

Determinants of impulse buying behavior of consumers in the retail sector

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Abstract

The empirical study analyzes the phenomenon of impulse buying and various influencing factors among consumers. The study explores the role of emotions, advertising, low self-control, and satisfaction in impulsive buying behavior. Emotions can easily persuade a person to indulge in shopping suddenly. Advertising stipulates that impulse purchase is necessary for brand imagery creation. It impacts consumers' habits and beliefs about needs and expectations. People with low self-control over themselves are more likely to have impulsive urges. This phenomenon can lead to unintended or unplanned buying behavior. Moreover, customer satisfaction is a significant factor in deciding whether a customer will buy something impulsively since customers with positive experiences from their previous purchases are more likely to repurchase them. This investigation aims to obtain information about impulse buying behavior in the interaction of emotions, advertisements, self-control, and satisfaction. Retailers will be able to determine the passion that results in impulsive purchases, and they will then develop appropriate marketing plans. The decision to employ a quantitative research approach allowed for the establishment of a high level of reliability since researchers were able to determine the linear and non-linear patterns of the relationship between the identified key factors, as well as to provide empirical data on the nature of impulsive purchasing behavior in chosen geographic locations. The study's methodological soundness successively increased using the SPSS and SmartPLS-4 measurement models and the structural models for data analysis. The research compares to previous studies by including an analysis of arguments based on emotional, cognitive, and behavioral elements that influence impulse buying by customers from Pakistani department

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stores, which is a relatively uninvestigated context. Therefore, the study holds functional theoretical implications for marketers, policymakers, and consumers to understand the multifaceted antecedent factors of impulse buying in this emerging economy.

Keywords: Impulse buying (IB), emotion (EM), advertising (AD), low self-control (LSC), and satisfaction (SAT).

1 Introduction

Consumer behavior research has been an important part of marketing since the end of the last decade (Fauzi & Widjaja, [2023](#)). The core element of any company that wants to develop an effective marketing strategy and use consumers' impulsive buying behavior is having a clear idea of the critical elements of the consumer decision-making process (Irawan et al. [2024](#)). Impulse buying or impulsiveness is one of many aspects of consumer behavior, which is complex and enticing in no uncertain terms (Aslam et al., [2021](#)). Impulse buying is an unplanned and spontaneous purchasing behavior under the influence of sudden emotions, often without a rational thought (Hawkins et al., [2023](#)).

In previous studies, research marketers reveal that links between emotions and consumer behavior have been fully explored (Yi et al., [2023](#)). Emotions are among the significant factors that shape a person's means of perception, splitting of preferences, and final actions. Researchers have noticed a distinct and exciting trend regarding the relationship between emotions and impulsive buying. Positive emotions like happiness and excitement may cause more impulse spending, whereas negative feelings like sadness or disappointment may decrease impulsive shopping behavior (Hong et al., [2023](#)). As a result, businesses' marketing strategies have been based on creating emotions within the consumers, promoting their superfluous needs and expectations, influencing their disposable income, and achieving impulsive purchases (Cao et al., [2024](#)).

In addition, emotions are powerful means developed by advertising and can also play a substantial role in helping brands and companies develop their perceptions about the products they offer (Ahmad et al., [2019](#)). Advertising helps businesses present product promotional messages in a way that stirs up explicit and unique brand imagery, bringing them ahead of competitors (Kwon & Lee, [2021](#)). Advertisements allow companies to regulate the release of their messages through various communication channels that assist in targeting and involving the customer segments most suitable for their business (Taylor & Costello, [2017](#)). Many authors have taken the advertising role of affecting impulse buying, as it allows consumers to relate their needs with already promoted products or brands (Joo & Wu, [2021](#)).

Furthermore, individual characteristics, such as self-control, have been identified as critical factors influencing impulse buying behavior (Moayery et al., [2019](#)). Low self-control implies little control over thoughts, emotions, and impulses, making people more prone to impulsive urges (Tornquist & Miles, [2019](#)). People with less control over impulses found it more abstruse to resist the impulse to buy than people with high levels of self-control, leading to a higher propensity for unplanned buying behavior (Jain et al., [2023](#)). The connection between self-control and impulsive purchasing behavior can give helpful information to marketers when they aim to reach specific customer segments.

Another integral part of decision-making is that consumers feel good when they are usually satisfied with their previous buying experiences, and they create positive emotions associated with the company and product (Abrar et al., [2017](#)). This positive reinforcement can be transformative and replace the contentment of receiving a good with the pleasurable experience of repeating impulsive purchases. One of the reasons impulsive buyers find these purchasing activities interesting is the satisfaction enjoyed by their past purchases. The current research endeavor is

intended to investigate the impact of emotions, advertising, low self-control, and satisfaction on impulse buying habits. The possibility of uncovering the reasons is highlighted when these components are investigated in detail, which may be possible through the conduction of proper mechanism studies (Ahmad et al., [2019](#)).

The results will help augment consumer impulse buying behavior knowledge and furnish valuable inputs for businesses interested in improving their marketing (Sun & Sun, [2024](#)). Developing target marketing campaigns is much easier since marketers identify the triggers linked to shopping impulsively and the barriers that emanate from it. The unique approaches that could be put in place to approach impulsive shoppers include product placements effectively, limited-time offers, and an enticing shopping environment. Impulsive buying behavior may represent a unique and dynamic area of consumer behavior research (Morozova & Vlaev, [2024](#)).

Discerning how psychological elements such as emotions, advertising, low self-control, and satisfaction impact impulsive buying impressions offers invaluable assistance to firms struggling with maintaining customers. This study brings the critical consumer impulse factors into the picture. It contributes to the existing literature and generally presents practical implications for marketers who wish to use consumers' impulses and sustain their business success (Aslam et al., [2021](#)).

2 Literature Review

Consumer research has discussed impulse buying as one of the most significant tendencies. Impulse buying, in the context of this study, was conceptualized by Rook ([1987](#)). A spontaneous purchase involves buying a particular product without prior planning or intention to make the individual purchase or perform a specific buying task. Beatty and Ferrell ([1998](#)) elaborated on Impulse Buying as a spontaneous, pleasure-oriented consumption behavior often characterized by a quick decision-making process wherein using relevant and easy-to-process information is not feasible.

Prior research has pointed out an extensive list of determinants that were found to impact impulsive buying; these determinants include personality (Sharma et al., [2010](#)), affect (Verplanken & Herabadi, [2001](#)), physical surroundings (Mattila & Wirtz, [2008](#)), and marketing communications (Tendai & Crispen, [2009](#)). Other related literature deals with self-control (Vohs & Faber, [2007](#)) and the influence of culture on impulse purchase intention, as advanced by Kacen & Lee ([2002](#)). The present analysis will argue that impulse buying is a much-nuanced behavior that can be influenced by various individual, situational, and environmental factors (Amos et al., [2014](#)). It is imperative with this myriad influence to unmask the various tendencies and natures surrounding the impulsive consumer for marketers to formulate relevant strategies for satisfaction.

Emotions are the key drivers of impulsive buying, which can be regarded as one of the most critical driving factors for this behavior. Much research has demonstrated that encouraging positive emotions, like joy, exhilaration, and happiness, increases the probability of impulsive buying (Hong et al., [2023](#)). Emotion becomes a source of anticipation, and demand for prompt gratification arises, which in turn becomes reasons to purchase things instantly. On the other hand, sad or frustrated emotional coloration appears to have no effect or even a negative connection to impulsive purchasing behavior (Hong et al., [2023](#)). The lack of desire to preempt more harm in the consumers' negative emotions might reduce the purchases that come with unpleasant feelings. In this way, emotion has a significant impact on the decision-making process of an impulsive consumer. It cannot be ignored when marketers develop marketing strategies to attract impulsive consumers (Sun & Sun, [2024](#)). Advertising is the most winning factor in causing impulse buying consumer behavior. Firms have different purposes of advertising from one another, but they all use it to interact with consumers to change their perspective about a product or brand. Implication

of advertisement by businesses allows them to craft messages that stand out from competitors (Kwon & Lee, [2021](#)).

Similarly, the brands can regulate the distribution of their stories through different media, which they potentially have access to, and efficiently work with their intended audiences (Taylor & Costello, [2017](#)). Numerous studies have repeatedly demonstrated that consumer impulse buying behavior is positively influenced by advertising. This includes raising brand awareness, increasing exposure to advertised products, and creating the need for consumption among consumers (Joo & Wu, [2021](#)).

According to the scientific study, low self-control, which indicates a propensity to make impulsive buying decisions, is individually significant. Impulsivity can arise due to tendencies with low self-control because such beings cannot effectively control their thoughts, feelings, or impulses (Ramadan et al., 2021; Sharma et al., [2010](#)). Self-control becomes very important when it comes to consumers' spending decisions because many studies have confirmed that those with low levels of self-control are more likely to spend more impulsively (Jain et al., [2023](#)). Such people cannot resist the temptation of buying things that are of immediate consumption and are likely to be spendthrifts, indicating spending, whichever comes to hands. Capturing the link between degrees of self-control and impulse buying behavior is a critical factor as marketers strive to reach and develop a particular type of strategy for consumer categories with varying levels of self-control (Moayery et al., [2019](#)).

Many researchers have already investigated the correlation between satisfaction and impulsive purchases. As a result, most agreed that buyer satisfaction is a significant determinant of impulsive buying behavior (Wu et al., [2020](#)). Hence, these studies have shed light on the mechanisms and behaviors of people. A significant characteristic of impulse purchase behavior is that shoppers are more likely to buy when satisfied. An example of this was a study by Rook and Fisher (1995), which reported higher levels of past purchase satisfaction as the primary consumer's influential factor for motivation to make a spontaneous purchase. This indicates that satisfaction is the stimulus that triggers the purchase of impulsive buys as customers try to imitate the good feelings they have experienced in previous consumptions.

The subject of the study is to investigate what is behind the consumer behaviors that tend to be affected by impulsive buying. The study analyzes emotions, marketing campaigns, low self-control, and fulfillment in shopping. Therefore, in more detail, this research aims to establish the role of impulsive purchasing and advance the theory of consumer behavior by analyzing the primary factors that lead to impulsive buying. Based on the stimulus organization response (S-O-R) model, this study examines the effects and interplays between the emotional, cognitive, and behavioral factors in departmental store customers' impulse buying decisions. The S-O-R model insists that various aspects of the business environment, like advertisements and store displays, influence the consumer to elicit certain feelings and thoughts that dictate their response.

Numerous studies have attempted to investigate the effect of emotions, advertising, self-control, and satisfaction on impulse buying behavior, but many gaps still exist. There are several holes, such as scarce investigations in non-Western contexts, relevant shortages of cross-sectional studies, and imperious buying behavior in the shopping environment. Bringing this into light would extend the understanding of impulsive buying behavior and allow marketers and policymakers to apply the same practical implementations.

Hence, the final literature review reaffirms that those emotions, advertising, low self-control, and satisfaction affect the airing of impulse buying preferences. Psychological impulses make people buy products with high emotional value, along with an advertisement that is well crafted, which makes a purchase more likely. On the other hand, negative emotions suppress the impulse buying

tendency. The main factor that will push consumers towards impulsive buying is their financial habits, with low self-control being a culprit. On the other hand, those who are satisfied are less likely to act with impulse. Recognizing these variables and their interplay is undoubtedly the first step on a journey that has the potential to unlock a lot of insights, which are critical for marketers seeking to devise better marketing strategies and target consumers with impulsive habits. Companies can achieve success by including the concept of emotional puppets, advertising, self-control, and gratification while designing the strategy to catch the eyeballs, engage their customers, and trigger impulsive buying behavior.

2.1 Effect of emotion on impulse buying

It is worth mentioning that the role of emotions in predicting variations in impulsive buying behavior is highly significant. In earlier studies, scholars maintained the conceptualization for impulse purchasing and reported that positive affective states like happiness or excitement have a direct positive effect (Beatty & Ferrell, [1998](#); Verplanken & Herabadi, [2001](#)). Consumer mood has been shown to affect consumer behaviors. In a study conducted by Babin and Attaway (2000), consumers in a positive mood were more likely to indulge in impulse buying because the mood was seen as a signal that the current shopping experience was good.

On the other hand, pessimistic feelings like sorrow or disappointment in certain situations cause a reverse relationship with impulsive buying behavior (Isen, [2018](#); Rook, [1987](#)). These are elaborated as people who feel particularly unhappy might not make many impulse purchases, as they might try to alter their subjective state by making more careful consumption decisions (Vohs & Faber, [2007](#)). Emotions and impulse buying can also be affected by the particular context of the purchase episode. For example, consumers might be more thoughtless when the product is entertainment-related (Sharma et al., [2010](#)).

Consumers' moods can also directly or indirectly affect impulse buying, as can factors like the physical store environment and marketing communications. According to Mattila and Wirtz ([2008](#)), the findings discovered that it was significant for positive in-store stimuli such as music and scent to blend with consumers' moods to influence impulse buying. Therefore, it is evident that when appealing to consumer emotions and establishing pleasant settings within retail stores, marketers can easily influence their target consumers and compel them to make impulse purchases.

H1: Emotions positively and significantly influence impulse buying.

2.2 Effect of advertising on impulse buying

This paper sought to establish the impact of advertisements on impulse buying. The findings show that advertising is central to influencing an individual's impulse buying. This paper's findings supported the officially held view that advertising significantly impacts consumer behavior regarding impulse buying.

The knowledge from this research clearly shows that advertising is a crucial element influencing consumers to engage in impulse purchasing behaviors. Several research proposals have revealed that advertising plays a significant role in communicating and creating a brand image, affecting consumers' perception and buyer behavior (Sharma et al., 2010; Tendai & Crispen, 2009).

Thus, an advertisement that creates these impulses induces feelings and obtainable satisfaction linked to such gadgets, which compels people to buy them easily (Beatty and Ferrell, [1998](#); Rook, [1987](#);) as for the influence of the ad. Appeals, Dittmar, and Drury ([2000](#)) pointed out that consumption impulses have higher chances of occurring when materialistic and hedonistic appeals are used in advertisements. The authors of the work stated that advertisements can create a covert desire and perceived need for the products, creating an impulse to purchase these products.

In addition, top-of-mind advertising or presentation formats also tend to impact impulse buying.

Moreover, Mattila and Wirtz (2008) found that contextual advertisement appeals to consumers as it contains vivid and imaginative attributes, evoking stronger and more positive feelings and gestures towards triggering impulsive consumption. The insights gathered from the above points expose marketers to the appropriate ways of creating an effective advertisement that appeals to the consumers' emotions and elicits impulsive buying behavior (Tendai & Crispen, 2009).

H2: *Advertising positively and significantly impacts on impulse buying.*

2.3 Effect of low self-control on impulse buying

More specifically, low self-control has been established to have a causal link to impulse buying. Consequently, an analysis of the impact of low self-control on impulse buying is warranted. Adults with low self-control have been observed to be at high risk for making impulse buys. Through several experiments, Vohs and Faber (2007) showed that low self-control is positively associated with impulse buying. Scholars discovered it in a study involving participants with low self-control, and the results showed a propensity to overspend at random without objectivity.

The absence of self-regulation prevents an individual from avoiding impulsive buying and flexibility in making sound decisions regarding purchases (Baumeister, 2002). Sharma et al. (2010) explained further that individuals with low self-control also exhibit poor self-control when it comes to the urge to spend and buy things without the need to do so. Verplanken and Herabadi (2001) also extended the argument by showing that, as the impulsiveness of consumers increases, their volitional self-regulatory strength decreases and leads to more impulse buying.

Low self-control influences impulse buying in various ways. Hence, various situational factors are known to either enhance the effect of low self-control or inhibit it, for instance, the presence of marketing stimuli and a favorable retail environment (Tendai & Crispen, 2009). Consumer self-control might be lower, and thus, it is easily influenced by in-store promotions, appealing product shelving, and other marketing stimuli that activate an impulsive consumer's purchasing desire (Mattila & Wirtz, 2008). How self-control influences impulse buying patterns should be known to marketers to aid in creating strategies that would be geared toward engaging this segment of consumers.

H3: *Low self-control positively and significantly influences impulse buying*

2.4 Consumer satisfaction after impulse buying behavior

There will be a high relationship between customer satisfaction and impulse buying behavior. The main argument arises that customer satisfaction has been established as a critical determinant of impulse buying behavior. Repeated impulse purchases are expected because consumers are satisfied with products they consumed impulsively earlier and are motivated to replicate the experience associated with past impulsive buying episodes (Beatty & Ferrell, 1998; Rook, 1987).

Using a structural equation model, Awan and Hashmi (2014) suggested that entertainment positively affected impulse buying, while customer satisfaction also had a positive and significant effect. They argue that consumers who are content with their past behaviors are likely motivated to engage in more unconscious, undirected buying behaviors in the future. This is because people who are satisfied with a product are likely to be more confident and relaxed with their decision to purchase a particular product, hence having a low perceived risk and being likely to believe in their impulses to buy other products.

In contrast, dissatisfied consumers cannot indulge in impulse buying as they are careful and thoughtful when making consumption decisions (Verplanken & Herabadi, 2001). Disposal income can be a barrier to impulse purchases, leading to apprehension and creating consumer resistance partly due to negative past experiences (Youn & Faber, 2000). Hence, business organizations must keep their customers' satisfaction high and friendly to continue to force their target consumers to

indulge in impulsive purchases (Awan & Hashmi, [2014](#)).

H4: *Satisfaction positively and significantly influences impulse buying.*

People will better grasp this concept, and the implications will help give marketers or sellers valuable contributions. Impulse buying behavior is the final result of the customers' emotions, which are quite complicated. However, businesses can recognize and manipulate them through strategies to trigger impulsive purchasing tendencies. Such negative strategies may involve product placement offers that last only for a certain period, which grabs customers' attention. This study analyzes the role of emotions, ads, low self-discipline, and satisfaction in impulsive purchases. Exploring the contributor's knowledge gap about the mechanisms controlling impulsive purchases is narrowed down. The study will thereby provide the existing research literature of practical enterprises with the tools necessary to develop their marketing strategies and effectively serve impulsive consumers.

3 Methodology

The study has a quantitative research design aims to study the effect of emotions, advertising, low self-control, and satisfaction on impulse buying. The population comprises male and female department store customers of different age groups in Multan, Pakistan. A self-administered questionnaire was used to collect data from the participants. A total of 197 participants were recruited. A self-administered questionnaire was used to collect data from the participants. SPSS software and SmartPLS-4 (Partial Least Squares) are used to analyze data. The non-probability convenience sampling technique will be used to select the sample. This is a handy sampling technique, especially when conducting an exploratory or pilot study, because the researcher can quickly gather information from the accessible population. This could be helpful, particularly when investigating an under-researched group or setting, such as impulse buying amongst department store customers in Pakistan. Young adults will be accessed through an open platform feature for participation. Demographics like age, gender, education, and income level will be gathered to create a sample covering these aspects to generalize the findings.

A structured questionnaire will be developed based on the variables of interest: Emotions, ads, less self-control, satisfaction, and impulsivity. The questionnaire will be constructed using a five-point Likert scale and some items. The Likert-scale items assess participants' opinions, attitudes, and behaviors. This method enabled the researchers to gather quantitative data in the form of responses obtained from a well-constructed questionnaire, which employs validated scale items and a uniform response format for the hypotheses' testing with the aid of appropriate statistical tools such as SPSS and SmartPLS-4. This method of operationalizing the key constructs and using a 5-point Likert scale is a standard for quantitative research in consumer behavior since it enables the systematic assessment and analysis of the factors that affect consumers' purchase behaviors, including impulse buying.

A pilot test would be performed on a small group of 30 participants. This will be undertaken to ensure the questionnaire is administered to the target sample before finalizing. The main goal of the pilot test is to evaluate the reliability of the questionnaire items, which can be done by conducting an actual interview with the target population. The pilot test participants' evaluation will be utilized to improve and refine the scale to measure the intended factors correctly. Ethical considerations were considered, comprising informed consent, privacy, and confidentiality. Participants were assured that their data would be kept confidential. However, the data will only be used to conduct the research.

3.1 Measures

A five-point Likert point scale was used in study responses from 1 to 5, respectively, ranging from

very disagree to agree. The Scale for impulse buys was adapted from Donthu and Gilliland (1996). This is a reliable and valid scale commonly used in consumer behavior studies to measure people's biases and behaviors regarding impulse buying. The scale for emotion was adapted from Chang et al. (2011); using the validated emotions scale is especially important for affective motives that are to be studied as the determinants of impulsive purchasing behavior, and the Advertising scale adapted from (Pollay and Mittal 1993) the scale measures the participants' impression of the information and persuasion of advertising, and how they affect impulse buying has would have been assessed. As per Unger et al. (2016), a scale adapted for low self-control. It is a commonly employed and reliable scale to measure the trait of low self-control, which is a significant variable for explaining impulse buying behavior. Scales of satisfaction are adapted from (Bhattacharjee, 2001; Koufaris & Hampton-Sosa, 2002). This scale provides a general view of the participants' satisfaction level and how this affects their future Impulse purchasing behavior.

The Cronbach alpha (α) for all the scales in this study was obtained with a value of 0.7. A scale regarding emotional intelligence was developed and used in this study. The English language questionnaire was developed using guidelines by Zhang and Aryadoust (2022). These guidelines were consistent with the customer responses they had collected using English questionnaires in their market.

3.2 Conceptual Framework

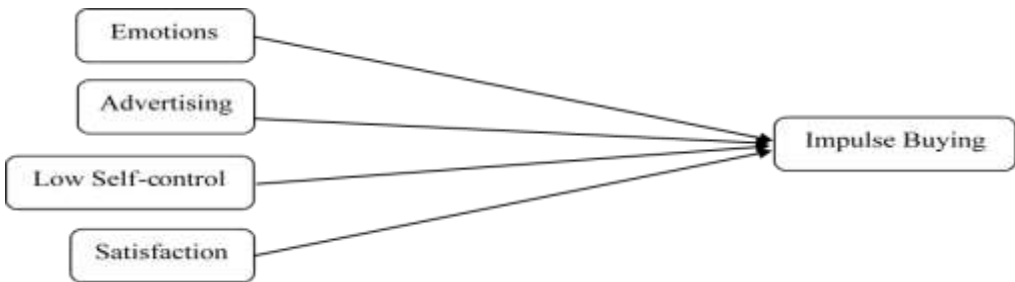


Figure 1: Framework

4 Data Analysis and Result

The data has been collected total 223 questionnaires distributed. Eighteen participants submitted incomplete questionnaires, and eight respondent questionnaires were missing. The final data of 197 respondents were used for the analysis. The collected data will be analyzed using two software, SPSS and SmartPLS. Descriptive statistics will be used for the demographic variables. And inferential statistics for other analyses. Frequency analysis, mean comparison, regression, and correlation analysis will be conducted with SPSS to explore the relationship and impact between the dependent and independent variables. Partial least squares (PLS) analysis will address further quantitative structural relationships among variables. PLS is the "partial least-square" technique that builds models of underlying structures and observable indicators. This framework will introduce PLS path modeling to robustly measure the direct connections between emotion and advertising. Low self-control and satisfaction with impulse buying behavior. The normality of the data analyzed. The value of the skewness and kurtosis Pearson helps measure normality. The table below also illustrates the skewness and kurtosis values that were pertinent and, therefore, fell within this acceptable range. Because of the shape, data is usually distributed.

Table 1: Normality test results

Factors	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Emotion	-0.963	0.245	0.335	0.485

Advertising	-0.993	0.245	0.452	0.485
Low Self-control	-0.889	0.245	0.249	0.485
Satisfaction	-0.913	0.245	0.204	0.485
Impulse buying	0.643	0.245	0.316	0.485

For structural equation modeling (SEM), the data were analyzed using SmartPLS-4. Then, we measured the convergent validity, average variance extracted (AVE), and factor loadings; we then measured composite reliability. According to (Hair et al., 2010), it should be eliminated when factor loading is below 0.4. Anyhow, AVE explains how much a variable explains variances of their items. The AVE value should be more than 0.5. After measuring convergent validity, we measure composite reliability (CR). Composite reliability shows the indication of constructs to its items. When the value of CR is higher than 0.7, its reliability will also be higher (Hair et al., 2010). The AVE values of all the variables were above 0.5 and lay between 0.536 to 0.859. Then, these results confirm the convergent validity.

Table 2: Convergent validity and reliability/Measurement Model

Construct	Items	Loading	Cronbach's alpha	CR	AVE
Advertising	AD1	0.756	0.701	0.832	0.623
	AD2	0.839			
	AD3	0.770			
Emotion	EM1	0.780	0.723	0.869	0.689
	EM2	0.852			
	EM3	0.857			
Impulse Buying	IB1	0.800	0.711	0.870	0.626
	IB2	0.804			
	IB3	0.815			
	IB4	0.743			
Low self-control	LSC1	0.714	0.878	0.932	0.536
	LSC 2	0.722			
	LSC3	0.810			
	LSC4	0.752			
	LSC5	0.721			
	LSC6	0.765			
	LSC 7	0.702			
	LSC 8	0.710			
	LSC 9	0.701			
	LSC10	0.710			
	LSC11	0.721			
Satisfaction	SAT1	0.785	0.749	0.876	0.839
	SAT2	0.814			
	SAT3	0.779			
	SAT4	0.818			

Discriminant validity was analyzed based on the Fornell-Larcker criterion. It measures the square root of average variance extracted (AVE) of a particular construct and compares it with the cross-variable correlations. Discriminant validity can also be confirmed by values of the square root of the AVE exceeding the correlations between a construct and all the other constructs. Table 3 also reveals that the values highlighted in bold show $\sqrt{\text{AVE}}$ that the AVE of each construct in this table is higher than the correlation between that construct and the other constructs. That shows that the discriminant validity of the variables in this research is valid.

Table 3: Discriminant Validity-Heterotrait Monotrait ratio (HTMT)

	AD	LSC	EM	IB	SAT
AD	0.789				
LSC	0.424	0.732			

EM	0.373	0.443	0.830		
IB	0.317	0.553	0.553	0.791	
SAT	0.365	0.432	0.337	0.276	0.915

The next model is a structural model in PLS-SEM, which comes after the measurement model. This model is the most common criterion for significant path coefficients (Henseler et al., 2015). As per below table the results show that emotions ($\beta=0.196$, $t=2.156$, $p<0.05$), Advertising ($\beta=0.232$, $t=2.584$, $p<0.05$), low self-control ($\beta=-0.315$, $t=2.281$, $p<0.05$) and satisfaction ($\beta=0.202$, $t=2.117$, $p<0.05$). These values show that all hypotheses H1, H2, H3, and H4 are supported.

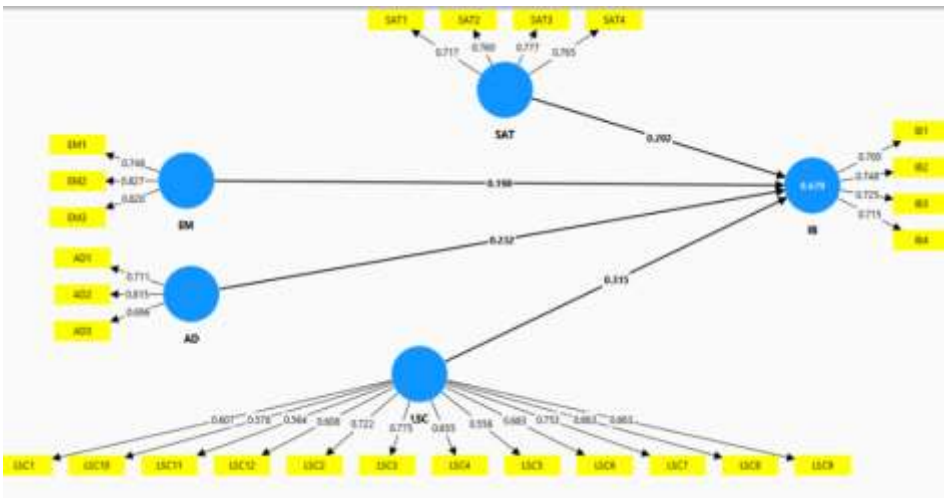
Table 4: Measurements of the structural model

Hypothesis	Relation	Std Beta	StdDev	T value	Sig	Decision
H1	EM->IB	0.196	0.092	2.156	0.031	Supported
H2	AD->IB	0.232	0.090	2.584	0.010	Supported
H3	LSC->IB	0.315	0.112	2.821	0.005	Supported
H4	SAT->IB	0.202	0.095	2.117	0.034	Supported

In Table 5 below, the value of R2 is 0.679. So, this result shows that all four variables of emotion, Advertising, low self-control, and satisfaction define 67.9% of impulse buying variance.’

Table 5: Coefficient of determination

Endogenous latent variable R ² variance	
IB	0.679



5 Discussion

This section will highlight the discussion of the results and key findings based on the hypothesis and analysis based on PLS-SEM.

The findings of the present study thus confirm that emotions play a positive role in impulse buying ($\beta = 0.196$, $t=2.156$, $p<0.05$). This means that feelings like happy or excited consumers are likely to make additional impulse buying compared to their usual behavior. In consumer mood theory, consumers in a positive mood are more likely to engage in PPIs since they wish to prolong or perpetuate their positive moods by consuming (Rook, 1987; Sharma et al., 2010).

The findings of the study also reveal the fact that there is a positive and significant correlation between the two of the independent variables: Advertising to the extent that it produces $\beta = 0.232$, $t=2.584$, $p<0.05$). Therefore, such a discovery suggests that advertising is instrumental in promoting impulse buying behavior. Hypotheses about advertisements can further motivate impulse buying because the feelings and moods associated with them generate spontaneous purchases (Sharma et al., 2010; Tendai & Crispen, 2009). Low Self-Control and Impulse Buying: Low Self-Control and Impulse Buying.

The results show that low self-control has a negative influence on impulse buying, and this is supported by the beta coefficient of low self-control ($\beta=0.315$, $t=2.281$, $p<0.05$). Hence, it can be seen that low self-control disposition increases the impulse buying tendency of an individual. By Freudian reckoning, the lack of self-control renders an individual incapable of withstanding temptation, making them an easy target for consumption behavior urges and able to make impulse buying decisions easily (Baumeister, 2002; Vohs & Faber, 2007).

This study established, following correlation analysis, that there is a positive correlation between customer satisfaction and impulse buying ($\beta = 0.202$, $t=2.117$, $p<0.05$). Thus, two research questions can be formulated: 1) Are impulsive consumers more repeat purchase inclined as compared to non-impulsive consumers? 2) Does consumers' satisfaction level influence their repeat impulse buying tendency? In this context, existing literature states that satisfied consumers desire to experience similar gratifying feelings and pleasures related to their prior impulse buying again (Sharma et al., 2010; Tendai & Crispen, 2009).

5.1 Limitations

This study has some limitations, which include a non-probability sampling technique, which may have affected the generalizability of the findings. However, the key issue remains that it is a self-report questionnaire; therefore, it is possible to have a response bias, but measures will be taken to decrease the impact of these limits so that the study findings are accurate and convincing. To quantitatively research Pakistani consumers' data and perform the analysis using SPSS and PLS-4, this study will provide the audience with crucial information about the connection between emotions, advertising, low self-control, and satisfaction, who are extremely satisfied and buy impulsively.

5.2 Implications of the study

One of the unique differences is that marketing campaigns can be purposefully developed to resonate with impulsive buyers by cultivating positive emotions and using assertive advertising messages. Marketers can benefit from knowing the critical part of self-control in immediate purchases, enabling them to get a specific customer segment more strategically and specifically.

The willingness to accommodate customers can build up repeat buyers, which will benefit long-term customer loyalty. An example of this would be a study that better understands how consumers, both existing and new, behave. Such research, in turn, helps companies build more effective marketing strategies.

6 References

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