

In fashion marketing, the amount of tension to fashion and new products such as clothing could be said as fashion involvement. Involvement of fashion used for forecasting behavioral variables such as involvement of product ,purchase behavior and consumer features (Brown and Kaldnrbg, 1997). Fashion involvement is "that person, adjust his clothing style and lifestyle and his behavior , according to the latest patterns and as soon as the new model was introduced in society,he follows that. clothing fashion involvement largely dependent on the characteristics of individuals (such as being younger or female) and knowledge related to fashion and as a result, a person decide to buy a product. Positive relationship between the level of fashion involvement and clothes purchase indicating that fashion oriented people prefer a clothing purchase to other things. Stylish consumers do their posthaste buying based on the fashion involvement (Park, 2006). Posthaste buying based on fashions is attributed to the knowledge or understanding of the design or the new style and when consumers will see a new fashion ,they buy that new product due to advertising. According to the study by Jones et al (2003) product-centric posthaste Buying, is the results of involvement with the product and the customer's willingness

to the posthaste buying.

2.4.4 Personal identity

Humans are complex creatures seen in comparison with other creatures. The findings of psychologists trying to attribute the same behavioral specification to different persons. Personality is a reflect of characteristics and tendencies and also includes knowledge, attitudes, emotions and intuitive behaviors . People reaction in different situations under the guidance of their character and informed choices can shift the respond to a variety of stimuli from the Random mode. Morganantam believes that, personality results from the culture and also the community can also affect posthaste buying. For example, people who are independent do posthaste buying rather than who are dependent on others. As well as those who are socially do posthaste buying less than individualistic persons. In today marketing environment with features such as growing ambitions that determining the desire of consumers to spend, West rust and easy access to products, marketers and retailers have many opportunities to take advantage of posthaste buying (Kumar , 2007). Sinha (2003) stated that Hindi consumers because of the vitality of purchase, do this. According to him, most of the Indian population are young people from lower social class with higher purchasing power (than before). They are Further considered the emotional aspect of the shopping rather the functional aspect of this and the comfort and variety are the most important factors for them. It may be possible that the amount of product involvement in posthaste buying is different from normal buying. The unplanned posthaste buying is as well as a decision with little involvement (Michael et al., 2010). Posthaste buying is more likely to occur when a person assesses it properly (O'Guinn and Faber, 1989). Youn and Faber (2000) noted that posthaste purchase may be originated from consumer personal characteristics such as impulsivity and the level of desirable irritability . Shen and Khalifa (2012) observed that the perception of the consumer is moderating the relationship between desire to posthaste buying and real posthaste behavior.

2-5-Part IV: research background

The first posthaste buying research dates back to 1950 where the concept of posthaste buying was considered synonymous with unplanned purchase (Clover, 1950). The following table summarizes the research in this area:

Table 1: summarizes foreign research done about posthaste buying in chronological order

Summarized researches results	year	The authore name
The First person who study mixed posthaste buying, and noted that some items of products sold better and more through impulse buying.	1950	Clover
Stated that consumer characteristics and demographic impact on posthaste buying.	1967	كلنت وويلت
The concept of incentives introduces the consumer as a way of life that related to the materialism, sensation seeking and Entertainment aspects	1987	rok
Presented The concept of fashion-oriented motivation to purchase products.	1991	Han et al.
Defined posthaste buying based on 4 criteria: immediate purchases, are not planned; Are performed instantaneously, resulting from response to a stimulus and consist of cognitive or emotional response, or both	1991	Piron
Introduced impulsivity as a personality trait and it is defined as the tendency of consumers to incontinence, without thinking, fast and flawlessly purchase	1995	Rook and fisher
Found that gender has an impact on posthaste buying and self perception can lead to posthaste buying a product.	1995	Dietmar et al.
Define posthaste buying as a sudden and fast buying without any intent to buy certain products or do the buying.	1998	Beatty and Ferrell
Showed that the shopping experience can boost the feel like an excellence and energetic in person. Consumers not only to buy but also to satisfy their own needs will buy.	2000	Hausmann
Found that a retail store environment can affect posthaste buying, for example presence of the advertising posters in the stores point of purchase.	2003	Zhou and Wang

Shows that generally negative emotions are the main cause of chronic impulse purchases rather than positive feelings. Postpurchase buying can be further improved negative mental states.	Verplanken et al.
Studying the fashion and joyful aspects of postpurchase buying, hedonistic consumption has indirect impact on the fashion-driven postpurchase buying. Stylish persons are looking for joy.	Park et al.
Studying various aspects of Hindi youth postpurchase buying and found that the joy of shopping and sensory stimulus have an effect on postpurchase buying.	Koor and Singh
Studied the impact of emotions and concluded that postpurchase buying is influenced by the consumer's emotions.	S-Ivra et al.
Studying the emotional-cognitive aspects and found that there were significant relationships between emotional and cognitive states of persons and their online postpurchase buying behavior.	Dawson and Kim
The value of a person attaches to hedonistic purchases leads to postpurchase buying, and the two are interrelated inseparably.	Yu and Bastian
Observed that positive emotional responses of the consumer to the retail environment will lead to postpurchase purchases.	Cheng et al.

3-Research conceptual model

Based on this research, internal stimuli such as pleasure-seeking, impulsivity, fashion involvement and personal identity can have a positive effect on postpurchase buying behavior of customers which in this study we investigate this model. As is shown in the following figure, internal stimulus and their factors as the independent variable and postpurchase buying behavior variable are independent variables.

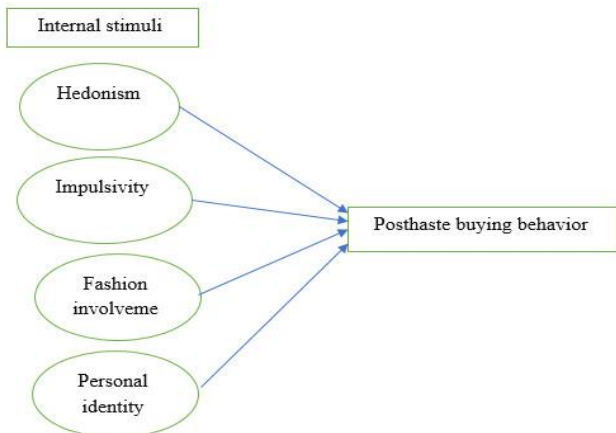


Figure 1: conceptual model
Source: (researcher)

4. Research hypotheses

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

- impulsivity of internal stimulus aspects has a significant positive impact on postpurchase buying behavior
- hedonism aspects of internal stimulus aspects have a significant positive impact on postpurchase buying behavior
- fashion involvement aspects of internal stimulus have a significant positive impact on postpurchase buying behavior
- personal identity one of the internal stimulus aspects has a significant positive impact on postpurchase buying behavior

5-research methodology

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

5.1-questionnaire

In this section to collect data and information for analysis, a questionnaire of 21 items was used. Moroganantam and Bakat (2013) and Rok and Fisher (1995) models have been used to the design of the questionnaire.

Table 2. Classification of questionnaire questions based on research variable.

resource	question	index	variable.
Moroganantam and Bakat(2013)	Q1 Q2 Q3 Q4	Impulsivity	Internal stimulus
	Q5 Q6 Q7 Q8	Hedonism	
	Q9 Q10 Q11	Fashion involvement	
	Q12 Q13 Q14 Q15	Personal identity	
Rok and Fisher (1995)	Q16	Involuntary	Postpurchase buying behavior
	Q17	Without thinking	
	Q18	Spontaneous and without premeditation	
	Q19	sudden	
	Q20	Act based on emotion	
	Q21	Inaccuracy	

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

2.5 The statistical population and sampling method and sample size

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

6- results of demographic investigations

In terms of gender the results indicated that most respondents are men so that, 47.3% of the respondents are women and 52.7 percent were men. The results also showed that 19.2 percent of respondents under 30 years, 21.3 percent of 30 to 40 years, 2/38 percent 41 to 50 years, 11.4 percent of 51 to 60 years and 9.9 percent more than 60 years old. In terms of education the study results showed that most respondents are Associate Degree. So that in this study, 20.3 percent of respondents were diploma, 24.7% of associate degree, 37.7 percent of bachelor and 17.4 percent are graduate level and higher. Also the distribution of respondents jobs indicated that among the questionnaire respondents 5.5% of respondents are managers, 17.9 percent are office, 11.7% of engineers, 13.8 percent of employees, 12.7 percent of education / culture 13.2% of the working / services, 10.6 percent of households, 7.5 percent of students and 8.8% are other businesses.

7-inferential statistics

In order to analyze research data, different analyzes were used. In the first stage data normality was studied using the Kolmogorov - Smirnov and Pearson correlation coefficient between the variables. In the next step construct validity of

the research variables and indicators derived from them was examined using confirmatory factor analysis test. structural equation modeling was used to test hypotheses.

Table 3: Kolmogorov-Smirnov test for the research variables

Significance level	variable
*/.007	impulsivity
*/.007	Hedonism
*/.007	Fashion involvement
*/.007	Personal identity
*/.007	Posthaste buying behavior
*/.007	Customer satisfaction

Given that the significance level of the research variables is larger than 0.05 We therefore conclude that the data collected for the research variables are normal.

7.1-The correlation coefficient between the research variables

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

Table 4: the correlation matrix between the research variables

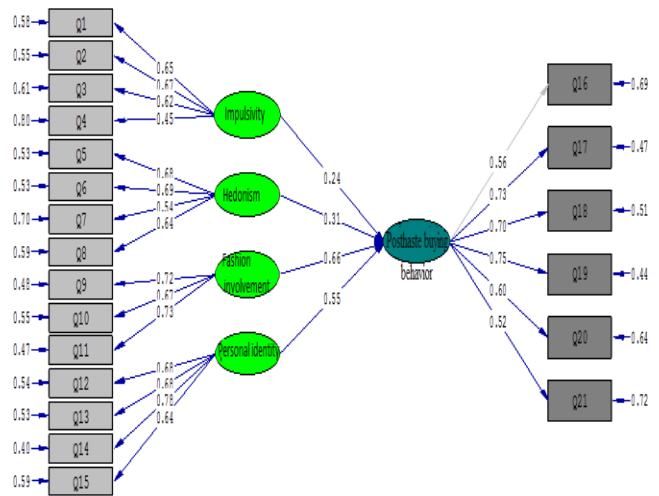
Δ	Ψ	Υ	Υ	Ψ	Research variables
				1.00	Impulsivity
			0.133	0.086	Hedonism
		0.078	0.133	0.080	Fashion involvement
	0.133	0.078	0.133	0.080	Personal identity
0.080	0.078	0.080	0.080	0.080	Impulsive buying behavior

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

7-2 structural equation modeling

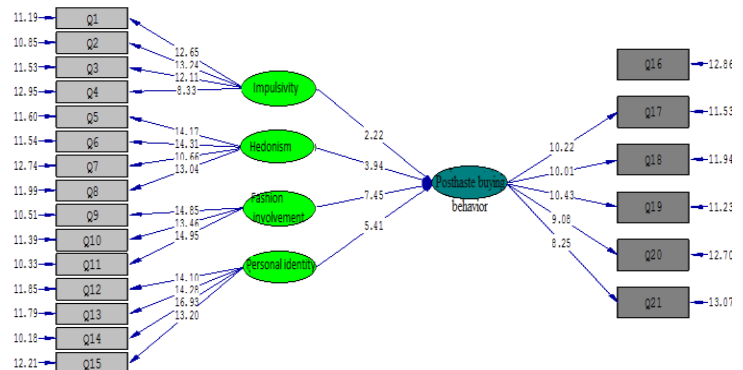
To investigate causal relations between the variables Various efforts been made in recent decades. One of the ways to do is confirmatory factor analysis, structural equation or the multivariate analysis with latent variables. Structural equation modeling is a very broad and powerful technique of multivariate analysis of regression family, and in other words, it is a general linear model extension that allows researchers to examine a set of regression equations

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



Chi-Square=374.55, df=179, P-value=0.05911, RMSEA=0.055

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



Chi-Square=374.55, df=179, P-value=0.05911, RMSEA=0.055

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

Table 5: the fitness index of the conceptual model

variable	Significance level
impulsivity	0.086
Hedonism	0.136
Fashion involvement	0.078
Personal identity	0.133
Posthaste buying behavior	0.080
Customer satisfaction	0.084

- impulsivity is aspects of internal stimulus has significant positive impact on posthaste buying behavior.

- hedonism aspects of internal stimulus aspects have a significant positive impact on posthaste buying behavior
- fashion involvement aspects of internal stimulus have a significant positive impact on posthaste buying behavior
- personal identity one of the internal stimulus aspects has a significant positive impact on posthaste buying behavior

Table 6: the path coefficients, the t-statistic and the coefficient of determination (dependent variable: posthaste buying behavior)

General coefficient of determination (R^2)	t-statistic	Path coefficient β	Predictive variable
0.119	2.22*	0.24	impulsivity
	3.94**	0.31	hedonism
	11.50**	0.66	Fashion involvement
	2.51**	0.55	Personal identity

7-3-The results of study hypothesis

7-3-1-first hypothesis test result: impulsivity is the dimension of internal stimulus that have a significant positive impact on posthaste buying behavior.

- using Pearson test, the correlation coefficient between these two variables is 0.533 Which indicating the positive effects of impulsivity on posthaste buying behavior.
- With respect to the path coefficient of 0.24 and t-statistic 2.22 it can be said that: impulsivity have a positive and significant impact on posthaste buying behavior at 95 percent; so the first hypothesis is significant and is confirmed. The results of this hypothesis are consistent with Cheng et al. (2011); Hawkins et al. (2007) and ion and Faber (2000). Cheng et al (2011) argued that consumers who have a more positive emotional reaction to the retail environment, more likely to do posthaste buying.

7-3-2-second hypothesis test result: hedonism aspects of internal stimulus aspects have a significant positive impact on posthaste buying behavior

- using Pearson test, the correlation coefficient between these two variables is 0.610 Which indicating the positive effects of hedonism on posthaste buying behavior.
- With respect to the path coefficient of 0.31 and t-statistic 3.94 it can be said that: hedonism has a positive and significant impact on posthaste buying behavior at 99 percent; so the second hypothesis is significant and confirmed.

The hypothesis of the study is consistent to (Kumar, 2007). Sinha (2003). Hawsman (2000) stated that posthaste buying is hedonistic purchase that is mainly due to satisfy the higher levels of needs which can be explained to some extent by Maslow's hierarchy of needs pyramid. Trying to satisfy the needs in this hierarchy, leading to the formation of different types of posthaste buying. Sharma et al (2010)

classified posthaste buying as hedonistic behavior that is associated with mental and emotional incentives not with thinking and practical benefits. Beatty and Ferrell (1998) stated that posthaste buying is associated with sensory stimulation and hedonism motivation.

7.3.3-third hypothesis test result: fashion involvement aspects of internal stimulus have a significant positive impact on posthaste buying behavior.

- using Pearson test, the correlation coefficient between these two variables is 0.595 Which indicating the positive effects of fashion involvement on posthaste buying behavior.
- With respect to the path coefficient of 0.66 and t-statistic 7.45 it can be said that: fashion involvement have a positive and significant impact on posthaste buying behavior at 99 percent; so the third hypothesis is significant and confirmed.

The hypothesis of the study is consistent to Sharma et al (2010). Also Han et al (1991) conducted a study about posthaste buying of fashion clothing and achieves multiple patterns such pure, reminded, emotional and fashion driven sudden motivation . Fashion oriented incentives are created by new styles of fashion and brands that will lead consumers to posthaste buying. Park et al (2006) concluded that involvement with fashion has an effect on the fashion oriented posthaste buying during the shopping.

7.3.4-fourth hypothesis test result: personal identity one of the internal stimulus aspects has a significant positive impact on posthaste buying behavior

- using Pearson test, the correlation coefficient between these two variables is 0.701 Which indicating the positive effects of personal identity on posthaste buying behavior.
- With respect to the path coefficient of 0.55 and t-statistic 5.41 it can be said that: personal identity have a positive and significant impact on posthaste buying behavior at 99 percent; so the fourth hypothesis is significant and confirmed.

The hypothesis of the study is consistent to shen and Kalyfa Studies (2012) corresponded and also Youn and Faber (2000) noted that posthaste buying may be originated from consumer personal characteristics such as impulsivity and desirable irritability level. Shen and Khalifa (2012) observed that the perception of the consumer's is adjusting the relationship between desire to posthaste buying and real posthaste behavior. Also Multiple coefficient of determination (R^2) is equal to 89/0. This factor investigates the ability to predict the dependent variable by the independent variable. According to this, the variables posthaste buying behavior, hedonism, fashion involvement and personal identity altogether have been able to predict 89 percent of posthaste buying behavior.

8. Discussion of results

One of the important research by Rok and Hutch (1985), showed that these people that in the vitality of purchase, experience the incentive to use on your own and the product can not create this feel in one's . In the beginning, Weinberg and Gottwald (1982) stated that posthaste buyers show

more feelings of pleasure, enthusiasm, joy and vitality. Cheng et al (2011) argued that consumers that show a more positive emotional reaction to the retail environment, more likely to do posthaste buying. Roque (1987) concluded that the sudden motivation of the consumer showing the kind of lifestyle that related to materialism, sensation seeking and Entertainment aspects. Roque and Fisher (1995) presented the concept of impulsivity, which indicates the intention to make the posthaste buying. Hawkins et al (2007) believed that buyers are looking for diversity that it could be the main reason to change the brand and posthaste buying. In a study by Sharma et al (2010), it was found that diversity, is a behavior that is associated with posthaste buying. Roque and Gardner (1993) determined the relationship between the posthaste Buying and positive and negative moods. Sudden purchases define in comparison with unplanned purchases that isn't planned or predicted before entering to store and their features include: 1) a relatively quick decision 2) desirable intellectual backgrounds for quick purchase. This type of Buying compared to planned purchases, is more motivated, more urgent and more irresistible. Posthaste buyers have a Non-Reflective thinking and emotionally attracted to the subject of Buying and the they need to a fast satisfaction. The main differences between posthaste and planned purchases is in the amount of revealed information that collected before Buying decision, during the time spent on the decision-making process. Anthony Shenson(1973) analyzes this information and explain by decision to posthaste buying ,the smaller amounts of information are processed by the consumer and hence,the time spent for purchase decisions is relatively less than the normal decision time to posthaste buying . Because posthaste buying decision is process that occurs in store, selected data and options are limited to those that exist in the environment and often prevented freely review all elected information and options Therefore, the only information for posthaste buying are those apart from subjective and internal and external information available at the time of purchase. Such a process is different from planned purchase because in posthaste buying all information sources, including external and internal sources, such as Media, individual and expert advice is available and accessible. Therefore, it is likely that the information contained in the store has a more overall impact on posthaste buying, compared with the planned ones. It is likely that the information contained in the store, is neutral or someone more credible than the information available at the point of purchase and information made by marketers. The advantage of oral ads than the other forms of the effects of oral is face to face communication between the recipient and the sender of message in which the recipient received an information about the brand, product or service from non-commercial channels (White et al., 2009).

9- research proposals

Elements such as odor and noise can not be ignored as triggers because Among the all the five senses, smell and fragrance left the greatest impact on sentiment. Research shows that certain smells create a good feeling in customers, and lead to hold them in store for a long time, so it is suggested that in hypermarkets, using desirable odors, provide an opportunity to ensure and pleasant buying experience for customers. For example, the smell of hygiene like soap, induce the clean sense in customer and ensures

that he buying from the sanitary place. Also choose the type and style of music according to the type of business is very important. Besides in the music selection for the shop cultural and religious values of our country must be considered.

- In recent years, many banks, redesigned the door and their brands. From the perspective of customers, this improves their mental. It is recommended that this action be performed in hypermarkets Star. Use the transom and special and beautiful uniformity logo for all stores and branches of Hyper Star, can be effective.
- It is recommended to marketing managers to design appropriate marketing activities based on market conditions using the appropriate marketing research and market structure, to encourage customers to posthaste buying from hyperstar store.
- hyperstar sale section staff with more emphasis on product attributes and features can increase motivation of posthaste buying among consumers.
- sale section staff with the right attitude and respect can create a sense of dignity and self-esteem of people and ultimately increase their posthaste purchase.
- Due to the fact that more consumers are not only looking to buy a product, but also want to satisfy their needs or solve their problems as well. So hypermarkets Star by creating a beautiful space, attractive environment ,suitable location can be caused enjoy from shopping by the customer. Presence of this need, making customers more likely to have a relationship with the seller.
- Word of mouth is the best form of advertising for a store. Creating proper thinking in customers is very important. Loyal customers to the store, encourage their friends and family to Buying from the store. Therefore, it is suggested, as far as possible to keep customers satisfied and ask them why they have chosen hyperstar.
- Managers should be designed hyperstar environment in a way that consumers feel less bored and tired of the overcrowded store. For example, a place for kids to play or relax and tea or coffee for their customers.
- selling quality products at reasonable prices can encourage the customer to posthaste Buying, as well as effective on customer satisfaction for posthaste buying; So managers of Hyperstar try to using the quality products in their stores.

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