

## Impulse Buying Behavior: Conceptual Evolution

Joshy John<sup>1</sup>, Siby Zacharias<sup>2</sup>

Researchers and strategic managers across the world have done a great job with respect to advent of Impulse Buying as a significant concept worth analyzing. Past six decades have seen the transformation of the concept from a thin idea to heavy theoretical structure. ('DuPont' studies 1950; 'Nesbitt' (1959); 'Stern' (1962); 'Bellenger et.al' (1978); 'Engel & Blackwell' (1982); 'Abratt&Goodey' (1990); 'Evenden' (1999); 'Verplanken*et.al*' (2001); 'Herabadi et.al' (2009); 'Sharma *et.al*' (2010); 'Piyush Sharma *et.al*' (2014). This paper is built on review made upon literature published over the past six decades. This review has been taken up with a precise emphasis on understanding the concept of impulse buying. An analysis of historical perspective of the concept and contemporary definitions are done here. It comprises of the vibrant contributions from different, yet relevant field of knowledge, for the purpose of presenting a holistic perspective regarding the phenomenon 'impulse buying'.

Electronic database, Journals, Academic papers were referred for this purpose and is presented here. Literature found is appraised and systematically arranged according to every ten year period. It reveals the internal construct of Impulse Buying and various Behavioral, Internal, Situational, Demographic factors which influence the practice. The vivid facets of the concept are offered to researchers and practitioners who are interested to take research to the next level. This paper could serve as the foundation stone for a future research that undertake knowledge gaps in this arena. Different elements could be focused for future research. These efforts could help understand the concept in detail. From a practitioner's viewpoint, the article is of great help to understand the major factors which influence 'impulse buying' to propose fitting selling strategies. In the ever changing retail scenario of emerging economies across the world, such differentiated efforts are required for sustained growth of the business.

*Key words: Impulse buying, Impulsive nature, Kinetic elements, Retailing, Organized Retailing.*

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<sup>1</sup> School of Management & Business Studies, Mahatma Gandhi University, India. [joshy.john@mariancollege.org](mailto:joshy.john@mariancollege.org)

<sup>2</sup> School of Management & Business Studies, Mahatma Gandhi University, India. [sibyzac@gmail.com](mailto:sibyzac@gmail.com)