

**THE INFLUNCE OF SELF-CONFIDENCE ON IMPULSE
BUYING MEDIATED BY POSITIVE EMOTIONAL
RESPONSE WITH MODERATING ROLE OF
UNEXPECTED PRICE DISCOUNT**

An Empirical Study in Cell phone market of Pakistan

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CERTIFICATE OF APPROVAL

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Forwarded for necessary action.

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All errors in this research thesis is my sole responsibility.

(Syed Mohammad Irtiza)

DEDICATION

Dedicated to the martyres and victims of Army Public School
Peshawar attack december 16, 2014.

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ABSTRACT

The research study was conducted in order to study an impact of self-confidence on new impulse buying with mediation of Positive emotions responses and the moderation of unexpected discount in the cell phone industry of Pakistan. The study was initiated from the stated choice of variables along with their dimensions to state clear evidence from the literature. The study has got positive outcomes that are clearly mentioned in this research study that supports the relationship of stated variables along with their behavioral components.

Secondly to prove the stated literature a set of 300 respondents were selected among the chosen sample from the overall population to provide valuable results for this research study.

Self-confidence has proved to have positive impact on impulse buying through a response rate of 300 respondents. Reliability and validity was measured to ensure inter item consistency and accuracy of items included in the instrument for data collection for the relationship between the decided variables was proved significantly for this research study. Convenience sampling technique was used by the researcher for data collection.

Regression analysis was conducted to ensure change that brings through selection of independent variable and mediating effect of positive emotional responses on impulse buying with the moderation of unexpected discount.

The research study has highlighted important aspects for future researchers to account for other important factors for self-confidence and impulse buying. Whole sellers and Retailers of cell phone industry will aim to utilize beneficial information that serves to be a competitive edge for grasp the intention and create the impulsive environment in the market.

Keywords: Self-confidence, Impulsive buying behavior, Positive Emotions Responses, unexpected price discount,

Chapter No 1

1: INTRODUCTION

Impulse buying is the most important phenomena in consumer society specially developed countries. According to previous studies shows that assured products generates the positive emotions in an individual and that kind of products were responsible for the action of impulsive buying behavior (Parakh, Bindal & Saldanha, 2016). The research had contributed in the light of several implications that refers to the impulsiveness just like an “Unplanned Buying Behavior” (Jeffrey & Hodge, 2007).

Impulsive buying behavior increases when the shoppers have more than 15 products in list that they want to purchase and do more efforts and when it consume high level of time (Kollat & Willett, 1967). This conceptualization turns researchers to establish products in terms of whether they were likely to be go for make their purchased impulsively (Applebaum, 1951).

Now a days many company and brands spending their advertising budget on some kind of situational factors like easily accesses of credit (e.g credit card, automatic teller machines ATM, money back guarantee etc) because these situational factors increases the level of impulsive buying (Rook & Fisher, 1995). Infect now a days many store managers continuously doing efforts to improve impulsive buying behavior (e.g. arrangement of goods, discounts, window display) and to raise their store profit (Park, Lyer & Smith, 1989).

Muruganantham & Bhakar (2013) explain that an impulsive purchase influenced by four factors: external factors, internal factors, situational factors and demographic factors. External factors are stores environment which can be described as the difference store format and situational factor

that affect consumer to make decision making at store was influenced by store atmosphere (Turley & Milliman, 2000). For now, internal factors are consumer's emotion, customer knowledge and customer motivation towards certain products o, including the individual's desire to seek the variety of products that refer to the involvement of a person to the product to be bought (Murganatham & Bhakar, 2013).

Many retailers and brands using environmental music, high lighting, decorated window displays to enhance their store atmosphere and the smell of freshness goods can also influence on change the buying behavior of consumer (Strack, Werth & Deutsch, 2006). If shop keepers garnish their stores with new style and high intensity lights that can increases the ratio of impulsive buying (Karbasivar & Yarahmadi, 2011). But if the consumers have more knowledge about specific product then they have less satisfaction level about general products (Bian & Moutinho, 2011). In the past studies, some studies have tried to pitch the impact of situational factors on impulsive buying behavior (Pattipeilohy & Rofiaty, 2013).

And these situation characteristics like music, store environment, high lights influence on consumer purchasing behavior and then Impulsive purchasing happened when consumer entered into the store and do rapidly decision making because all these characteristics influence on their purchasing intention (Lee & Kacen, 2008).

By far marketing base research shows that different mood has influence on impulsive buying like happy, joy, excited, sadness etc (Billieux, Rochat, Rebetez, & Linden, 2008). The positive attitude of consumer towards store environment also cause of impulsive buying (Mattila & Wirtz, 2008).

The most recently and authentic research also has recognize that consumers may be basically inspired and sometime they are like to engage with impulse buying behavior just because to make change in their taste of life style or to release lack of excitement through happiness they act impulsive because of their positive emotions (Sharma, vijay, Philips, & smith 2010). But when the researchers did research on demographic base for example gender, age, income then some search studies accomplished that the Generation X (people who has born between the mid 1960's and the early 1980's) and Generation Y (people who has born between the 1980's and the year 2000) they people are more involved to did impulsive buying as compared to Baby Boomers (Pentecost & Andrews, 2010).

Impulse buying has always been considered as an important consideration in consumer buying decisions. The previous studies show that Impulse purchase happens when a customer sees the product in a shop and their inner feelings do the strongly urge from customer to purchase and bring it. When buyers purchase a product or service without a plan such cases of purchase are known as impulse buying.

Lucas & Koff (2017) In its simple definition, the act of unplanned and unstructured purchase has been watched as impulse buying, they explained the impulse buying as more emotive, accidental, less planned, and more attractive buying decision as in contrast to planned buying decisions. According to the real impulse buying tells an at-the-moment on-spot decisions which are mainly influenced by the self-confidence because it's a rapidly decision activity when the consumer are in market. This study are conducted to show the impact of self-confidence on consumer impulse buying behavior with the moderating role of positive emotions responses.

This study helps to identify some important factors that encourage the consumer to indulge in impulse buying. There are many ingredients that affect the buying behavior and indulged the customer to go for impulsive buying some of these affected factors are mentioned above like store environment, emotion responses (as a mediator of this study). This study examine that either situational factors influence on consumer to go for impulsive buying or not.

Now a days marketer have to focus on such kind of factors that had influence on consumer to do impulsive buying and make their sales target realistic but this study helps to identify that if the individual have self-confidence and ability to self-control then he or she may have avoid to do impulse buying behavior but it will be clarified when our results are in our hand.

1.1. Problem statement

To study “if there is any significant impact of self-confidence on impulse buying through addressing the self-confidence as independent variable with mediating effect of positive emotion response and moderation through measurement of unexpected price discount in cellphone market specifically in twin cities of Pakistan (Rawalpindi and Islamabad)”.

Mostly previous studies examine on the basis of stimuli and response model like Stimuli, organism, and responses to define the impulse buying. (Xiang, Zheng, Lee & Zhao 2016) But this study are conducted to show the relationship between self-confidence and impulse buying because self-confidence is a personality trait and every individual have different characteristics so this using the positive emotions responses as a mediation and unexpected price discount as moderator variable and these variables invent the adore scenario.

The research study aimed to discuss several emerging issues for individuals having self-confidence and are declined towards compulsive buying, but as the trend for discount offering is

now a major attention for many organizations to attract their potential audience so unexpected price discount was considered as the major contributor towards impulse buying for those who are confident and are indulged with planned purchase in cellular industry of Pakistan.

1.2. Research Question

- To what extent self-confidence impacts on impulse buying?
- To what extent self-confidence impacts on positive emotional response?
- To what extent unexpected price discount moderates a relationship between positive emotional response and self-confidence?
- To what extent positive emotional response mediates a relationship between self-confidence and impulse buying?

1.3. Research objectives

- To study an impact of self-confidence on impulse buying.
- To study an impact of self-confidence on positive emotional responses.
- To study a moderating effect of unexpected price discount between positive emotional responses and self-confidence.
- To study a mediating effect of positive emotional responses between self-confidence and impulse buying.

1.4. Research significance importance

The study supported the conceptualization of a theoretical framework of impulse buying behavior for apparel products by including three sets of variables identified as important factors in consumer behavior. Three major theoretical implications result from this study. First, this

study advances the understanding of self-confidence towards impulse buying. Secondly, it includes self-confidence with the moderating effect of unexpected price discount.

These findings will enable researchers to apply this theoretical framework to other contexts of consumers' buying behaviors, such as planned buying behaviors. Thirdly, also this framework can be applied to impulse buying behaviors for other products, such as restaurants or supermarkets. Confident consumer may go for planned purchase whereas the moderating role of unexpected price discount adds solid contribution because it molds the behavior of consumer and influence on it to generates the positive emotions and in that way the consumer go for impulse buying purchase in cell phone market of Pakistan.

1.5. Research Contribution

The study enabled the conceptualization of a theoretical framework of impulse buying behavior for apparel products by including three sets of variables identified as important factors in consumer behavior. Three major theoretical implications result from this study. First, this study advances the understanding of self-confidence towards impulse buying. Secondly, it includes self-confidence with the moderating effect of unexpected price discount.

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1.6. Knowledge Gap

As evidenced in the study (Chan, Yan & Eckman, 2014) individual characteristics are proposed to be studied in future to measure an impact of impulse buying. This research study tends to adapt individual characteristics with self-confidence with the mediation of positive emotional responses and moderating effect of unexpected price discount will ultimately allow better understanding of research model. Self-confidence is considered to be an important dimension of individual characteristics as it shows an interesting scenario towards dependent variable. Confident consumer always go for planned purchase whereas the moderating role of unexpected price discount adds solid contribution because it molds the behavior of consumer to go for impulse buying purchase in cell phone industry of Pakistan.

1.7. Scope of the Study

The research study is limited only towards brands operating in cell phone of Rawalpindi and Islamabad. The researcher is keenly interested to study the prospects of arousal of impulse buying in the above mentioned industry of Pakistan. To survive efficiently it is important for the brands to look for the trends that eventually shifts the minds of consumer having strong confident personality that eventually go for planned purchase.

To identify that purpose this research study tends to observe the impulsive buying behavior of chosen respondents through selected chosen variables specifically in Rawalpindi and Islamabad.

1.8. Underpinning Theory

Consumer decision-making models are generally used in consumer behavior research (Erasmus, Boshoff & Rousseau 2001). Impulsive buying is stuck and theoretically underpinned within the emotional or impulsive decision making view to consumer decision-making (Tandai & Chrispen,

2009). The consumer decision making model affect the cognitive process of consumer which includes consumer decision making process (who knows what his or her purchase decision) but to some degree when it reflects the emotions of the consumer.

This view assumes that consumers are expected to associate some highly involving feelings or emotions such as enjoyment, love, nervousness, confidence, make-believe and even some slight interesting actions with certain purchases. As compared to carefully searching, reflecting and evaluating another possibility before buying, consumers are just as likely to make many of these kind of purchases as impulsive because they are actually emotionally motivated (Schiffman & Kanuk, 2007). Park, Kim & Forney (2005) had straight earliest concluded that when the different shopping store has a different product offering or pricing strategy, retailers can differentiate their store by making on the relationship between the store's atmosphere and in that way they easily try to generates consumer's emotions in which it has influence on the consumer purchasing decision.

Even if the consumers have a negative emotional state when entering a store, they may become emotionally higher and spend more than they wished-for. All these point toward that impulsive buying may largely be an unconscious buying behavior, it arises by an affective force beyond the control of the individual.

2: Chapter No 2

2.0. Literature Review

2.1. Impulse Buying

Impulse buying is the degree in which the consumer likes to make the rapidly decision making when they enter in the markets and in that way consumer go for un-planned buying behavior and it's disturb the consumer purchasing consideration. Impulse buying happens usually in stores and malls as it discusses above in introduction (Sun,Wu & Youn, 2004). Mostly consumers do impulse buying as it gives liking and moderates burden of choosing from a number of products (Hauseman, 2000). Consumers are in marketing having different kind of mind set and different individual traits it has been observed that, impulse buying has meaningful impacts on personality trait (Silvera, Lavack & Kropp, 2008).

Some advance studies shows there are two main factors of impulse buying marketing factor and shopping environment factor, in shopping environment factors include store environment, display, size, infrastructure of store, and in marketing environment include sales and promotional activity. Basically these are the situational factors or in other words we can say it's a physical surrounding factors that affect the impulse buying (Muruganantham & Bhakat, 2013). But on the other side there are two kind of impulse buyers exist in market ones who do impulse buying when the opportunities arises for example when the brands offers deals and discount, and the others who cannot control their emotions (Verplanken & Sato, 2011)

A research by Peck & Childers (2006) revealed that consumer impulsive buying behavior is influenced on the individual and touch-related factors within the environment at the point of purchase. Other study by Zhou & Wong (2004) showed that impulse buying behavior has been

linked with the in-store advertisement, in terms of promoting discount and cheaper prices for items, as well as in-store atmosphere influenced impulsive buying behavior, and a similar study shows that retailers do attract consumers towards impulse buying by giving special offer to the consumers, such as buy one get one free (Thompson, 2008).

Most of researcher and managers considered that to use the Impulse buying urge as a marketing is unethical marketing technique and impulse buying occurs when the consumers doing urge with their personal traits. But on the other hand mostly brands and companies are highly focus and doing some kind of thing who makes the impulse buying happen because it's a important to grow the business (Kervenoael, Aykac & Palmer, 2009). Many researchers say impulse buying is unplanned buying behavior and it based on emotions and urge. Previously research determines the impulse purchasing into four types pure, suggestion, and reminder, planned.

Pure impulse buying is based on emotions or novelty purchase and it is different from normal purchase pattern. Suggestion impulse buying occurs when the product attract the customers and effect its buying behavior and imagine the uses of it. Reminder impulse buying, it is contrast of pure impulse buying but it is not necessary that product which consumer want to purchase it's already exist in his/her shopping list, you just see a product and its reminds that you need that product. Planned impulse buying have the product which is generally used by consumers and it occurs when the price and product specialty attract the consumers. (Jeffrey & Hodge, 2007)

So when the consumers are in markets with all these types of impulse buying and do unconsciously planned and suddenly diverts their purchase intention .i.e. impulsive (Kwon & Armstrong, 2006). But when the consumers purchase the product without any thinking and

reason that why and what he/she purchasing without the attention of buying pattern so the impulse buying's happened (Verhagen & Dolen, 2011).

Some external factors or situational factors are exist in shopping environment like visual stimuli (product and promotion) grape the attention of consumers when they entering in the store (Mihci & Kursan,2010). There are many situational factors are encourage to the consumer that to go for impulsive purchase. According to some studies shows that Generation Y are more impulse buyer because they have more money (Yang, Chang, Goode, Couch, Nevanlinna, Milne, & Fasching, 2011). Time (Ma & Nichm, 2006) and they feel comfortable in surrounding store environment (Khan, Hui, Chen, & Hoe, 2016).

In 21 century, the markets become more advance due to younger consumers many to study stated that the Generation Y are the more active generation who using social media and easily communicate with each other that's why now a days Social Commerce Platform SCP play a very vital role in impulse buying. Because of rapidly change in technology, consumer are linked to each other through social networks like Facebook, Instagram, twitter etc, and due to increasing rate of online shopping it's also increasing the rate of impulse buying tendency. (Xiang et al, 2016).

Early marketing research literature describes impulse buying simply as unplanned purchase behavior. There are many factors that boost up the impulse buying some of them I mentioned in above paragraphs like store environment, store music, discounts. Stern (1962) stated that the consumers are concentrated the possibility to classifying the products as impulsive and non-impulsive items. Recent research study disagree with this approach, and dispute that impulse buying is linked to the individual traits and emotions rather than the product, and that kind of

buying behavior occurs unplanned behavior. In the last the one very exquisite definition of Olsen, Tudoran, Honkanen, & Verplanken, (2016) defines the impulse buying like as:

“A consumer experiences a sudden, often powerful and determined urge to buy something immediately” (Olsen et al, 2016).

2.2. Relationship between self-confidence and impulse buying

All human beings have inner feelings and practices that form an inherent part of the being that is referred to as the “self”. Whether people are viewed in a positive or negative light can overpoweringly influence many aspects of their life style (Todd, Seta & Waring, 2006). The self-confidence is one of the valuable personality traits in which individual respond to situations to situation and their actions determines their attitude (Be’ nabou & Tirole, 2002). In psychological terms, general self-confidence is a basic aspect of the human mental state, and is also regarded as playing an important role in consumer purchase decision making process. It is also frequently used to understand consumer behavior (Chuang et.al, 2013)

Consumer self-confidence is an unbalanced occurrence and recognized as an important concept to understand the consumer behavior. Howard and Sheth (1977) suggested that there is a direct relationship between overall confidence of individual and behavioral intention. Further Bennet and Harrell (1975) confirmed Howard and Sheth’s were argument through exploring the connection between consumer self-confidence and their purchase attitudes and intentions towards products and brands. Similarly, the frequency of consumers’ indulging in shopping activities permits them to have product knowledge and experiences (Al,zubi 2015).

Self-confidence, recognized as an important consumer characteristic in this study, is originated with consumers’ attitudes and directly effects on their purchasing intentions (Howard, 1977).

Reike et.al, (2015) underline that personnel factors can be defined as individuals internal characteristics such as self-confidence, this study use self-confidence as a personnel factor that influence of body image, satisfaction and buying intention. Self-confidence is a one of individual characteristic or in other words we can say it's a personality variable and it play a very important role between decision makings (Ray,Sethuraman & soran,2016).

Search for information when making a purchasing decision is influenced by the type of risk, personality factors such as self-esteem or self-confidence and the more information you get before purchasing its makes more trouble for the consumer to take the better decision (Outreville & Desrochers, 2016). Research studies shows that there are two aspects that make the contribution between impulse buying i.e. cognitive aspects and motivational aspects of impulsive buying. The individually human capacity are limited for thought or self-awareness, describes the ability to think limited about one. Cognitive aspects of reflexive thought include the abilities for self-control and mental time-traveling. These cognitive aspects help the individuals to resist urges that would otherwise lead to impulsive behavior. Motivational aspects of reflexive thought, on the divergent commonly, can induce urges to consume impulsively (Leonhard, 2012)

Usually, the consumers did impulse buying shopping when they are emotional sufferings such as anxiety, fears, mental distress, frustration, pains and stress (Neuner, Raab & Reisch, 2005). Additionally, to enhancing self-confidence and social status also motivate some individuals to consume impulsiveness (Quoquab, Yasin & Banu, 2013). Many of high caliber researchers says that Self-confidence is driven from self-esteem in which you think about yourself from others like thinking about your skills and competencies etc. on the other hand confidence is based on your actions in which you show your self-esteem with your actions. If you have high self-esteem

then you are more confident and if you have low self-esteem then you are not more confident because in that situation individuals doubt on their abilities (Shipman & Kay, 2014).

On the other stand as we discuss above that self-confidence driven from self-esteem, and self-esteem is the main personality trait that can easily affect the compulsive and impulsive buyer but theories confirm that thing like impulsive consumer has low self-esteem as compared to non-impulsive consumer (Maraz, Andó, Rigó, Harmatta, Takách, Zalka, & Demetrovics, 2016). Due to lower self-esteem or lower self-confidence mostly buyers tend to do impulsive buying just to enhance their self-image and those kinds of consumer are attention seeker (kinney, scheinbaum & schaefer 2015). This study is conduct in cell phone market of the Pakistan and some research studies defined self confidence in a very interest way in cell phone context according to Akkucuk and Esmaili (2016) analysis shows that the logo of smartphone brand helps consumer to feel more self-confident because of social acceptance.

Consumer with high self-confidence is more likely to discuss their consumption awareness with others since the relationship between consumer self-confidence and product expertise is positively correlated. As a source of information, consumers with high levels of purchase confidence are more likely to believe on their ability while consumers with low purchase confidence often depend on others and they would be go for impulse buying (Flynn & Goldsmith, 2016).

More over consumer having less self-confident tent to rely on external information and they are taking from others and its help to evaluate the products because research studies shown that less self-confident consumer has not ready to take risk (Xiao, 2016). But on the other hand somehow the consumer having self-confidence behavior are likely to indulged in impulse buying with

getting and attractive discount offering by the company or brands and it will arise positive emotional response of the consumers which serves as a fruitful outcome for the individual to purchase impulsively but it creates the disturbance and consumers become fail to purchase their desirable product (Barber, Odean, & Zhu, 2009).

In the tested study shows, that consumers are affected by the product-specification and in that way the consumers are significantly indulged with product involvement and the product involvement an important factor supporting impulse buying tendencies because it generates the consumer emotions that's why the individual how have self-confident have some kind of knowledge about the product and its specification and they probably making decision on it bases (Jones, Reynolds, Weun & Beatty, 2003).

According to Martin and Peters (2005), family and friends are the most influence on the purchase intention and give the suggestion with the apparel followed by the advertisement and the internet; typically the friends and the family help the consumer to make the good decision in regard to the purchase without lowering the self-confidence. Self-confidence directly influences on impulse purchase which describes the strong purchasing experience and it shows that individual having ability to spending or self-regulation. The individual have low self-control or self-confidence are easily become an impulse buyer (Knuang & Tran, 2015).

Self-control is play a very exquisite role in to maintain or build the self-confidence and self-control is an self-power of any individual , but the desire environmental stimuli or continual decision making can wear away on individual stamina and in that way consumer forget their self-control with likely to do impulsive buying. If the capability for self-control is depleted various types of impulse behavior are demonstrated such as impulse buying (Lo, Lin & Hsu, 2016).

On the other hand the individual who have higher level of self-confidence they assured or responsible for his or her purchase because that kind of people always seek the post purchase decision (Hsu,Chang & chen,2011).

H1. Self-confidence positively significantly impact on impulse buying.

2.3. Mediating role of positive emotional responses

An impulse buying is happen when a consumer experiences a sudden often powerful and determined urge to buy something straightaway. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is related to positive emotions (hedonism, reward, happiness, joy etc) and negative emotions (bad mood, stress, anxiety, tension etc (Muratore, 2016). Emotions are defined as the mental approach that plays a vital role between thoughts (Ladhari,Souiden & duteur,2016). The shopping experience may encourage emotions such as feeling uplifted or energized. Consumers shopping not only to buy to satisfy their different needs and the only thing that is emotions if the emotions of consumers are positive after its purchased then they become satisfy of its buying and in this situation the confidence may play a vital role or vice versa (Hausman, 2000).

The different environmental (internal and external) factors are directly influencing on emotional responses and its influence on consumer to go towards impulsive buying (Graa & Ekebir, 2012). Positive emotions shows the vivid picture of impulse buying consumer with emotions are they easily indulge in impulse buying because every purchasing having emotions it would be negative or may be positive (Moree & Konrath, 2015).

Impulsive buyers are amazing and complex consumers that is an object of research of different researchers. But now the modern research shows that impulsive buying is often treated as

socially unaccepted phenomenon. It is stated, that impulse buying makes more than 80 percent of all purchases in some particular goods categories (Abrahams, 1997; Smith, 1996). Now at present market conditions when the market competition is high for all brands and all the companies doing promotions for competing in market and the environment that are created by the companies for the customer in which they are easily capturing the consumer for impulse buying different factors, that handling market specialists may generate the emotions and signally increase goods sales, stimulate consumers to buy impulsively (Virvilaite, Saladiene & Bagdonaite 2009).

Emotion is typically classified into two orthogonal dimensions, positive or negative (Isen, 1984). This study uses the positive emotional response as mediation. Positive emotion, such as excitement, can be elicited by an individual's pre-existing mood, affective nature, and reaction to current environmental encounters (e.g. desired products, sales promotions) and that effect the purchasing behavior, (Chang, Yan & Ekman, 2013). Some previous research studies show that tourists are more indulged with impulse buying because they have positive emotions response like they feeling joy, happy, excited on their tourism and they are not planned like what they want to purchase and in that's why they doing impulse buying (Song & Lee, 2016).

But some research studies show the level of effect of emotions, like High positive emotions consume high energy, full concentration, and pleasant engagement whereas low positive emotions affect may consist of sadness and lethargy and its play a vital role towards buying behavior (Mohan, Sivakumaran & Sharma, 2012). When the consumer experiences the high positive emotion they tend to buy impulsive (Roberts, Pullig & Manolis, 2015).

The impact of emotions and inferred that impulse buying is influenced by the affect or emotions of the consumer some research studies shows that the positive emotional responses of consumer to the retail environment result in impulsive purchase (Silvera et,al. 2005). Now a day that consumers are more believe on word of mouth and its contribute a positive a role between impulse buying because due to rapidly change in technology now consumers can connect each other with different networks and sharing the review about the products that they had consumed (Husnain & Akhtar,2016).

Additionally, impulsive buyers may have high levels of frustration or intolerance. Harrington (2005) reported that overspending of time on unnecessary things has generates frustration intolerance (i.e., intolerance of negative emotions, lack of delayed gratification, and frustrated goals). Given that individuals who are likely to do impulsive buying experience they have a variety of emotional difficulties that can include mood disorders, anxiety, and depression (Harnish & Bridges, 2014).

Mostly developed countries experience the impulse buying due to a huge number of buyers, Impulse buying usually accrues when the consumer are in developed countries and due to strong emotions in adolescent they are go for impulse buying because they are reckless and risky. And just because of current market situation or trends marketer gain the very valuable advantage of impulse buying from advertising, promotions, in store environment, visual marketing, packaging etc because these all things generates the positive emotional response and its influence to the consumer to go for impulsive purchasing (Parakh, Bindal & Saldanha, 2016).

Emotional factor are always plays a key role in the encouragement of impulsive buying behavior. But on the other hand many of the psychologists say that Psychological factors are one of the

internal factors. From time to time, psychological factors are also talk about as individual factors which include personality traits, emotional states, interest, and cognitive processes. (Kaur and Sharma, 2017). The emotional states can be divided into positive and negative affective states. Positive affective states can be stated to enjoyment or pleasure whereas negative affective states can be defined as anxiety or guilt (Lim & Yazdanifard, 2015).

Emotions are often used as mediation between stimulus and an actions or behavior. When consumer feels good and comfort, consumer will have good evaluation on product and will buy the product rapidly. Positive emotion as a readiness to act will lead consumer to make impulse buying. Studies in impulse buying behavior show that emotions has influence on impulse buying (Sigit, Lukito & Tupika, 2016). This study using the consumer decision making model for supporting it theoretical frame work and this study using the emotion responses as mediator variable because consumer decision making model says that emotions play an energetic role when the consumers are in market and they had engaged for decision making for his or her purchasing (Tandai & Crispen, 2009).

H2. Self-confidence positively significantly impacts on positive emotional responses.

H3. Positively emotional responses positively and significantly impacts on impulse buying.

H4. Positive emotional responses positively and significantly mediate a relationship between self-confidence and impulse buying.

2.4. Moderating effect of unexpected price discount on impulse buying

The direct effect of accompaniment on making an impulse purchasing this study contains unexpected price discount play a moderating role. And availability of money shows a very important role in impulse buying process (Beatty, Elizabeth & Ferrell, 1998). The product Price

and quality change the buying perception of consumers and just because of it the consumers are spending its more time and money in store (Chen & Hsieh, 2011).

The managers believe that pricing strategy largely depends on the type of goods sold commodities must be sold at fair prices, while luxury goods require the “right” price. They noted that maximizing the price-value relationship involves selling products at regular rather than discounted prices (Choi & Sethi, 2010). Now a day’s brands and companies are more focusing on pricing strategy. Short run price elasticity are the timely effect on impulse buying and short run price strategy target the opportunity seekers of price and impulse buying (Dauwel, Srinivasah, & Fransez, 2007).

At some stage brands were preferring price reduction promotions strategy in others word we call it discount and this is the smartest way to play with customers mind and emotions and let they focus on the judgment on the amount saved. Therefore, the perceived saving of price reduction is higher than that in percentage discount (price discount). Chung et al. (2011) clearly mentioned in their study, that customer become more attractive when the brands and retailers offering the discount because demand is price-sensitive, compared with price discount, the inexpensive price persuades higher demand. Therefore, consumer higher demand encourages a higher impulse buying intention (Chen & wand, 2016). There are different promotions strategies carry out by retailers to strengthen their sales. Hence retailers promote sales in the markets with promotion incentives such as “winter sale”, “Summer time sale, “Discount rate up to 70%” and other strategies and methods such as discount coupons (Nagadeepa, Selvi & Pushpa, 2015).

One more strategy that the brands and companies adopted and that is high brand image due to higher price of product and consumer can judge the products according to the perception that

would be created by brands and companies and its play efficient role to influence on impulse buying with higher price of product with famous brand are related to high quality (Baver, Saver & Becker 2006). The managers believe that pricing strategy largely depends on the type of goods sold commodities must be sold at fair prices, while luxury goods require the “right” price. They noted that maximizing the price-value relationship involves selling products at regular rather than discounted prices.

The impulsive buying behavior does not happen with just low cost. What is most important is that consumers actually recognize that the price has been reduced. Recently, many online shopping malls such as social commerce send out messages (e.g. 50% or you save 25\$) to make users be aware about price discount. These tools increase the attractiveness, and generate positive emotions. Moreover, it works as a main accelerator that causes urge to buy (Hong & Yoo, 2016)

Furthermore, very important and helpful strategy using for the brands and companies and that is refund policy, Price is already lower when store offers the price refund policy and it’s a good tool to attract the customers and its influence on them to do impulsive buying (Srivastava & Lurie, 2001). Fluctuating in price promote the price itself and sales of other product due to impulse buying and the presence of consumer in stores (Poel & Schamphelaere, 2003).but the most recently technique that the most of the brands, companies and restaurants are offering that is discount coupons, they offering discount on coupons and influence on consumer to mix with impulsive buying (Chung,Song & Lee 2017)

Ali and Hansu (2013) found that the effect of Atmospheric, Entertaining and Hedonic like In-Store advertisement and promotions, Store display, Supportive and friendly salesperson, shop

crowding are significantly determinants of impulse buying laterally associate with the cheaper price and discount part of the promotional, informative and economical effect. And the Sales and price are directly affecting the impulse buying because it generates the emotions and every purchase has its own emotions (Turley & Milliman, 2000).

Pricing strategy effect the competitive advantages because pricing, sales and discounts play an important influence on customers buying intention (Kopalle, Biswas, Chintagunta, Fan, Pauwels, Ratchford, & Sills, 2009). In most developed countries market are big competitive and product price commonly considered as important determinant of the consumer store choice decision, many consumers have been more sensitive to product price towards buying decisions (Yeboah & Prempeh, 2017). Impulsive buyers have been found to be more sales prone and experience greater enjoyment when purchasing at a reduced price than non-impulsive buyers (kinney, scheinbaum & schaefers 2015).

But on the other hand if the brands and companies do rapidly changes in prices then consumers shows the negative attitude for that brand or product. In-store promotion and price strategy play a critical role on consumer behavior and make the consumer excited towards impulse buying and discount strategies perform the exquisite role to impulse buying (Fam, Merrilees, Richard, Jozsa, Li, & Krisjanous, 2011). Store environment and discount offering generates the emotion towards purchase like positive and negative (Harnish & Bridges 2014).

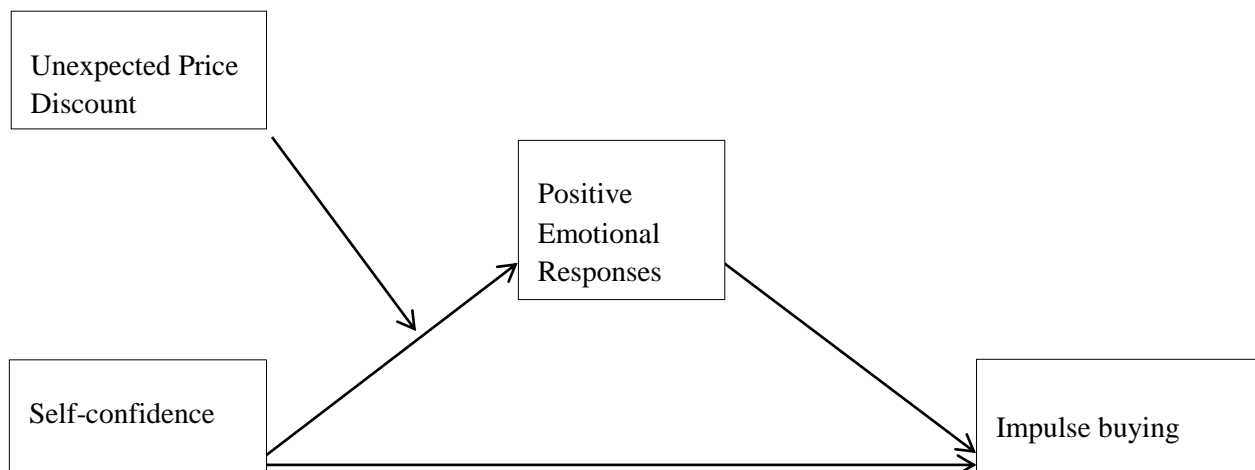
Consumer must make a decision guarantee the product by spending more money right now or risk missing the product by waiting for the discount occurs. This right method is common in second hand shopping setting which is becoming more important retail context and it is now effective tool for retailers (Glaber, Landers & Reynolds 2016). Similarly, price discount

program, cooperation of product launching with attractive display, arousal activities, and product range completeness has positive effect on impulse buying. Also, strategic location, traffic design, floor display, sampling, point of purchase in the store have positive effect on consumers impulse buying behavior (Bong, 2016).

Tandai & Crispen, (2009) acknowledged that the unexpected price discount results in higher expressions of willingness to pay for unrelated or discretionary items.

H5. Unexpected price discount positively and significantly moderates a relationship between self-confidence and positive emotional responses.

2.5. THEORITICAL FRAMEWORK



Chapter No 3

3. METHODOLOGY

The purpose of describing research methodology is to evaluate the different tools and methods and also choose the best mix of tools and methods, which can lead towards reaching desired results, answering research questions and achieving research objectives. The research methodology consists of following methodology mix, consists of multiple tools and methods that includes research design, approaches, population, sampling and research ethics which will be used in completing a research study.

3.1 Type of study

The type of study is hypothesis testing while the type of investigation is causal. Quantitative approach was used for this type of research study as the respondents was distributed questionnaires and data was analyzed to conduct the results

3.2 Unit of analysis

Unit of analysis for this research study was those individuals who tend to go for impulse buying in cell phone market of Pakistan. And how the above variables are affect them to go for impulsive buying.

3.3 Research Approach

Deductive approach was used for this research study as the researcher is following a general accepted theory i.e. consumer decision making model and following its impact in specific conditions so deductive approach is most appropriate.

3.4 Research Design

Survey design was followed as the information collected from large population based on respondent's perception survey design is most appropriate to conduct this research study.

3.5 Time horizon

Cross sectional study was selected for this research study. In cross-sectional research; a certain phenomenon is studied at a particular point in time.

3.6 Population

The population for this research study was those customers who are using cell phones and they are come to but the cell phones from cell phone market of twin city of Pakistan. But mostly our target populations are youth of the twin cities because according to survey there are 60% youth live in Pakistan and they are up to date about cell phones and technology that's why this study target the youth of twin cities who are in cell phone market as consumers.

3.7 Sampling

Non probability sampling technique was chosen for this type of research study because our sampling size are 300 respondents and convenience sampling technique was chosen for further analysis of data collection. To test the hypotheses proposed in this study, a field study was conduct on 300 individuals visiting the cell phone market of twin cities. Because according to (Hair , Anderson , Tatham, Black.1998) stated that the size of samples plays an important role in approximating and understanding research findings. Samples that are too small, for example 50, are not recommended. However, samples that are too large, for example more than 400 until 500 are also not recommended.

According to Hair et al. (1998), there is no correct size of samples. Hair et al. (1998) gives recommendation the range of samples between 200-300 or minimum 500 (five) samples for each factor (indicator) being observed. This research is conducted through quantitative study by using questionnaire given to respondents. In accordance with recommendation from Hair et al. (1998) as mentioned above, this research going for minimal samples as respondents needed is 300 samples as respondents.

3.8 Data collection

For achieving the desire research objectives and answering the research questions a survey questionnaire was distributed among general customers in cell phone market having seven point liker scales to achieve the desire research objectives. Sampling refers to as important component of methodology as the researcher needs to select choice of sampling before going for data collection.

This research study was eventually follow non probability sampling in which each respondent does not enjoy fair opportunity to be included as the sampling object. The non-probability sampling further includes three components that are convenience quote. Ethical issue are consider to be an important aspect of research study as they include various aspects that protects the integrity and privacy of respondents and research assurance.

3.9 Research Instrument

To examine the relationship of this study variable, survey method is applied. The total items of the questionnaire are 19 out of which 4 items adapted from (Dash, Schiffman, & Berenson, 1976). for self-confidence, 4 items representing positive emotional responses adapted from (Adelaar, Chang, Lancendorfer, Lee, & Morimoto,2003) 7 items adapted from Kim & Soi,

(2002) for impulse buying and 4 items for unexpected price discount adapted from Tinne, 2011 to measure an impact of self-confidence on impulse buying with mediating and moderating effect of positive emotional responses and unexpected price discount.

Questionnaire have designed comprises of two sections. First section is related to the personal profile of the respondent's consumer including their age, gender, education level, occupation which is measured by nominal scale. Second section is related to the questions relevant variables namely self-confidence, positive emotions responses, unexpected price discount, impulse buying measured by 7-point Likert scale.

3.10. Data Analysis Techniques

- Filled questionnaire were sorted out to separate incomplete or inappropriate questionnaire.
- Each item of the questionnaire was coded.
- Coded data was entered into SPSS.
- Correlation analysis was used to find out the association between independent and dependent variables.
- Multiple regression analysis was used to find out the prediction of impulse buying by self-confidence independent variables.

Chapter no 4

4 Results

4.1. RELIABILITY

Reliability is referred as an extent to which an instrument tool provides reliable results (Sekaran & Bougie, 2013). Internal consistency reliability is an explanation about the stability of the results delivered in a test ensuring that multiple items used to measure different construct produce consistent scores (Saunders & Thronhill, 2009).

(Gliem & Gliem, 2003) extended that most reliable and commonly used test for measuring internal consistency reliability in cronbach alpha aforementioned researchers further explained that value of reliability coefficient greater than 0.6 is acceptable. As this research study was having reliability a bit low than excellent margin which is 0.8 but due to certain research constraints the researcher was able to collect data at one point time which can restrict the scale to achieve its excellent value.

Table 4-1 Reliability

RELIABILITY ANALYSIS		
LEVEL	ALPHA VALUE	NO. OF ITEMS
Instrument	0.7	19
Self-confidence	0.68	4
Positive Emotional Response	0.82	4
Impulse Buying	0.8	7
Unexpected Price Discount	0.7	4

Instrument was having 19 items out of which 4 items adapted from (Dash, Schiffman, & Berenson,1976) for self-confidence, 4 items representing positive emotional responses adapted from (Adelaar, Chang, Lancendorfer, Lee, & Morimoto, 2003) 7 items adapted from Kim & Soi, (2002) for impulse buying and 4 items for unexpected price discount adapted from Tinne, 2011 to measure an impact of self-confidence on impulse buying with mediating and moderating effect of positive emotional responses and unexpected price discount.

This was distributed among 300 potential samples from the chosen population. Scale reliability was used for the data collection from the chosen sample and self-confidence was having 0.68, positive emotional responses were having 0.82, unexpected price discount 0.7 was having and impulse buying was having 0.8.

4.2. DESCRIPTIVES

The portion contains information regarding demographics including age, gender, education and occupation employed by the potential respondents who had participated in this research study along with comprehensive statistical information of different constructs used for data collection in this research study.

Table 4-2 Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SC_COMPOSITE	300	1.00	7.00	3.7583	1.35022
PER_COMPOSITE	300	2.50	7.00	4.7367	1.02469
IMP_COMPOSITE	300	1.43	6.57	3.8438	1.23851
DIS_COMPOSITE	300	1.50	7.00	4.5417	1.29037
Valid N (listwise)	300				

Information employed in the above mentioned table provides a detailed mean for the constructs used for data collection. N depicts the total number of sample while 1.00 is the minimum number of response gathered from the respondents for self-confidence 7.00 is the maximum and 3.7 is the mean with standard deviation of 1.35 this means shows that the despondence have average self-confidence not more high and not so slow. Similarly positive emotion response is having a minimum response of 2.50 with mean 4.73 and standard deviation of 1.02469 there is high response rate on emotions which means that emotions play a vital role between self-confidence and impulse buying. Impulse buying is having a mean of 3.84 with standard deviation of 1.23.

And unexpected discount is having a mean of 4.54 discount mean shows that consumer are like to give response whenever the discount are offering by the businesses with standard deviation of 1.29.

Table 4-3

Measures	Items	Frequency	Percentage
Age	18-24	84	28
	25-34	200	66.7
	35-44	14	4.7
	45 or above	2	7
Gender	Male	210	70
	Female	90	30
Qualification	Under graduate	54	18
	graduate	58	19.3
	masters	112	37.3
	professional	76	25.3
Occupation	Student	224	68
	Employed	76	32

Above mentioned table provides an information regarding gender who had participated in data collection procedure. Out of total sample of 300, 210 were male with cumulative percentage of 70 % and 90 were females having cumulative percentage of 30%. Respondents having age group

of 18-24 having frequency of 84 with cumulative percentage of 28% had participated in data collection method. Respondents having age group of 25-34 were having frequency of 200 with cumulative percentage of 94% are the largest among every group who had provided a fruitful response for this research study. 35-44 age groups are 14 in numbers having cumulative percentage of 4.7 %.

Respondents who are under-graduate were having a frequency of 54 with percentage of 18%. More over 19% were those who were having a graduate degree with frequency of 58. Respondents having master degree were the largest among sample that were having a frequency of 112 and 76 were those who are professionals and had participated in this research study to provide fruitful outcomes.

Information collected from occupation provides a valid outcome of having 204 respondents who were students by profession and spend time having impulse purchase while 96 were those who were employed and are more declined towards confident purchase as compared to students.

4.3. Correlation

This study measure the correlation between different variables using pearson correlation. The following table shows the correlations.

Table 4-4
Correlations

		SC_COMP OSITE	PER_COMP OSITE	IMP_COMP OSITE	DIS_COMP OSITE
SC_COMPO SITE	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	300			
PER_COMPO SITE	Pearson Correlation	.237**	1		
	Sig. (2-tailed)	.000			
	N	300	300		
IMP_COMPO SITE	Pearson Correlation	.374**	.376**	1	
	Sig. (2-tailed)	.000	.000		
	N	300	300	300	
DIS_COMPO SITE	Pearson Correlation	.221**	.940**	.298**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

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

The above table shows that the correlation having ≥ 0.4 will be showing a moderate relationship and those having $0.5 \geq$ show a strong relationship between two constructs.

The above mentioned research study had provided moderate relationship of .237 between independent variable self-confidence hand mediator positive emotional responses. Similarly a quite improved association of .374 was observed between independent variable and dependent variable which was evidence in the light of literature as stated by author that individuals having

self-confident behavior may have a tendency to indulge in impulsive buying behavior. Self-confidence with discount offerings was having weak but significant relationship with moderation.

Mediator had shown significant strong relationship that ultimately depicts in the light of literature that an individual who had tendency to pursue impulse buying will indulge in the matter of purchase with presence of discount offerings that ultimately mold the emotions of individual even having self-confident behavior will go for impulse buying. Results have shown positive strong significant relationship of .940 between moderator and mediator for this research study that supports the literature discussed above.

4.4. REGRESSION

Regression analysis is explained as a statistical process of evaluating a relationship among different variables. As per the discussion headed by (Chatterjee & Hadi, 2006) analysis is used to estimate or measure an impact and strength on dependent variable with series of different independent variables based on different values that examine the strength of dependent variable with series of different independent variable.

(Amstrong & Scott, 2012) Extended the light of discussion and explains to implement this statistical process when a researcher is seeking causal relationship or effect of one variable to another. Linear regression estimates an equation that ultimately maximizes the relationship between all the data points and fitted line. Difference between the observed variable and models predicted values are the main course of attention and model fits the data well only if the difference between observed variable and the values of models predicted variable are small and unbiased (Stinjin & Miller, 1999).

While a research is based on cross sectional data 0.4 is considered as an efficient model fit (Gujarati & Damoder, 2009). F-statistic in regression estimates the fits of different linear models with comparison of no predictor to the model justified by the researcher (Amstrong & Scott, 2012). F value is basically an indicator that expresses if there is any significant change exists between intercept only model and intercept slope model and its significance value will lies ultimately at $p \leq 0.05$. If the value of F statistic falls below this significance value it will depicts that there is a significant change with presence of different predictors specified by the researcher in research study.

Similarly T- statistic is also significant at $p \leq 0.05$ which ultimately defines a concept as the presence of different indicators in specified model are good enough to develop a consensus on particular research study.

Above mentioned concepts as discussed by different authors in the light of literature can be concluded that significance level of these statistic values will make an impact that predictors included in our model are well enough to observe the variation in dependent variable and are experiencing valuable change that proves to be significant for particular domain of research study.

Coefficient table in regression analysis provides factual information required to predict the relationship between dependent and series of independent variables through providing us the values for beta and their significance value $p \leq 0.05$.

4.4.1 Table 4-5 Simple regression

Model		Coefficients	se	t	p
	(Constant)	4.0616	.1705	23.8157	.0000
1	SC_COMP	.1796	.0427	4.2051	.0000

a. outcome Variable: PER_COMPOSITE

SC=Self-Confidence, PER=Positive Emotional Response

MODEL: coff=.1796, SE=.0427, T=4.2051, P=.0000

Above table is the table of regression between a path that is self-confidence is the independent variable and the outcome variable is positive emotional response and it shows the direct effect that is .1796 with the t value of 4.2051 and its shows the significant effect of path a with the p value is .0000. that table shows that there is a significant relationship between self-confidence and positive emotions responses with the p value .0000.

4.4.2: Table 4-6 multiple regression

	coefficient	Se	t	p
Constant	1.0579	.3182	3.324	.0010
PER_COMP	.3685	.0634	5.809	.0000
SC_COMP	.2768	.0481	5.748	.0000

b. outcome variable: IMP

MODEL: R=.4771, R²=.2276, F=43.753, p=.0000

Above table is the table of regression between a path and path b through mediation effect of positive emotional response that is self-confidence is the independent variable and the mediation of positive emotional response with the outcome variable is impulse buying and it shows the

indirect effect that is .1796 with the t value of 4.2051 and its shows the significant effect of path a with the p value is .0000.

4.4.3. Mediation

This study using the Preacher and Hayes method for performing the mediation and moderation analysis.

Table 4-7 Direct and indirect effect of mediation (preacher and hayes)

X=Self confidence

Y=Impulse Buying

Direct effect and indirect method

Model Summary

Model	Effect	SE	T	P
S_C	.2768	.0481	5.748	.0000

Outcome variable: IMP

MODEL: Effect=.2768, SE=.0.481, T=5.748, p=.0000

The above table shows the direct effect of independent variable that is self-confidence and dependent variable that is impulse buying and direct effect between self-confidence and impulse buying is 0.2768 and the p shows the significance value that is .0000.it means there is relation exist between self-confidence and impulse buying with the direct effect of 0.2768.

Table 4-8 Indirect Effect X on Y with mediation

Model Summary

Model	Effect	Boot se	BootLCI	BootULCI
PER_ Comp	.0662	0.198	0.359	.1126

MODEL: Total Effect=0.662,

Mediation performed for this research study was developed through Hayes' procedural guidelines that provided both direct and indirect effect for the research study. Direct impact of X on Y was having an effect of .2768 with t value of 5.748 which was significant at .000. While indirect effect was performed in the presence of M which was declared as mediator for this research study was having an effect of .0662 with ultimate decline that throws a light for the presence of mediation in this research model.

As the beta coefficients were not having any insignificant value with significant model fit for this research study so the results show partial mediation for this research study that is predictors are having some significant impact without the presence of mediator for this research study.

4.4.4: Moderation

Table 4-9 Moderation step 1 or step 2

Model Summary

Model	R	R Square	RSquare change	F	P
1	.468	.219		.137	.0000
Int-1			0.312	11.830	0.0007

a. Predictors: (Constant), SC_COMPOSITE

Above table is moderation table and shows R value .468 between self-confidence and Discount, and r square is .219 p value is .0000. Which is insignificant but this analysis is without interaction term. This is step one table of moderation and its shows the R value .468.

Now in second step with interaction term shows that moderation is exist between self-confidence and discount because R square change increases due to interaction term the change of 0.312. And the F value shows the model fit that is 11.83 and P value shows the significance i.e. .0007. Step two shows the moderation with the interaction term between self-confidence and unexpected price discount.

Chapter No 5

5.0. DISCUSSION, RECOMMENDATIONS, MANAGERIAL IMPLICATIONS, FUTURE DIRECTIONS & CONCLUSION

5.1. Discussion

In the 1980s, investigate kept tabs on the inquiry for “who "participates in impulse buying, a move that drove scientists to sort individuals as either impulsive or non-impulsive buyers. Starting in the 1990s, specialists started investigating the buyer, particularly as far as whether his or her spending conduct was managed by disposition or summed up quality of brain. Recently the effort put by Shiv and Fedorikhin (1999) carried out an examination of the part of subjective versus full of feeling variables in deciding item decision.

Impulsive buying can equally rely upon extensive variety of factors. Internal components are essential with arrangements to the mental characteristics of a customer. This can be comprehended in detail with studies like consumer conduct. Marketing comprises the vital investigation of S-T-P i.e., Segmentation, Targeting, positioning. Each brand investigates itself with reason to relate to a kind of purchaser; in this way, it ends up naturally important to comprehend the attitude of its buyers to different examinations. External components then again are completely controllable by a marketer. These are value advancements, item, positions, and client benefit, feel and so on. (LaCour, 2013). This is a field where organizations have contributed substantially well to make the client feel at home or actually exceptional.

The theoretical frame work of this study shows the very interesting scenario like self-confidence as independent variable and its basically individual characteristic (Ray,Sethuraman & soran,2016). And mostly researchers had proved that Consumers with high self-confidence are

happier to discuss their consumption awareness with others since the relationship between consumer self-confidence and product expertise is positively correlated. As a source of information, consumers with high levels of purchase confidence are more likely to believe on their ability while consumers with low purchase confidence often depend on others and they would be go for impulse buying.

Impulse buying as dependent variable with the mediation of positive emotions response and unexpected price discount play a moderation role. And the result shows that p value is significant it means the model of this search study is fit. Research objectives that were designed initially were fulfilled through statistical analysis for this research study as this research study contributes to develop understanding regarding self-confidence individual go for impulse buying and unexpected price discount boost it this relationship. (Novak et al., 2000).

The instrument was having 19 items which was distributed among 300 potential samples from the chosen population in cell phone market of Rawalpindi and Islamabad. This research study using the 7 likert scale and scale reliability was used for the data collection from the chosen sample and self-confidence was having 0.68, positive emotional responses were having 0.82, unexpected price discount 0.7 was having and impulse buying was having 0.8 which is acceptable (Gliem & Gliem, 2003).

The research study is having no positive association with any demographics that significantly allows the research study to directly check an impact of independent variable on impulse buying hence no variables are controlled for this research study. Research questions and problems were successfully answered proving a significant relationship between aforementioned variables in the

chosen industry through stated choices of analysis techniques that provides significant and positive association between the choices of variables chosen for this research study.

The research study is limited only towards brands operating in cell phone of Rawalpindi and Islamabad. The researcher is keenly interested to study the prospects of arousal of impulse buying in the above mentioned industry of Pakistan. To survive efficiently it is important for the brands to look for the trends that eventually shifts the minds of consumer having strong confident personality that eventually go for planned purchase. This study helps to identify some important factors, there are many ingredients that affect the buying behavior and indulged the customer to go for impulsive buying. Some of these affected element are mentioned above like store environment, emotion responses (as a mediator of this study) situational factors and so on.

The correlation table shows the relationship between self-confidence and impulse buying that is .374** which is positive and significant and the mean of self-confidence is 3.75 it shows that the respondents who had fill our questionnaire having self-confidence but still they go for impulse buying when the situational factors influence on them because it in hence the customer perception. (Smith & Sivakumar, 2004). Furthermore, impulsiveness was found to be the strongest variable of the urge to buy impulsively. Discounted price directly affected urge to buy impulsively. Surprisingly, this is an unexpected result. When a simple correlation analysis was performed then the correlation shows the positively significant.

This result supports the finding of previous research. (Chung, Song & Lee 2017) who asserted that impulsiveness is based on individual personality, and that personality would influence one's desire, This research study, the results show that self-confident individual also go for impulse buying. Secondly, positive emotion response mediates the impulse buying in that way consumer

is doing impulse buying in cell phone industry. And third, that unexpected price discount influence on self-confidence individual to do impulsive buying in cell phone industry.

The table of regression between a path and path b through mediation effect of positive emotional response that is self-confidence is the independent variable and the mediation of positive emotional response with the outcome variable is impulse buying and it shows the indirect effect that is .1796 with the t value of 4.2051 and its shows the significant effect of path a with the p value is .0000..

Mediation performed for this research study was developed through hayees procedural guidelines that provided both direct and indirect effect for the research study. Direct impact of X on Y was having an effect of .2768 with t value of 5.748 which was significant at .000. While indirect effect was performed in the presence of M which was declared as mediator for this research study having an effect of .0662 with ultimate decline that throws a light for the presence of mediation in this research model. it means the results shown that the mediation of positive emotional responses effect the impulse buying.

The above mentioned research study had provided moderate relationship of .237 between independent variable self-confidence hand mediator positive emotional responses. Similarly a quite improved association of .374 was observed between independent variable and dependent variable which was evidence in the light of literature as stated by author that individuals having self-confident behavior may have a tendency to indulge in impulsive buying behavior. Self-confidence with discount offerings was having weak but significant relationship with moderation.

This research study using the Hayes macro for the analysis of mediation and moderation and results shows that mediation and moderation play a very important role between frame work.. Mediator had shown significant strong relationship that ultimately depicts in the light of literature that an individual who had tendency to pursue impulse buying will indulge in the matter of purchase with presence of discount offerings that ultimately mold the emotions of individual even having self-confident behavior will go for impulse buying. And result shows the indirect and direct mediation between the relation of self-confidence and impulse buying and the moderation enter to boost up that whole scenario and the result of moderation step 1 and 2 plus step 2 with interaction term shows that unexpected price discount play a moderation role.(Lo, Lin & Hsu, 2016).

This research study finds out the three experiences first, the results show that self-confident individual also go for impulse buying. Secondly, positive emotion response mediates the impulse buying in that way consumer is doing impulse buying in cell phone industry. And third, that unexpected price discount influence on self-confidence individual to do impulsive buying in cell phone industry. This research study tends to adapt individual characteristics with self-confidence with the mediation of positive emotional responses and moderating effect of unexpected price discount will ultimately allow better understanding of research model. .

Mostly developed countries experience the impulse buying due to a huge number of buyers, Impulse buying usually accrues when the consumer are in developed countries and due to strong emotions in adolescent they are go for impulse buying because they are reckless and risky. And just because of current market situation or trends marketer gain the very valuable advantage of impulse buying from advertising, promotions, in store environment, visual marketing,

packaging etc because these all things generates the positive emotional response and its influence to the consumer to go for impulsive purchasing.

This study using the consumer decision making model for supporting it theoretical frame work and this study using the emotion responses as mediator variable because consumer decision making model says that emotions play a energetic role when the consumers are in market and they had engaged for decision making for his or her purchasing. (Tandai & Crispen, 2009). This study importantly demonstrated that the relationship between self-confidence and impulse buying behavior and moderated by unexpected price discount especially when the extent of a consumer's emotions response willingness to buy or self-confidence is relatively high,

The effect of self-confidence on impulse buying behavior is make the most of individuals. The results of the study will definitely serving the marketing managers to better recognize the consumer impulse buying decision-making process, particularly from the viewpoint of emotions and price promotion motivate consumers' impulse buying behavior. Also, managers can should do brainstorming for new marketing techniques and they have to design new products with their new display presentation and this interesting scenario throw the consumer to go for impulse buying and in that way the managers can get the better response and achieved better sales targets.

As per research studies predicted, price consciousness also influenced the purchase decision. Those who were more prices conscious were likely to buy the product. However, price consciousness had no effect on regret, which means that a consumers need to achieve low prices manifest more in the decision making process. (Glaber, Landers & Reynolds, 2017). In other words, although discount rate of expensive luxurious goods is high, price of such goods are more

likely to out of consumer's monthly budget. So it is not easy to attract consumers with them since they are out of control in terms of budget. (Shim & Altmann, 2016)

5.2. Conclusion

In the light of the facts and figures included in the various chapters of this research study; it can be safely concluded that self-confidence exerts a positive and significant impact on impulse buying and in the case for mediation of positive emotions responses capabilities; the aforesaid relationship become stronger and thus it means that self-confidence individual also go for impulse buying when the brands offering the discount.

This study indicates that self-confidence individual has also go for impulsive buying when the brands and retailer offering the discounts and its helps to generate the emotions towards purchase and in which consumer are urgu to buy. Impulsive buying is an intriguing exploration point for analysts and financial analysts for its reasonable ramifications in the day by day lives of producers, advertisers and customers in the exchanging scene. The point is additionally applicable to both small scale and full scale economy field of studies. There have been wealth clarifications for rash purchasing social marvel gave, however the social variables perspectives are seldom examined observationally.

Generalizing introduced clarifications of impulsive buying idea can be expressed that conduct of indiscreet buying is a shopper's react to boost and rebate experienced in buy condition and it is an immediate arrangement and a customer feels enthusiastic or potentially subjective responses in post buy. Incautious acquiring does not related level headed basic leadership model of a buyer: when need rises, a shopper purchases indiscreetly and does not look for options. It is important to stress that rash buying is frequently related to different sorts of impromptu purchasing, urgent

and over the top purchasing that might be exhibited in assortment, where from one perspective it is indiscreet acquiring and then again – surpassed purchasing or habitual.

There are many factors influence on impulse buying like situational factors, emotion responses, personality traits and so on. Some of these affected element are mentioned above like store environment, emotion responses (as a mediator of this study) situational factors and so on. The apparel retail ambient/design characteristics influenced on consumers' positive emotional responses to apparel retail environment. Consumer's positive emotions responses influence on consumer's impulse buying behavior. Impulse buying behavior was accompanied by feelings of excitement and pleasure and was directly influenced by consumers' positive emotions. This study contributes to a better understanding of the influence of consumers' situations in the relationship between consumers' positive emotions and impulse buying behavior

This research study shows a magnificent contribution to find the search question that have already mentioned above. The results show that self-confidence peoples also indulged in impulsive buying and unexpected price discount play moderation role. Result shows the moderation effect of discount between self-confidence and impulse buying and it enhance the emotions to play a mediation role in this study scenario.

Secondly, unexpected discount generates the positive emotion response they have influence on consumer to go for impulse buying. Price discount is the one of the very responsive promotion tool now a day many businesses are focusing on discount strategy because to compete and survive in competitor market and in impulse buying, consumers do not have too much time to consider the relevant information, and the decision-making time is quite short. Price discount

promotions decrease the time spent thinking, so price reduction will lead easily to more impulse buying.

The model proposed in this study can be used to describe impulse buying behavior on the retail cell phone market. In detail impulse buying occurs when consumers have positive emotion response this feeling evoke by the self-confidence and unexpected price discount also effect on impulse buying. And the results clearly show and support the hypothesis that self-confidence individual somehow not go for impulse buying but as affecting some external factors generates their emotions and its mediate the relationship between impulse buying and self-confidence and plus discount price play a vital role on among the relationship between self-confidence and impulse buying.

Keeping in mind the universal nature of impulse buying, The study and research of impulse buying predict that businesses/ retailers make most of their sales and get benefited though their strong customer relationship, through scopes and also to present some examination proposal for the development of the knowledge in the field of customer research. In developing countries the trend of impulse buying is growing fast and to conclude the impulse buying may turn into an emergent area of research and could be seen across the various forms of trade. After the content analysis of the literature, its possible to clarify the impulse buying concept, and its various dimensions, and its relationship with the consumer, and also to shows some research suggestion for the development of the awareness in the field of consumer research.

5.3. Recommendations

Drive acquiring for long need been viewed as a wild event by unplanned. Drive obtaining constitutes more than 40% of the deals and subsequently may be an enormous business to marketers. Showcasing today focuses on 2 sorts from asserting business parts - drive also normal purchasers. Normal purchasers have a tendency with examine their purchasing choices same time drive purchasing is toward those goad from claiming minute. In light of this understanding supporters tend to endeavor extending the classy offer. Pricing might be enter the moment that it hails ought to drive. In the case of amid a store, a chocolate bar costs Rs. 10 at any rate in the event that you buy all the 10, you should pay fundamental Rs. 90. That may incite a minute reaction from an imprudent buyer.

Regression analysis also provides concrete evidence of gradual change in specified model with inclusion of positive emotion response as a mediating variable. So, it can be safely said that as discussed in the light of literature and analysis that the self-confidence individual go for impulse buying when unexpected price discount play a vital role or moderate the relationship and its generate the positive emotional responses play a mediation role between self-confidence and impulse buying.

The findings of study highlighted the vital essentials of sudden cost markdown offered by the retailers or brands to increment deals and benefit through motivation purchasing. Beneficial conduct of the staff developed to be the most critical calculate impacting motivation purchasing among customers in cell phone industry. Cheaper costs and rebates were the second most essential consider impacting rash activities of shoppers. Retailers can offer cost rebates that can push purchasers to buy both fundamental and discretionary things on drive, accordingly expanding the general deals. Additionally, remembering the aggregate introduction of

individuals in Pakistan, rebates offers on item in groups or aggregate utilize items can likewise trigger shoppers' motivation purchasing.

Marketers hence may need to not only focus on making the retail point high in stimulation, but also overcome the consumer dilemma through attractive on ground promotional strategies such as attractive store policies of easy return or re-imburement or seasonal discounts. Also effectively communicating the relative rationality of impulsive purchases, highlighting both its economic and non-economic awards may help in overcoming these consumers' negative perceptions of impulse buying behavior.

The combination of discount and emotions are effectively and efficiently work on those concerns that are the exact demand of target market. Therefore managers should focus to develop strong inter functional coordination in order to utilize the acquired knowledge towards the enhance impulse buying with efficiently and effectively. Furthermore, it is recommended that a sample of broader scope should be included in the research studies; i.e. larger sample based on the implication of impulse buying in the context of developing, developed and under developed countries. Moreover, it is the recommended that focus on more environmental factors and individual characteristics for example personality traits and etc.

5.4. Managerial Implications

In the world around 75% of purchase are not planned (Merzer, 2014), so retailers view impulse buying as an important component of their business. As four variable this research study discussed above were affected on appraisal impulse buying behavior so this research study recommend to sealers and marketers to offering the discount to their customer's because Whenever the discount offered by the brand and company to their customer's then impulse

buying occurs, so this study eventually recommend the brands to offered the discount price to increase their sales. Because unexpected discount generates the positive emotion response and they has influence on consumer to go for impulse buying.

The effect of self-confidence on impulse buying behavior is make the most of individuals. The results of the study will definitely serving the marketing managers to better recognize the consumer impulse buying decision-making process, particularly from the viewpoint of emotions and price promotion motivate consumers' impulse buying behavior. Also, managers can should do brainstorming for new marketing techniques and they have to design new products with their new display presentation and this interesting scenario throw the consumer to go for impulse buying and in that way the managers can get the better response and achieved better sales targets. On the other hand, marketers have been deal with expensive products by making marketing strategies should be familiar, by using a more spontaneous way as much as possible, such as offering the genuine discount, in which the consumers is become out of control and taking positive action and participate to do impulse buying.

Basically this study is giving some straightforward implications of managerial and public interest. Consumers become positive emotions whenever the deals and discount are offered by the brands and companies so the most important managerial implication is to finding the discounts stores, rather than non-discount stores, actually discount shows larger increase in sales and shopping intention when the preference is price are used. The implication is that discount stores can use reference price advertising which is more effectively than non-discount stores. The most important public policy implication stem from the finding that a plausible reference price may reduce shopping intention among some buyer, where as an implausible reference price even through discounted more than a plausible reference price can result in higher shopping intention.

The implication is that retailers have an economic incentive to use inflated reference prices, and that consumers will be harmed if retailers yield to that temptation. Secondly, in addition to creating an attractive physical shopping environment like better window display, high lightening, and so on, plus it is even more important that to enhance salespersons role in to facilitate the consumer immediately, expected commendation and praises.

The findings of the study is to highlight the strategic significance of unexpected price discount offered by the retailers or brands to increase sales and profit through impulse buying. Good behavior of the sales persons are the most significant factor to generate the emotions of the consumer which influencing on impulse buying among consumers in cell phone industry. Discounted prices and money off were the second most important factor that boost up the consumer emotions and they indulged and has took easily influencing of impulsive buying of consumers. Businesses should offered the price discounts for catching the buyers to purchase both compulsory and noncompulsory products because as shows above the studies that the impulsive buying of the consumer play always a vital to increase the overall sales of companies.

Consumers actually having some matching personality to indulge in impulsive buying behavior by taking the influence of physical surroundings like atmosphere, layouts, and promotions, friendly and convincing salespersons can positively affect the consumers' emotion and induce them to ask about smart phone. The practical and pleasant-sounding combination of multitude of marketing strategies such as in-store design, all brand smart phone in which they offering the different options to the consumers, promotion for the brand hand because brands of smart phones directly advertise their smart phones, etc..

Jeffery & Hodge (1994) clearly proved in their studies, that in-store shopping environment is a vital element of impulsive buying. It is taking place by small scale variables which are certain to specific shopping situations and bound to the consumer towards impulse buying. And the factors includes, store background music, shop display, in-store advancements, costs, shop cleanliness, shop density or cramming and store employees, all these elements are help to in hence the in-store shopping environment, among others. Managers and retailers should to go with in store marketing promotion and decorate their store and maintain the friendly and comfort shopping environment for their valuable customers.

5.5. Limitations and Future

After the comprehensive review of the literature and content analysis of different studies this study have driven some forecasts for the future research activities in the field of impulse buying. In this study, therefore propose a framework to increase the understanding of impulse buying. Therefore this study categorized the various factors under the broad categories of self-confidence, positive emotions response, unexpected price discount, and impulse buying.

The future research in impulse buying should include this scenario that is the combination of discount and emotions to effectively and efficiently work on those concerns that are the exact demand of target market. Therefore managers should focus to develop strong inter functional coordination in order to utilize the acquired knowledge towards the enhance impulse buying with efficiently and effectively. Furthermore, it is recommended that a sample of broader scope should be included in the research studies; i.e. larger sample based on the implication of impulse buying in the context of developing, developed and under developed countries. Moreover, it is

the recommended that focus on more environmental factors and individual characteristics for example personality traits and etc.

Although this study produced some meaningful insights, still, there are some limitations as well. Like the small size of sample that is 300 and data had collected is limited to Rawalpindi and Islamabad are two major limitations of the current research. The research may end in different results if the data is collected from a large number of shoppers from other cities. This research study using the quantitative approach for data collection so the future research must be conducted on qualitative data or using the combination of both approaches during the survey most of females were found reluctant to respond to survey as compared to males and in cell phone market female traffic were limited.

Impulse buying has been a challenge for market researchers due to its complex nature. The impulse buying is a complex and multi-layered phenomenon in which the brands and merchants take full of valuable advantage for this complex phenomena in which they has making huge volume of the products sold each and every year. Consumer's researchers have mainly focused on identifying the different factors that are the main caused for inducing impulse buying in various developed countries. Now in the emerging market, there is a need to study the impulse buying due to recent development in retailing and wholesaling market, creating an attractive physical shopping environment and in store stimuli is important to enhance the sales through the unplanned buying..

This study has been conducted in cell phone industry and the study suggested that the Researcher should go for other stores in future to find out the interesting facts and figure regarding impulse buying, may be conducted in other store types like grocery stores, Shopping Malls etc because

impulse buying always happens where the wide arrange of product were available (Xiao, Nicholson & Iyer, 2017) and to see whether the same patterns of situation dimensions and consumer purchasing behavior emerge there or not. Plus there are some limitations to this study. The participant responses were not related to specific retail formats, and the consumer self-confidence is not partitioned into high and low levels that may influence its effects on information search behavior and the intervention effects.

Many of the businesses in Pakistan following the trend of online business and they are playing well future research have to conduct on online context in which the researchers have to focus on consumer reviews on social media with impulse buying. Value rebate advancements diminish the time spent considering, so value decrease will lead effortlessly to more drive purchasing so further reviews may need to utilize time as intercession variable and discover the fascinating outcomes.

Such inquiries about one can bring some genuine relationship among drive purchasing and shoppers' attributes. This will research the brain research of shoppers in Pakistan, with regards to motivation purchasing. Additionally, an exploration on in-store condition components as for specific item classes implies now you can without much of a stretch see extraordinarily in hyper advertise that specific items offering item deco material to the store since it will likewise be useful for retailers to manufacture correspondence and relationship with customers without saying anything because as discuss above that its generates the positive emotions response in that way consumer easily indulged in impulse buying.

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QUESTIONNAIRE:

Very Strongly Disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Very Strongly agree
1	2	3	4	5	6	7

Self-confidence (adapted from Dash et al. 1976)

1. I feel bothered about what other people think of me?	1	2	3	4	5	6	7
2. I am sure about my abilities in general.	1	2	3	4	5	6	7
3. Keeping my recent purchase experience in mind I can easily judge the quality of product before purchase.	1	2	3	4	5	6	7
4. Keeping my recent purchasing experience in mind I have ability to make a good choice.	1	2	3	4	5	6	7

Positive Emotional Responses (adapted from Adaaler et al, (2003),)

Your answers will be kept completely confidential. Take approximately 2 minutes to really get into the mood of the situation like when you go for unplanned purchasing.

1. I often buy product when I think this product is fun.	1	2	3	4	5	6	7
2. I purchase product when I find it fascinating.	1	2	3	4	5	6	7
3. I often buy product when I find it exciting	1	2	3	4	5	6	7
4. I purchase product when I am interested in it.	1	2	3	4	5	6	7

Impulse buying (adapted from Kim & Soi, (2002))

1. I often buy things spontaneously.	1	2	3	4	5	6	7
2. “Just do it” describes the way I buy things.	1	2	3	4	5	6	7
3. I often buy things without thinking.	1	2	3	4	5	6	7
4. “I see it, I buy it” describes me.	1	2	3	4	5	6	7
5. “Buy now, think about it later” describes me.	1	2	3	4	5	6	7
6. Sometimes I feel like buying things on the spur-of-the moment.	1	2	3	4	5	6	7
7. Sometimes I am a bit reckless about what I buy.	1	2	3	4	5	6	7

Unexpected Price Discount (adapted from Tinne.2011 and chen & wang.2016))

1. If I see discount price, I tend to buy impulse.	1	2	3	4	5	6	7
2. I am promoted to buy more because of the discount activities.	1	2	3	4	5	6	7
3. Discount price of product affects unplanned buying behavior.	1	2	3	4	5	6	7
4. Various schemes (like buy 1 get 1 free) affect my buying behavior positively.	1	2	3	4	5	6	7

