Understanding Impulsive Buying: How Situational Factors and Shopping Values interact among Egyptian Mall Shoppers

submitted by

Ass. Prof/ Ahmed Farouk Elias

Assistant Professor of Business Administration

Faculty of commerce – Beni-Suef University

Ahmedfarouk@commerce.bsu.edu.eg

Dr/ Nada Shaban Yousef Mebariz

Lecturer of Business Administration

Faculty of commerce – Beni-Suef University

Nada.shaban@commerce.bsu.edu.eg

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فهم الشراء الاندفاعي: كيف تتفاعل العوامل الظرفية وقيم التسوق بين المتسوقين في مراكز التسوق المصرية

إعداد

أ.م. د/ احمد فاروق الياس
أستاذ إدارة الاعمال المساعد
كلية التجارة جامعة بنى سويف
Ahmedfarouk@commerce.bsu.edu.eg

د/ ندى شعبان يوسف مبارز
مدرس إدارة الاعمال E
كلية التجارة – جامعة بنى سويف
Nada.shaban@commerce.bsu.edu.eg

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الناشر

جمعية تكنولوجيا البحث العلمي والفنون

المشهرة برقم ٢٧١١ لسنة ٢٠٢٠، بجمهورية مصر العربية

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ABSTRACT

This research examines situational factors (money and time availability) and shopping values (hedonic and utilitarian values) as independent variables, with impulsive buying as the dependent variable.

The study was conducted in Egyptian shopping malls, considering all shoppers, both male and female, as the sampling unit. The research aims to assess the effect of situational factors on impulsive buying, the effect of shopping values on impulsive buying, and the effect of (money and time availability) and (hedonic and utilitarian values) on impulsive buying as a dependent variable. A total of 361 valid questionnaires were collected for statistical analysis. The statistical analysis revealed several key findings. Most notably, situational factors have a stronger positive effect on impulsive buying (53%) compared to shopping values (34%). The results also indicate that money availability (53%) has a greater effect on impulsive buying than time availability (29%). Finally, hedonic values (43%) were found to affect impulsive buying more significantly than utilitarian values (26%).

Keywords: Situational Factors, Shopping Values, Impulsive Buying.

المستخلص

تناول هذا البحث العوامل الظرفية (توافر النقود، وتوافر الوقت)، وقيم التسوق (قيم المتعة، وقيم النفعية) كمتغيرات مستقله، والشراء الاندفاعي كمتغير تابع. وذلك بالتطبيق على مراكز التسوق المصرية، وقد تم الاعتماد على جميع المتسوقين في مركز التسوق سواء ذكر او انثى كوحدة للمعاينة. وهدف البحث الى التعرف على مدى تأثير العوامل الظرفية على الشراء الاندفاعي، والتعرف على مدى قيم التسوق على الشراء الاندفاعي، والتعرف على مدى تأثير (توافر النقود، وتوافر الوقت) و (قيم المتعة، وقيم النفعية) على الشراء الاندفاعي كمتغير تابع وأمكن تجميع (٣٦١) قائمة استقصاء صالحة للتحليل الإحصائي. وأوضحت نتائج التحليل الإحصائي مجموعة من النتائج أهمها، ان هناك تأثير إيجابي للعوامل الظرفية على الشراء الاندفاعي (٥٣٪) بشكل أكبر من التأثير الإيجابي لقيم التسوق على الشراء الاندفاعي (٣٤٪). كما أظهرت النتائج ان تأثير (توافر

النقود) على الشراء الاندفاعي (٥٣٪) اكبر من تأثير (توافر الوقت) (٢٩٪)، وأخيرا توصلت النتائج الى ان (قيم المتعة) (٤٣٪) تؤثر بشكل اكبر من (قيم النفعية) (٢٦٪) على الشراء الاندفاعي.

الكلمات الدالة: العوامل الظرفية، قيم التسوق، الشراء الاندفاعي.

Introduction

In today's profit-driven world, analyzing consumer purchasing decisions is vital, as understanding customer tastes and demands is essential for any business's success. Researchers have studied customer decision-making styles to attract customers, enhance the impact of marketing stimuli, and predict post-purchase behavior (Kwon & Ahn, 2021). All businesses strive to understand their customers' behavior. marketers attempt to trigger emotional responses of their customers when attempting to influence their decision-making (Bahrainizad and Rajabi, 2018).

Customers typically make rational and rule-based decisions based on several factors of consumption (such as benefit, value, and risk) (Kwon & Ahn, 2021). However, individuals frequently make unplanned purchases or make sudden choices to purchase something, such as impulse buying (Sarwar et al., 2023). Consumers buy items for a variety of reasons, including their personal beliefs and stimulus. These customers' decisions are influenced by their values and stimuli (Yang et al., 2021).

A number of researchers have used motivation theory to have a better understanding of user motivation and responses to various stimuli (Zheng et al., 2019). They stated that there are two sorts of stimuli that influence consumers' purchase behaviors: external variables (situational factors) and internal variables (consumer attributes such as shopping values) (Chelone and Anandya, 2024). Previous research thoroughly investigated how situational factors influence customer purchase behavior (Anić & Radas, 2006). Situational factors are external in nature, meaning they arise in the retail environment while the buyer purchases a certain product (Gogoi & Shillong, 2020). Previous research analyzed the impact of several situational factors, including store atmosphere, music, colors, aroma, congestion, and retailing (Anić & Radas, 2006).

Existing research has also demonstrated that utilitarian and hedonic values play an important role in shaping various shopping behaviors and preferences (Kim et al., 2023). The belief that value is the cornerstone for customer behavior and marketing efforts. However, many customers are now defining value in terms of not only quality and price but additionally, and often even more importantly, a return on the investment of time, effort, and money used on shopping (Kim et al., 2014). Hedonic shopping values indicate the value obtained from "multisensory, fantasy, and emotional" parts of the experience of shopping, while utilitarian values indicate the value gained from "task-oriented, cognitive, and non-emotional" results of shopping (Chung, 2015).

Modern civilizations provide consumers with more opportunity to engage in diverse purchasing behaviors, such as impulse buying. While impulse buying is not always viewed positively by society, businesses welcome it because it represents a significant portion of sales (Coelho et al., 2023). Impulsive buying is defined as unplanned or impulsive purchases in response to a stimulus (Kwon & Ahn, 2021). Previous research has found that unplanned or impulse purchases represent about 60% of all purchases (Sarwar et al., 2023), with up to 40% of internet consumers identifying as impulse purchasers. So, we can argue that impulse buying accounts for a significant amount of many stores' sales revenues. So, previous research suggests that impulse buying is influenced by both internal and external influences (Coelho et al., 2023).

Hence, knowledge and understanding of consumer impulsive buying behavior phenomena and their influencing factors become essential for modern companies in the preparation of the strategy in the face of modern retail business competition that is getting tighter. So, the current research is considered an attempt to study the effect of situational factors and shopping values on impulsive buying behavior among Egyptian mall shoppers.

1- Research problem

Consumers purchase for a variety of reasons other than utility, such as relief, entertainment, and self-expression. Such behavior leads to impulse purchases (Sarwar et al., 2023).

According to the researchers, impulsive buyers make unwanted, unplanned, and immediate buying decisions without thinking about consequences (Atulkar & Kesari, 2018).

Impulse buying is extremely widespread among customers worldwide (Akram et al. 2018). According to studies in this area, a significant number of purchases are made as a result of impulse buying instead of planned decisions (Bahrainizad & Rajabi, 2018). According to researchers, 70% of purchasing decisions happen at the point of purchase (Bahrainizad & Rajabi, 2018), while 50% of consumers buy things impulsively (Akram et al., 2018).

Although there have been studies on impulsive purchasing behavior, more in-depth research is needed to further understand this phenomenon (Sarwar et al., 2023). Unsurprisingly, the causes of impulsive buying have been extensively studied in the literature, as these behaviors are influenced by both internal and external variables (Coelho et al., 2023). Mihić and Kursan (2010) found that impulsive purchase behavior is influenced by different factors, including demographics, culture, individuality, and environment. The main idea of this study is to examine situational factors and shopping values as "stimulators" of impulsive purchasing behavior.

External variables encompass various marketing-related stimuli found in the store environment, such as situational factors. situational factors are defined as temporary occurrences that influence customer behavior (Mihić and Kursan, 2010). The physical surroundings are the most obvious tangible situational factor. Each part of the physical environment is carefully designed to stimulate certain feelings in customers and increase its influence on purchasing decisions (Budiman et al., 2023). A critical review of the literature on impulse buying behavior revealed that the majority of research has focused on almost one- or two-character signals, as well as other situational and external cues (Ahmad et al., 2019). In addition, many studies on impulse buying try to identify situational factors that generate affect, or at least promote impulse buying (H et al., 2018).

Some researchers prioritize the impact of shoppers' inner characteristics over external factors as they believe that individual behavior is consistent in specific conditions (Mihić & Kursan, 2010). The concept of shopping value has been improved since the early 1990s, with

a diversity of conceptualizations and scales presented (Vieira et al., 2018). Shopping motivations and values are frequently recognized as significant influences on customer behavior. Shopping incentives refer to consumers' desires and wants about their purchases and are regarded as "enduring characteristics of individuals" (Lee & Park, 2024).

Shopping value could be hedonic or utilitarian (Cano & Gallo, 2014). Hedonic and utilitarian shopping values suggest that consumers are influenced by two distinct shopping conditions. The utilitarian value indicates rational, instrumental, and task-related shopping, thus purchasing as means to an end. Hedonic value, on the other hand, relates to affective, emotional, and enjoyable shopping, which is seen as an aim in itself (Coupy et al., 2021). Hedonic and utilitarian values are significant since they exist in all consuming processes, including buying experiences and customer behavior (Cano & Gallo, 2014).

So, the purpose of this research is to complement the previous studies by doing critical analysis through developing a framework that analyzes the relationship between situational factors, shopping values, and impulsive buying. **Based on this background, the problem is identified in the following questions:**

1/1 What is the level of situational factors, shopping values, and impulsive buying behavior among shoppers in the malls of the Cairo Governorate?

1/2 What is the direct effect of situational factors on impulsive buying behavior in the malls of the Cairo Governorate?

1/2/1 What is the direct effect of money availability on impulsive buying behavior in the malls of the Cairo Governorate?

1/2/2 What is the direct effect of time availability on impulsive buying behavior in the malls of the Cairo Governorate?

1/3 What is the direct effect of shopping values on impulsive buying behavior in the malls of the Cairo Governorate?

1/3/1 What is the direct effect of hedonic value on impulsive buying behavior in the malls of the Cairo Governorate?

1/3/2 What is the direct effect of utilitarian value on impulsive buying behavior in the malls of the Cairo Governorate?

2- Research Objectives

The current research seeks to achieve the following objectives:

2/1 Measuring and determining the degree of situational factors, shopping values, and impulsive buying behavior among shoppers in the malls of the Cairo Governorate.

2/2 Determining the nature of the relationship of situational factors (money availability - time availability) and impulsive buying behavior among shoppers in the malls of the Cairo Governorate.

2/3 Determining the nature of the relationship of shopping values (hedonic value - utilitarian value) and impulsive buying behavior among shoppers in the malls of the Cairo Governorate.

2/4 Finding some theoretical and scientific indications that may lead to identify key factors influencing impulsive buying behavior among Egyptian mall shoppers and provide evidence-based recommendations to optimize shopping environments and strategies

3- Research Significance

This research derives its importance from several considerations, some scientific and the other applied, including the following:

- In light of the limited studies addressing the influence of situational factors and shopping values on impulsive buying behavior, particularly in the context of Egyptian malls (to the researcher's knowledge), this research contributes to understanding the nature of the relationships between these variables and how they interact to influence impulsive buying behavior among Egyptian mall shoppers.
- Previous studies have either addressed the variables of this research in isolation or studied the relationship between only two variables. Therefore, there is no study—to the researcher's knowledge—that integrates these factors into a comprehensive framework explaining their interactions and effects on impulsive buying behavior in Egyptian malls.

- Based on recommendations from previous studies (Nghia et al., 2021) advocating for more research to have better understanding of the relationship between situational factors, shopping values, and impulsive buying, this study contributes by providing insights into these relationships, which have not been thoroughly explored in the Egyptian context.
- This research is significant in the context of evolving economic and marketing trends. Situational factors and shopping values play a critical role in driving buying behavior. The findings of this research can help organizations operating in Egyptian malls refine their marketing strategies, enhance shopping experiences, and better align with consumer behaviors.
- By exploring how situational factors and shopping values influence impulsive buying behavior in the Egyptian market, this research offers valuable insights that can improve marketing practices and lead to recommendations that help organizations increase customer engagement and loyalty.
- The research is of particular importance in Egypt, as it helps understand how situational factors (money and time) and shopping values (hedonic, utilitarian) impact consumers' purchasing decisions. This knowledge can assist companies in adapting to the preferences of Egyptian shoppers and creating more effective marketing strategies.
- This research serves as a starting point for future studies on consumer behavior in Egypt, especially within the mall sector. It provides a reference for scholars interested in studying the variables affecting Egyptian consumers, encouraging them to conduct further research in this area.

4- Theoretical background of the research and previous studies

4/1 Impulsive buying:

In today's rapid consumer environment, purchasing has grown into an emotional experience, frequently fueled by spontaneous choices. Manufacturers and retailers have altered their focus and invested significant resources in shopper marketing in order to influence customer decisions (Aiolfi et al., 2022). Among these decisions, impulse buying

stands out as a unique yet complicated behavior that draws the attention of both scholars and marketers.

Over the last seven decades, academic scholars have shown a consistent and intense interest in the study of impulsive buying (Kathuria & Bakshi, 2024). Contrary to the general belief, impulse buying has been studied since the 1950s (Turkyilmaza et al., 2015). Nevertheless, impulse buying was shown to be similar to rational decision-making, which had previously been assumed in consumer behavioral research (Tran, 2022). Impulse buying is referred to as a spontaneous and rapid purchase "without prior plans and acquiring items with no prior recognized need" (Fu & Hsu, 2023). Bayley and Nancarrow (1998) describe impulse buying as abrupt, persuasive, and hedonically complicated conduct in which consumers are unaware of alternative information and options (Rezaei et al., 2016).

Impulsive consumption occurs when a consumer purchases something without intention, thought, or forethought. (Tran, 2022). As a result, impulse buying is often considered a shopping habit in which one is unable to control their behavior regardless of the harm it might generate, such as overspending and indebtedness (Nyrhinen et al., 2024). A non-impulse purchase, on the other hand, is distinguished by deliberate, serious consideration, which typically leads to rational, accurate, and better decisions (Fu and Hsu, 2023). It describes impulse buying as immature, illogical behavior that goes against profit maximization principles (Huang et al., 2024).

In the marketing sector, studies on impulse buying behavior have yielded numerous excellent results, particularly in the definition, identification, and influencing aspects of impulse buying (Zhao et al., 2019). Hawkins Stern first proposed impulse buying theory in 1962 (Naeem, 2021). Stern identified four different types of impulse buying:

- Pure Impulse Buying: A novel item or escape; it is considered pure impulse buying (Yang et al., 2021).
- Reminder Impulse Buying: This happens when an individual recalls previous experiences with a product while seeing it (Zheng et al., 2019).

- suggestive Impulse buying takes place when customers envision their needs for a product when they first notice it (Yang et al., 2021).
- Planned Impulse Buying: This happens when customers purchase something they did not want to purchase in order to take advantage of discounts (Zheng et al., 2019).

Most customer purchase activity falls under Stern's four types of impulse buying behavior (Yang et al., 2021). This approach questioned both the theory of motivation and Maslow's needs theory, which stated that customers are economical and rational, thus their purchasing decisions are planned and assured (Naeem, 2021). There has been a substantial shift in impulsive buying behavior since Stern's original idea. Stern found that marketers have numerous promotional offers that may enhance customer engagement and motivate them to buy more than they anticipated (Feng et al., 2024).

It has been pointed out that impulse purchases represent an important portion of the total sales at retailers (Naeem, 2021). Yet, the rise in impulse buying may have a negative psychological influence on customers. Some studies criticize impulsive theories, arguing that impulsive buying behavior involves not solely unplanned conduct but also the experience of desire to buy (Yang et al., 2021).

The desire to buy impulsively prevents customers from looking for alternatives and leads to impulsive buying behavior; these customers are more focused on the immediate gratification of the item they have bought, without paying attention to alternatives or future inferences (Atulkar & Kesari, 2018), which is often linked with negative outcomes, such as financial problems and post-purchase regret (Huang et al., 2024). Customers frequently strive to rationalize their purchasing decisions by comparing their preferred brands to alternatives that they chose not to acquire. This comparison frequently causes grief and psychological distress known as post-purchase regret (Sarwar et al., 2023).

Despite the related negatives, impulse buying indicates retailers' ability to build rapid desire and reroute customer purchases to products or categories for which no pre-shopping plan

existed (Aiolfi et al., 2022). Understanding this phenomenon may assist retailers and policymakers in designing initiatives to reduce regret and promote ethical purchasing habits. To have a better understanding of the psychology of consumers, it is necessary to distinguish between impulse and compulsive buying. However, compulsive buying is not the same as impulse buying. Impulse and compulsive buying are two unusual purchasing tendencies (Darrat et al., 2016).

Researchers differentiated between impulse buying and compulsive buying, identifying that compulsive buying is mostly linked with intrinsic negative psychological well-being states, whereas impulse buying is mostly linked with positive psychological well-being states (Nikolinakou et al., 2024). According to research, positive emotion is related to impulsive buying, but negative affect is associated with fundamentally compulsive buying behaviors. Some researchers propose that compulsive buying must be categorized as an impulse control disorder (Darrat et al., 2016).

Unsurprisingly, the causes of impulse buying have been extensively studied in literature (Coelho et al., 2023). Many researchers have confirmed the impact of environmental factors in boosting consumer impulse purchasing behavior (Do et al., 2020). During the impulse buying process, customers received or noted stimuli, digested them, and then reacted (Zheng et al. 2019).

There are two types of factors that influence impulse buying: external and internal (Bahrainizad and Rajabi, 2018). Some studies classify them as endogenous and extraneous factors (Zhao et al., 2019). They discovered that external factors have a greater impact on boosting customers' impulsive buying tendencies, whereas internal factors, driven by consumer traits, are more likely to result in impulsive buying behavior (Huang et al., 2024).

External factors involve any marketing-related inputs that marketing professionals may control to affect customers (Coelho et al., 2023). External factors include situational and product-related characteristics, as well as demographic and socio-cultural elements (Tran, 2022). Other research demonstrates that the sudden availability of time and/or money can trigger impulse buying (Darrat et al., 2016). Internal factors are triggers that are directly

linked to the individual and utilized to motivate customers to make more purchases from retailers, such as individual variations in internal incentives, personal values (shopping values), and personality features (Bahrainizad & Rajabi, 2018).

Previous research reveals that impulse buying is favorably influenced by several factors (Fu & Hsu, 2023); hence the goal of this study is to supplement those prior studies by doing critical analysis by examining the relationship between impulsive buying and specific factors. The research will first discuss the external factors represented by situational factors (time availability and money availability), then the internal factors represented by shopping values (hedonic and utilitarian values), and how these factors influence impulsive buying and are considered antecedents of this purchasing behavior.

4/2 The Situational factors and impulsive buying:

According to certain studies, consumer behavior is conditioned by situation, ranging from 4% to 43% of total behavioral variation, indicating that situational variables are the root cause of the change in stability of person characteristics. According to Mihić and Kursan (2010), situational factors refer to external circumstances that influence a shopper's decision to acquire a product that has captured their interest.

The situation includes all factors linked to the time and place of observation, as well as personal information, which has a proven and systematic effect on purchasing behavior (Khorrami et al., 2015). The situation factors consist of three components: (1) where and when the activity happens; (2) why this behavior happens; and (3) the impact on consumer behavior. Customer situations change quickly; however, other factors like personality and culture might last a long period (Mamuaya & Tumiwa, 2018). Previous study suggests that situational factors include five elements: (1) physical surroundings, (2) social surroundings, (3) time, (4) shopping task, and (5) previous conditions that the consumer enters or outcomes from the shopping surroundings (Mihić and Kursan, 2010).

According to previous research, there are two situational factors that are essential for impulsive buying behavior, namely time availability and money availability (Mihić & Kursan, 2010; Chang et al., 2014; Kazempour & Lotfizadeh, 2017; Mamuaya & Tumiwa, 2018;

Mamuaya & Pandowo, 2018; Sebayang et al., 2019). This research considered time and money availability as situational factor dimensions:

A) Time availability:

Time refers to the temporal aspect of situations, Customers in time-constrained situations might alter their buying behaviors or store preferences (Van Kenhove et al., 1999). On one hand, customers with high time availability might have more positive emotional responses to the clothing shopping surroundings and thus make an impulse purchase; on the opposing side, customers with low time availability might have fewer positive emotional responses, reducing their likelihood of making an impulse purchase (Chang et al. 2014).

Time available is the amount of time the consumer believes she or he has free that day (Mamuaya & Tumiwa, 2018). Time available for shopping has a significant impact on customers' decision-making processes (Sebayang et al., 2019), since time defines the scope and depth of information that customers need when engaging in shopping activities (Budiman et al., 2023). The more time customers have, the longer they will spend exploring or browsing in shopping surroundings, which will finally influence their impulsive purchasing behavior (Mamuaya & Pandowo, 2018). Consumers with limited time for shopping might get frustrated, causing a negative influence on the shopping environment. According to Mihić and Kursan (2010), having more time increases the likelihood of making impulsive purchases.

B) Money availability:

Available money is a crucial factor in the process of impulse purchases. It may act as a facilitator by increasing customers' purchasing power (Khorrami et al., 2015). Money available is the amount of budget or extra money that a person believes she or he must spend on that day (Mamuaya and Pandowo, 2018). As a result, it would improve customer purchasing power. If customers do not have enough money, they would ignore the shopping environment (Mamuaya & Tumiwa, 2018).

Prior study has demonstrated the relationship between Money Availability and Impulse Buying and describes it with positive emotions felt by consumers as a result of increased

Money Availability (Sebayang et al., 2019), as the consumer's planned shopping pattern could be altered if he/she has more money (Husnain et al., 2019). Individuals who believe they have enough money tend to be happier (Chang et al., 2014). Furthermore, individuals frequently resort to impulsive buying to alleviate negative emotions such as depression, so we can say that money availability may result in impulse buying (H et al., 2018). As a result, customers with high money availability might feel better and react positively, leading to impulse purchases, compared to those with low money availability (Chang et al., 2014).

4/3 The Shopping values and impulsive buying:

Intrinsic motivation means doing something because it is naturally fascinating or rewarding. Earlier studies indicated that customers' motivations are based on the values they derive from their purchase activities (Ozturka et al., 2016). Value is one of the most well-studied ideas in marketing (Coupy et al., 2021). Value is defined as 'all variables, both qualitative and quantitative, subjective and objective, which make up the full purchasing experience. As a result, value is derived from the consumer experience provided by the acquisition rather than the product itself (Cano & Gallo, 2014). Throughout the early 1990s, the concept of shopping value has been improved, with numerous conceptualizations and scales presented (Coupy et al. 2021).

One of its main extensions is shopping value, which assesses the influential components in consumption environments that impact customers' shopping experiences (Coupy et al., 2021). (Kesari and Atulkar, 2016) investigated the impact of shopping values on customer purchasing behavior, consumer preferences, as well as consumer satisfaction. Customers make purchases considering the value and benefits of products over their features (Lee & Park, 2023). Babin et al. (1994) identified two types of shopping values: hedonic and utilitarian values. According to Ozturka et al. (2016), customers' motives revolve around the values they get from their consumption activities. Shopping can be viewed as a process that provides both values, and these values are important shopping motivations.

Existing research has examined the significance of hedonic and utilitarian shopping values, particularly their effects on diverse shopping behaviors (Chung, 2015). Researchers have

previously examined the impact of both hedonic and utilitarian shopping values on consumer satisfaction, customer purchasing behavior, loyalty, repurchase intentions, and consumer preferences (Atulkar & Kesari, 2017; Cano & Gallo, 2014). According to researchers, impulsive buying is the result of emotional and psychological effects caused by various shopping values that push customers to make spontaneous purchases to meet their needs (Indrawati et al., 2022). This study uses utilitarian and hedonic values to examine the dual relationships between shopping value and impulse buying.

Shopping is typically defined by both values, but with varying weights based on the consumers, products, shopping conditions, and their interaction (GBATAConference). Consumers purchase not only to perform their daily purchasing responsibilities but additionally to relax, have fun, and enjoy novelties, surprise, excitement, and pleasure, which contribute to individual well-being (Nghia et al., 2021). Hence, buying decisions are made based not just on rational decisions or product utility but also on emotional rewards like playfulness or pleasure (Nghia et al., 2020).

- **Hedonic value**, defined as the "fun" aspect of purchasing, indicates "shopping's potential entertainment and emotional worth" (Nghia et al., 2021). According to Ozturka et al. (2016), customers seek pleasure, such as fun and playfulness, from using a product or service. According to research, hedonic purchases are linked to emotional fulfillment, rewards, or eliminating bad sensations (Chung, 2015). As a result, hedonic purchasing is seen as a crucial component of unexpected purchases and the primary motivator for impulse buying. In other words, people's desire to obtain hedonic value from purchasing will lead them to impulsive purchases (Mamuaya & Pandowo, 2018).
- **Utilitarian value** refers to logical, instrumental, and task-related shopping with a goal in mind (Coupy et al., 2021). Utilitarian value is linked to qualities like monetary savings, selection, and convenience (Shang et al., 2020). A utilitarian purchase refers to a consumer purchasing a product for the benefit it provides. It is also frequently linked to shopping efficiency (Nghia et al., 2020). Consumers are usually thought of as acquiring things not only for their utilitarian worth, however also for the satisfaction they receive

throughout the purchasing process (Kesari & Atulkar, 2016). Thus, it is obvious that both shopping values, utilitarian and hedonic value, are essential determinants that determine customer buying behavior (Vieira et al., 2018).

Based on prior argument, this study assumes that situational factors and shopping values are the antecedents of impulsive buying among Egyptian mall shoppers. It also examines the positive relationship between situational factors (time and money availability), shopping values (hedonic and utilitarian), and impulsive buying.

Inspired by the relationships between research variables, which derived from the theoretical background of the research variables and the problem of research, the researcher reached the following research model (1):

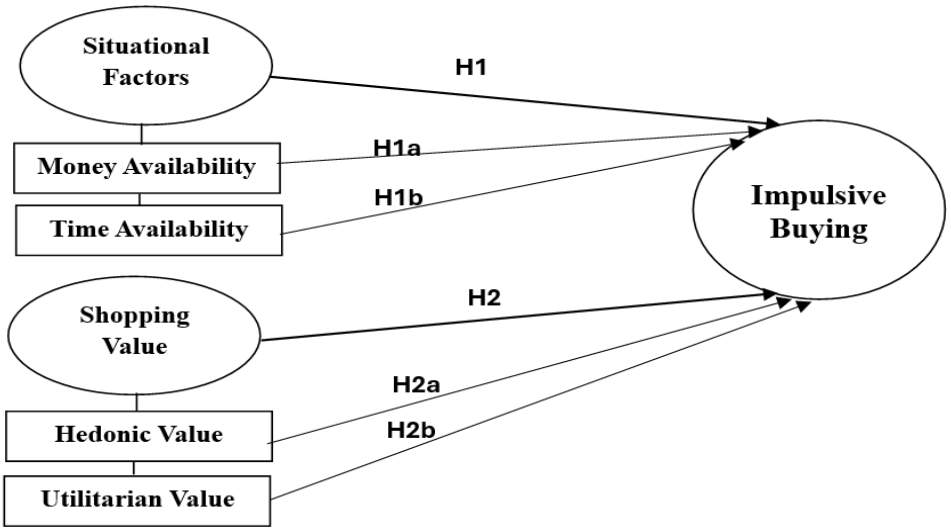

Figure (1): The Research Model

Source: by the researcher based on previous studies.

5- Hypothesis research:

This research is based on two basic hypotheses:

H1: There is a positive effect relationship with statistical significance between situational factors and impulsive buying behavior in the malls of the Cairo Governorate.

H1a: There is a positive effect relationship with statistical significance between money availability and impulsive buying behavior in the malls of the Cairo Governorate.

H1b: There is a positive effect relationship with statistical significance between time availability and impulsive buying behavior in the malls of the Cairo Governorate.

H2: There is a positive effect relationship with statistical significance between shopping values and impulsive buying behavior in the malls of the Cairo Governorate.

H2a: There is a positive effect relationship with statistical significance between hedonic values and impulsive buying behavior in the malls of the Cairo Governorate.

H2b: There is a positive effect relationship with statistical significance between utilitarian values and impulsive buying behavior in the malls of the Cairo Governorate.

6- Research Methodology and Approach:

To achieve the objectives of the research and test its hypotheses, the deductive approach was used in forming the theoretical framework for the research, identifying the variables included in the research model based on previous studies, determining the methods of measuring these variables, and developing the proposed framework for the relationships between them. The researcher also used the inductive method, as they directed a survey list to a sample of the research community. They analyzed the data and, through that, reached the results. The research methodology includes the following:

6/1 Research Population

The research population consists of all mall shoppers (male/female) in the Cairo Governorate (Cairo Festival City Mall, Mall of Egypt, Mall of Arabia Cairo, Citystars Mall, Downtown Katameya Mall). These malls were selected because they are the most popular and frequently visited by shoppers [(1)].

(1) **The Information and Decision Support Center at the Cabinet of Ministers 2024: https://www.idsc.gov.eg/**

6/2 Research Sample

In light of the unavailability of a defined framework for the research population and the impossibility of constructing it by the researcher, and considering the phenomenon the research addresses, and due to the researcher's desire to use a type of probability sampling for its positive impact on the accuracy and objectivity of the results, a sample was selected from the mall shoppers in Cairo Governorate. This sample was chosen as a systematic sample, following the steps outlined below:

- The reliable electronic statistical tables were used when determining the sample size, in light of the required degree of confidence being 95%, which is a common level in administrative sciences research, and the standard error limits (±5%), which are also acceptable error limits in administrative sciences research (Bazrah, 2015). Due to the lack of studies on the percentage of availability of the characteristics required to be studied in society, the researcher assumed the greatest possibility for the percentage of availability of these characteristics to be not less than 50%, and this gives the largest possible sample size, and thus the sample size reached (384) individuals [(1)]. The researcher anticipated that the response rate would be approximately 90%, thus the planned sample size to obtain cooperation would be 422 individuals. And the percentage of responses was approximately 89%, and the number of valid questionnaires for statistical analysis was (361) after excluding (14) lists that were incomplete or had more than one answer for the same item.
- The researcher directly contacted the customer service center officials at the shopping malls in Cairo Governorate, introducing them to the research. As a result, cooperation was obtained from the five largest shopping malls in Cairo Governorate.

(1) http://www.surveysystem.com has been used to determine the sample size, assuming that the population size is greater than 500,000 individuals

- The sample size was distributed equally among the customer service centers of the shopping malls in the Cairo Governorate, with each center receiving approximately 84-85 individuals. Finally, the sample items at each level were selected by choosing a random number as the sampling interval [(1)]. The selection range for the sampling interval was set from number (1) to number (10), and a random number was chosen from this range. The selected sampling interval was number (3) based on the random selection, and this interval was used to select the sample items at each shopping mall.
- The interception method was used for shoppers at these malls, taking into account the selection of shoppers at different times and on various days of the week.

6/3 Sampling Unit

The sampling unit in this research is the shopper, whether male or female, who makes purchases from the shopping malls and agrees to cooperate with the researcher. This group was selected because they are the target population for the research objectives.

7- Research Variables and Its Measures

The researcher for this study used a survey methodology. The survey is divided into three phases, each of which is meant to address the study's specific objectives. The instrument received extensive revisions to ensure its relevance to the current study context based on the previous literature. Where these measurements have been widely used and shown beneficial in prior study. As a result, their validity and dependability are high. Following that, the measurements were translated from English to Arabic, Egypt's native language, and three marketing specialists reviewed and revised the questions to increase their clarity and fluency, and to ensure that the translations were accurate and sufficiently similar to the originals, they were eventually back translated into English.

A five-point Likert scale was used to measure respondents' levels from "strongly disagree" (1) to "strongly agree" (5), representing the degree of disagreement or agreement.

(1) Using the following link: http://www.psychicscience.org/random.aspx.

7/1 The first independent variable: situational factors: (q1-q6), (6) items, it is measured by the scale developed by (Beatty & Ferrell, 1998) and used by (Kazempour & Lotfizadeh, 2017; Sheng, 2019), divided to: money availability: (q1-q3): (3) items, time availability: (q4-q6): (3) items.

7/2 The second independent variable: shopping values: (q7-q19), (13) items, it is measured by the scale that retained by (Babin et al., 1994) and was developed by (DeVellis, 2016) and used by (Coupey et al., 2021; Moharana & Pattanaik, 2023), divided to: hedonic value: (q7-q15): (9) items, utilitarian value: (q16-q19): (4) items.

7/3 The dependent variable: impulsive buying: (q20-q24): (5) items, it is measured by the scale developed by (Rook & Fisher, 1995) and used by (Do et al., 2020; Li et al., 2023).

8- Measurement model, stability, and validity of measurement

The researcher used the Confirmatory Factor Analysis (CFA) to ascertain the stability of the research measurements, using the (AMOS24) program, through convergent validity test, discriminant validity, at the research sample level, confirmatory factor analysis and Herman's single factor test were used as follows:

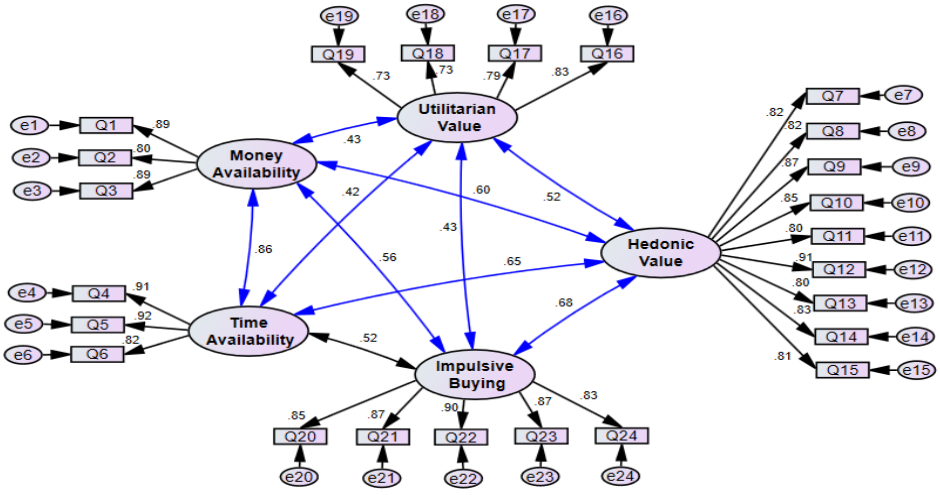

Figure (2): The combined measurement model using CFA of research variables.

Table (1): Estimates of the parameters of the confirmatory factor analysis model, its level of significance

Var.	phrase		Path		CMV	t-test	CR	AVE
			Without CLF	With CLF				
Situational Factors								
Money Availability	➡	Q1	0.893	0.769	0.124	Fixed	0.897	0.764
	➡	Q2	0.799	0.615	0.184	19.542		
	➡	Q3	0.892	0.745	0.147	23.854		
Time Availability	➡	Q4	0.907	0.770	0.137	Fixed	0.915	0.782
	➡	Q5	0.925	0.745	0.180	27.575		
	➡	Q6	0.818	0.645	0.173	21.318		
Shopping Values								
Hedonic Value	➡	Q7	0.823	0.847	-0.024	21.959	0.954	0.698
	➡	Q8	0.821	0.644	0.177	Fixed		
	➡	Q9	0.874	0.702	0.172	20.634		
	➡	Q10	0.845	0.693	0.152	19.586		
	➡	Q11	0.797	0.828	-0.031	17.870		
	➡	Q12	0.905	0.784	0.121	21.860		
	➡	Q13	0.801	0.727	0.074	18.049		
	➡	Q14	0.834	0.706	0.128	19.193		
	➡	Q15	0.814	0.673	0.141	18.486		
Utilitarian Value	➡	Q16	0.830	0.653	0.177	Fixed	0.854	0.594
	➡	Q17	0.794	0.663	0.131	15.874		
	➡	Q18	0.727	0.568	0.159	14.363		
	➡	Q19	0.727	0.745	-0.018	14.364		
Impulsive Buying								
Impulsive Buying	➡	Q20	0.848	0.661	0.187	Fixed	0.937	0.747
	➡	Q21	0.873	0.804	0.069	21.617		
	➡	Q22	0.902	0.693	0.209	22.941		
	➡	Q23	0.872	0.768	0.104	21.595		
	➡	Q24	0.826	0.661	0.165	19.660		
CMIN= 840.440, DF=239, CMIN/DF= 3.516, RMSEA= 0.054, RMR= 0.028 **GFI= 0.946, NFI= 0.918, RFI= 0.902, IFI= 0.955, TLI= 0.932, CFI= 0.954, AGFI= 0.931**								

Based on the Confirmatory Factor Analysis, **the construction validity tests** were conducted, which includes two tests, namely:

8/1 Convergence validity: It helps ensure that the results obtained from two or more items used to measure the same concept exhibit a high correlation. Convergent validity is classified into two types:

- **Item Reliability Measure:** it is calculated by (standard path with CLF) and its level of significance through (T-value), and T-value ≥ ± 1.96 is statistically significant. As shown in table (1), all values of the Factor Loading Standardized with CLF for each item are greater than or equal to (0.50) which indicating the internal validation of convergence of the

research measurement and indicating that the percentage of variance explained by each phrase is due to the variable it is supposed to load on it (MacKenzie et al., 2011). Furthermore, based on the previous table, the measurement tool does not exhibit bias or Common Method Variance (CMV), as the difference between the parameters of the standard path estimated without CLF, and those estimated by the CLF method does not exceed its value (0.20), which results in the possibility of making more One of the inferential statistical analysis tools to prove research hypotheses. Additionally, the T-test results indicate that all factor loadings of the observed variables on the latent constructs are statistically significant at a significance level of ≤0.01, emphasizing the critical role of observed variables in accurately measuring the latent constructs.

- **Variable Reliability Measure:** It is assessed using **Composite Reliability** (CR), which reflects the ability of the items to measure the underlying construct of the variable. As shown in Table (1), all composite reliability values for the latent factors in the research and their corresponding measurement indicators are ≥ 0.70, which meets the minimum acceptable threshold (Hair et al., 2010). The research variable values ranged from 0.85 to 0.95, indicating a strong consistency among the indicators for each variable. Additionally, Variable Reliability can be assessed using the **Average Variance Extracted (AVE**), which estimates the average variance explained by the latent variable in the observed variables (i.e., the items measuring the variable). The minimum acceptable AVE value is ≥ 0.50 (Urbach & Ahlemann, 2010). The values of AVE (0.50) ranged from (0.59 to 0.78), reflecting a close approximation between the indicators that measure each variable of the research variables. Also supports the validation of convergence, in addition that all composite reliability values are greater than the average of AVE, which confirms the validation of convergence of the dimensions of the measuring instrument.

8/2 Discriminant validity of research variables**:** To determine the extent of the ability to distinguish the variable from other variables. This study provides strong evidence of discriminant validity by evaluating the **Heterotrait-Monotrait Ratio (HTMT).** According to Hair et al. (2014), should be less than 0.90. As shown in Table (2), all HTMT values fall

below this threshold, indicating that each variable is sufficiently distinct from the others. These findings confirm the presence of discriminant validity within the research model.

Table 2. Scales' Discriminant Validity Measures (HTMT)

Var.	Money Availability	Time Availability	Hedonic Value	Utilitarian Value	Impulsive Buying
1. Money Availability					
2. Time Availability	0.803				
3. Hedonic Value	0.614	0.678			
4. Utilitarian Value	0.458	0.430	0.509		
5. Impulsive Buying	0.554	0.539	0.678	0.424	

These findings demonstrate that the measurement instruments used exhibit high reliability. In summary, the estimated measurement model is both valid and well-aligned with the sample data, making it a reliable foundation for structural analysis and hypothesis testing.

9- Descriptive statistics of the research variables

SPSS V.26 program was used to determine Mean of the research variables and the Standard Deviation of the estimate, as shown in table(3): -

Table (3): Descriptive statistics of the research variables

Var.	Sample	Mean	ST.d	C.V
Money Availability	361	4.31	0.692	16.05%
Time Availability	361	4.29	0.720	16.78%
Situational Factors	**361**	**4.30**	**0.660**	**15.34%**
Hedonic Value	361	4.20	0.738	**17.57%**
Utilitarian Value	361	4.13	0.705	17.07%
Shopping Values	**361**	**4.17**	**0.629**	**15.08%**
Impulsive Buying	**361**	**4.41**	**0.652**	**14.78%**

Based upon table (3), the general mean of the sub-dimensions of situational factors is (4.31) for money availability and (4.29) for time availability. Therefore, the researcher finds that the degree of money availability in the research population is greater than the presence of time availability. The general mean of the sub-dimensions of shopping values is (4.20) for hedonic value and (4.13) for utilitarian value. Therefore, the researcher finds that the degree of hedonic value in the research population is greater than the presence of utilitarian value. Finally, the findings reveal that the degree of impulsive buying in the research population is

higher than that of the other variables, highlighting a strong tendency toward impulsive buying within the sample.

10- Bivariate linear correlation coefficients between research variables

The bivariate linear correlation coefficient is utilized to assess the strength of the relationship between two variables and to determine whether a significant correlation exists between the independent variable and the dependent variable. Table (4) presents the bivariate linear correlation coefficients for each variable in relation to the other variables in the study.

Table (4): Bivariate linear correlation coefficients for research variables

		Money	Time	Situational	Hedonic	Utilitarian	Shopping	Impulsive Buying
Money	Pearson Correlation	1	.522**	.879**	.564**	.596**	.621**	.633**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	361	361	361	361	361	361	361
Time	Pearson Correlation	.522**	1	.866**	.430**	.442**	.467**	.526**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	361	361	361	361	361	361	361
Situational	Pearson Correlation	.879**	.866**	1	.571**	.597**	.625**	.666**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	361	361	361	361	361	361	361
Hedonic	Pearson Correlation	.564**	.430**	.571**	1	.746**	.932**	.582**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	361	361	361	361	361	361	361
Utilitarian	Pearson Correlation	.596**	.442**	.597**	.746**	1	.937**	.543**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	361	361	361	361	361	361	361
Shopping	Pearson Correlation	.621**	.467**	.625**	.932**	.937**	1	.601**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	361	361	361	361	361	361	361
Impulsive Buying	Pearson Correlation	.633**	.526**	.666**	.582**	.543**	.601**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	361	361	361	361	361	361	361

The researcher concludes that there is a positive correlation between the external variables related to situational factors and shopping values with impulsive buying in malls, at a significance level of 0.01. Therefore, there are positive and statistically significant relationships between the independent and dependent variables, which also supports the structural validity of the research model.

This also demonstrates the validity of the structural consistency of the research variables. As these correlations align with the initially hypothesized relationships, it suggests that these relationships can be further tested using the Structural Equation Model.

11- Results of the tests of research hypotheses

To examine the direct effects between the research variables, the researcher employed Structural Equation Modeling (AMOS). Figure (3) illustrates the path analysis of the structural equation model, showing the direct relationships among the research variables in the final structural model.

In the light of the model quality indicators, the researcher finds that all the indicators are within the acceptable limits, thus the possibility of matching the actual model of the estimated structural model.

12/1 Hypothesis test (H1, H1a, H1b)

12/1/1 The effect of Situational factors on Impulsive buying (H1):

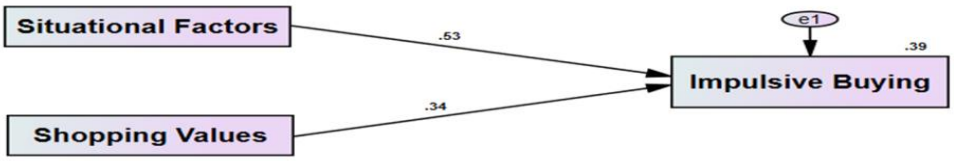

Figure (5): Path analysis of the first model.

Table (5): Significance value of the paths for the first model

			Estimate	S.E.	C.R.	P
Situational factors	---->	Impulsive buying	.525	.039	12.745	***
Shopping values	---->	Impulsive buying	.336	.037	8.156	***

The first basic hypothesis deals with this relationship, stating that " There is a positive effect relationship with statistical significance between situational factors and impulsive buying behavior in the malls of Cairo Governorate". where situational factors directly influence impulsive buying behavior by a coefficient of value (0.525), and this influence is statistically significant as (P=***), which means that 53% of the variation in impulsive buying is due to

situational factors. And as table (5) shows, the value of the path parameter for this relationship is (0.525), the standard error is (0.039), the value of (T) is (C. R=12.745), and the significance level is (***). The results of table (4) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between situational factors and impulsive buying is positive and the correlation coefficient value is (R = 0.666), which means that there is positive correlation relation between situational factors and impulsive buying. Which means accepting the first basic hypothesis of the research hypotheses.

12/1/2 The effect of money availability on Impulsive buying ($H1_a$)

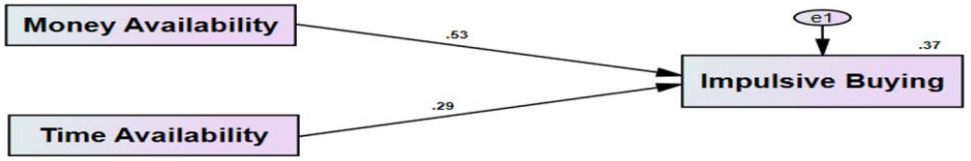

Figure (6): Path analysis of the second model.

Table (6): Significance value of the paths for the second model

			Estimate	S.E.	C.R.	P
Money availability	---->	Impulsive buying	.531	.034	12.636	***
Time availability	---->	Impulsive buying	.290	.036	6.898	***

The first sub-hypothesis deals with this relationship, stating that "There is a positive effect relationship with statistical significance between money availability and impulsive buying behavior in the malls of Cairo Governorate". where money availability directly influence impulsive buying behavior by a coefficient of value (0.531), and this influence is statistically significant as (P=***), which means that 53% of the variation in impulsive buying is due to money availability. And as table (6) shows, the value of the path parameter for this relationship is (0.531), the standard error is (0.034), the value of (T) is (C. R=12.636), and the significance level is (***). The results of table (4) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between money availability and impulsive buying is positive and the correlation coefficient value is (R = 0.633), which means

that there is positive correlation relation between money availability and impulsive buying. Which means accepting the first sub-hypothesis of the research hypotheses.

12/1/3 The effect of time availability on Impulsive buying ($H2_a$):

The second sub-hypothesis deals with this relationship, stating that "There is a positive effect relationship with statistical significance between time availability and impulsive buying behavior in the malls of Cairo Governorate.". where time availability directly influence impulsive buying behavior by a coefficient of value (0.290), and this influence is statistically significant as (P=***), which means that 29% of the variation in impulsive buying is due to time availability. And as table (6) shows, the value of the path parameter for this relationship is (0.290), the standard error is (0.036), the value of (T) is (C. R=6.898), and the significance level is (***). The results of table (4) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between time availability and impulsive buying is positive and the correlation coefficient value is (R = 0.526), which means that there is positive correlation relation between time availability and impulsive buying. Which means accepting the second sub-hypothesis of the research hypotheses.

It can be said that the effect of money availability (53%) is greater than the effect of time availability (29%) for shoppers in malls.

12/2 Hypothesis test (H2, $H2_a$, $H2_b$)

12/2/1 The effect of Shopping values on Impulsive buying (H2):

The second basic hypothesis deals with this relationship, stating that "There is a positive effect relationship with statistical significance between shopping values and impulsive buying behavior in the malls of Cairo Governorate ". where shopping values directly influence impulsive buying behavior by a coefficient of value (0.336), and this influence is statistically significant as (P=***), which means that 34% of the variation in impulsive buying is due to shopping values. And as table (5) shows, the value of the path parameter for this relationship is (0.336), the standard error is (0.037), the value of (T) is (C. R=8.156), and the significance level is (***). The results of table (4) also support Bivariate linear correlation

coefficients, as the table shows that the implicit correlation between situational factors and impulsive buying is positive and the correlation coefficient value is (R = 0.601), which means that there is positive correlation relation between shopping values and impulsive buying. Which means accepting the second basic hypothesis of the research hypotheses.

It's also worth mentioning that situational factors had a bigger impact (53%) vs. (34%) for shopping values.

12/2/2 The effect of hedonic values on Impulsive buying ($H2_a$)

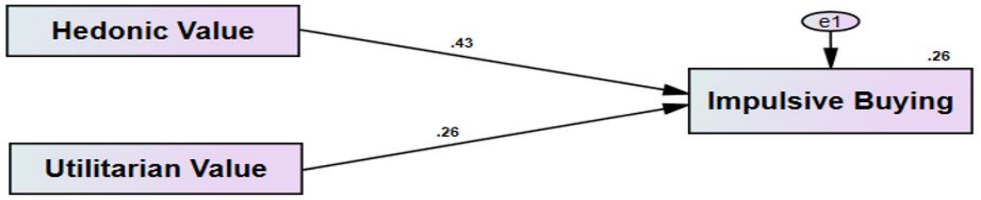

Figure (7): Path analysis of the third model.

Table (7): Significance value of the paths for the third model

			Estimate	S.E.	C.R.	P
Hedonic value	---->	Impulsive buying	.432	.040	9.512	***
Utilitarian value	---->	Impulsive buying	.265	.038	5.825	***

The first sub-hypothesis deals with this relationship, stating that "There is a positive effect relationship with statistical significance between hedonic values and impulsive buying behavior in the malls of Cairo Governorate". where hedonic values directly influence impulsive buying behavior by a coefficient of value (0.432), and this influence is statistically significant as (P=***), which means that 43% of the variation in impulsive buying is due to hedonic values. And as table (7) shows, the value of the path parameter for this relationship is (0.432), the standard error is (0.040), the value of (T) is (C. R=9.512), and the significance level is (***). The results of table (4) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between hedonic values and impulsive buying is positive and the correlation coefficient value is (R = 0.582), which means that there is positive correlation relation between hedonic values and impulsive buying.

12/2/3 The effect of utilitarian values on Impulsive buying ($H2_b$):

The second sub-hypothesis deals with this relationship, stating that "There is a positive effect relationship with statistical significance between utilitarian values and impulsive buying behavior in the malls of Cairo Governorate". where utilitarian values directly influence impulsive buying behavior by a coefficient of value (0.265), and this influence is statistically significant as (P=***), which means that 26% of the variation in impulsive buying is due to utilitarian values. And as table (7) shows, the value of the path parameter for this relationship is (0.265), the standard error is (0.038), the value of (T) is (C. R=5.825), and the significance level is (***). The results of table (4) also support Bivariate linear correlation coefficients, as the table shows that the implicit correlation between utilitarian values and impulsive buying is positive and the correlation coefficient value is (R = 0.543), which means that there is positive correlation relation between utilitarian values and impulsive buying.

It can be said that the effect of hedonic values (43%) is greater than the effect of utilitarian values (26%) for shoppers in malls.

12- Results of the field study

The main objective of this research is to explore impulsive buying behavior through the lens of situational factors and shopping values among shoppers in malls. While most previous studies have focused solely on either external or internal factors that drive impulsive buying in marketing, this research narrows its focus to the independent variables that could positively influence impulsive buying by combining both external and internal factors.

This research relied on motivation theory to understand users' motivation under different stimuli and know their responses (Zheng et al., 2019). Based on this theory, theoretical controversy, and previous studies, we derived two basic hypotheses for the relationships between the research variables, as follows: H1: "There is a positive effect relationship with statistical significance between situational factors (Money availability and Time availability) and impulsive buying behavior in the malls of the Cairo Governorate". H2: "There is a positive effect relationship with statistical significance between shopping values (hedonic

values and utilitarian values) and impulsive buying behavior in the malls of the Cairo Governorate".

The descriptive results show that the general mean of the sub-dimensions of situational factors is (4.31) for money availability and (4.29) for time availability. Therefore, the researcher finds that the degree of money availability in the research population is greater than the presence of time availability. Money availability is an important factor in the purchasing process (Mamuaya & Tumiwa, 2018), If a consumer does not have enough money, the consumer will avoid the shopping environment by itself. The general Mean of the sub-dimensions of shopping values is (4.20) for hedonic value and (4.13) for utilitarian value. Therefore, the researcher finds that the degree of hedonic value in the research population is greater than the presence of utilitarian value. Hedonic shopping is considered a key element of purchasing (Parsad et al., 2021), as Scarpi (2006) discovered that hedonic shoppers made more frequent purchases and spent more money compared to utilitarian shoppers (Lee & Park, 2024).

Finally, the findings reveal that the degree of impulsive buying in the research population is higher than that of the other variables, highlighting a strong tendency toward impulsive buying within the sample. Researchers indicated that impulse buying makes up a significant portion of the entire sales of the retail sector (Naeem, 2021). As changes in income, spending habits, age demographics, purchasing capabilities, and a shift from lifestyle-based to experience-based buying have led to more impulsive buying decisions (Feng et al., 2024).

This research tested (2) main hypotheses for the relationship between three variables included in the research model: situational factors, shopping values, and impulsive buying. And reached to fully support the validity of the two hypotheses.

Where the results of the field study supported the first sub-hypothesis, which indicates that there is a direct positive effect of situational factors (Money availability and Time availability) on impulsive buying behavior. Also, the field study also supported the validity of the second sub-hypothesis, which indicates that there is a direct positive effect of shopping values (hedonic values and utilitarian values) and impulsive buying behavior.

The main contribution of this research is to verify that the effect of money availability (53%) is greater than the effect of time availability (29%) for shoppers in malls. Which means that money availability has a more positive effect than time availability as situational factor on impulsive buying, and (53%) of the variation in impulsive buying is due to money availability only. Researchers indicate that money availability is a key factor in the process of impulsive buying as it increases the purchasing power (Husnain et al., 20219; Sebayang et al., 2019). Without money, people cannot purchase even if they have more time. While the effect of hedonic values (43%) is greater than the effect of utilitarian values (26%) for shoppers in malls. Which means that hedonic value has a more positive effect than utilitarian value as shopping values on impulsive buying, and (43%) of the variation in impulsive buying is due to hedonic value only. We can say this because hedonic values are more personal and subjective than utilitarian values (Kesari & Atulkar, 2016), which is seen as an important factor of unplanned purchases and the primary motivator for impulse purchases (Parsad et al., 2021). As consumers who seek hedonic value from shopping will engage in impulsive buying (Mamuaya& Pandowo, 2018).

It's also worth mentioning that situational factors had a bigger impact (53%) vs. (34%) for shopping values. This impact reveals an important insight into customer behavior, particularly in retail environments such as malls. The fact that situational factors have a greater impact than shopping values implies that factors such as promotions, store layout, and even external elements like time constraints or sales events play a more significant role in influencing impulsive buying decisions than internal, value-based motivations like the desire for hedonic or utilitarian shopping experiences. This is consistent with what researchers have indicated as they found that external factors play a bigger role in increasing consumers' impulsive buying tendencies (Huang et al., 2024). Furthermore, Stern proposed that the various external forces can engage and motivate customers for impulse buying decisions, which highlighted that marketers have various opportunities to enhance the engagement and interest of customers to buy more than what they planned (Naeem, 2021).

14- Research Recommendations and Future Research

The researcher presented a set of recommendations related to the results that were achieved and were in line with the research objectives and the application of the proposed framework, as well as proposing a set of future study fields, as follows:

14/1 Research Recommendations:

Based on the previous findings of the research, the researcher suggests a set of recommendations that can help marketers and malls, as follows:

- Marketers and retail stores should design time-sensitive promotions and launch campaigns with limited-time offers to attract time-constrained shoppers.
- Marketing strategies should focus on leveraging external elements rather than solely relying on consumers' shopping values to increase sales.
- Recognize different consumer motivations (hedonic vs. utilitarian) and tailor marketing efforts to appeal to each segment while integrating situational influences effectively.
- Marketers and retail stores should offer tiered pricing strategies, such as mid-range options, and promote exclusivity for high-budget shoppers to attract consumers with various levels of money availability.
- Marketers and retail stores should use emotionally driven advertisements that evoke joy, excitement, or nostalgia to encourage impulsive buying, especially for products related to hedonic values.
- Marketers should segment customers based on whether they are driven by hedonic values or utilitarian values.
- Marketers and retail stores should personalize online shopping experiences by using AI-driven tools to personalize products and recommendations.

14/2 Future Research

In light of the current research results, limitations, difficulties, and studies related to the subject of the research, the researcher recommends undertaking several future research

projects that would like to be carried out by the researcher in a future study or by other researchers to serve as a complement to this research, namely:

- Exploring the cultural influences on impulsive buying.
- Investigate how consumers emotional states interact with money and time availability to influence impulsive buying.
- Investigate how different age groups, generations, or genders respond to hedonic and utilitarian values in their impulsive buying.
- Explore the concerns related to the ethical implications of strategies that generate impulsive buying.
- Analyzing the effect of economic instability, such as recession or financial crisis, on consumers' impulsive buying tendencies.

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