

Investigation of psychological, cultural and media factors on impulse buying behavior

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Abstract

Background and purpose: consumer behavior and impulse buying behavior have been one of the topics of attention of marketing researchers in recent decades; Therefore, the aim of the present study was to investigate the psychological, cultural and media factors affecting impulse buying behavior.

Research method: The current research was qualitative and analytical phenomenology. The method of data collection was in-depth interview. Ten experienced impulse buy people in the age range of 20-60 were purposefully selected and subjected to in-depth interviews. In order to analyze the qualitative data and extract the desired categories, the phenomenology method and MAXQDA20 software and the main and sub-themes of the research were identified.

Results: Finally, based on the coding of the research interviews, 50 sub-themes were identified and according to their semantic similarity and affinity, they were divided into 9 main themes including: people's thoughts, emotions and feelings, people's personality, interior design and store environment, family upbringing, cultural norms and values, website design, quality and support services, providing effective and extensive advertisements and immediacy were categorized.

Conclusion: research on impulse buying behavior has many practical benefits, by revealing the relative importance of factors affecting impulse buying, effective marketing strategies can be proposed to increase the volume of impulse purchases in a store, or on the other hand, consumers can be helped. to control their immediate buying behavior.

Keywords: culture, impulse buying behavior, media, psychological factors

Received: 10/June/2022

Accepted: 25/March/2022

Citation: Aminzadeh M. S., Bagheri F.*, Zare Bahramabadi M.. Investigation of psychological, cultural and media factors on impulse buying behavior, Family and health, 2022; 12(2): 76-101

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Introduction:

Instant shopping as a pervasive and distinctive phenomenon has attracted the attention of researchers and theorists. Impulse buying is an unplanned, unexpected and unplanned purchase caused by exposure to stimuli. This type of buying involves a high level of emotion, less rational control, and highly reactive behaviors (1). The impulse buying behavior seems negative from the point of view of some consumers and leads to thoughts such as spending too much money, uncertainty about the performance and quality of products, as well as feelings of guilt and social disharmony (2).

Various factors, including psychological, demographic, and cultural values, have an effect on impulse buying as one of the types of shopping behaviors due to the effect it has on consumer behavior (1). In general, the influencing factors on immediate purchase behavior are divided into three groups: individual factors such as education, emotions, personality factors and mental state, product-related factors such as the appearance and functional characteristics of the product, product design, and all external factors related to the product such as price and environmental factors. For example, interior design, color, light, music, how to arrange things, the environment inside the store and all promotional and promotional activities that motivate people to buy (2). In this regard, the current study focuses on identifying psychological, personality, cultural and media factors.

Situational factors are divided into environmental and personal factors during impulse buying, these factors include available time, available money, family influence, shopping environment, searching in the store, shopping alone, guidance and salesperson assistance. Factors such as self-esteem, emotions, excitability (lack of control over the desire to buy), shopping pleasure and the desire to buy immediately are considered to be psychologically influential in impulse buying (3). Variables such as emotion regulation, mindfulness, self-esteem and personality may be related to impulse buying behavior and follow it.

Emotion regulation is based on the internal and external processes of responding to the control and monitoring, evaluation and adjustment of emotional interactions, especially their fleeting and rapid characteristics to achieve goals (4). Emotional regulation includes any coping strategy that people use when facing intense emotions. In fact, emotional regulation refers to the ability to understand emotions, adjust emotional experience and express emotions (5). Emotion regulation depends on two levels: the emotion regulation process and its efficiency. Emotion regulation can be conscious or unconscious, fleeting or permanent and behavioral or cognitive. Behavioral emotion regulation is a type of emotion regulation that can be seen in a person's obvious behavior compared to cognitive emotion regulation that cannot be observed and is fleeting. Successful emotion regulation is associated with positive achievements; Achievements such as the development of social competences, health of the user of emotion regulation and, on the other hand, unregulated emotion are associated with prominent forms of psychological damage; For example, it has been

said that lack of emotion regulation can herald problematic behaviors such as violence (5). Research has shown that a powerful class of emotion regulation includes cognitive ways of managing stimulating emotional information. (6).

Mindfulness is another variable that may be related to impulse buying behavior. Mindfulness is a method of attention or thought management that today most researchers associate with Eastern meditation, and describe it as "paying full attention to the experiences of the present in a moment-to-moment form." Also referred to as "paying attention in a particular way in the present, without judgment (7), and the ability to direct attention in such a way that it can be cultivated through meditative practice. This particular method is defined as moment-to-moment self-regulation of attention." In other words, mindfulness is defined as a non-judgmental and balanced sense of awareness that involves clearly seeing and accepting emotions and physical phenomena, as happen, it helps (8).

Self-esteem is an important aspect of a person's identity and personality and is defined as a person's general feeling and belief about himself, personal self-evaluation and effective reaction to self-evaluation (9). Since the most important personal experiences of a person are obtained from family and parents, friends and teachers, the ways of personal experiences and personal values can also affect a person's behavior (10) and self-esteem is an important personal factor in promoting health and specifically promoting mental health in It is considered (9). Elliot considers self-esteem to be an important factor in impulse buying, and Emily believes that self-esteem has an inverse relationship with impulse buying.

Personality is defined as the unique and relatively stable internal and external aspects and characteristics of a person's character that influence a person's behavior in different situations and actually explain stable patterns of response to situations (11). Various researches in the field of consumer behavior have shown that one of the most important factors influencing consumer buying behavior is their personality traits. According to Hirschman's research, the concept of novelty refers to a personality trait, an internal or inherent desire of a person to search for new information, stimulus or experience. As a result, consumer tendencies, mental involvement, active arousal, and searching spirit can be effective in consumer innovation (12).

Each of the thinkers have defined culture in their own way, and the most important of them are the definitions of Hofstede and Schwartz. Hofstede and Hofstede consider culture to be a model of hypotheses, values and beliefs, whose common meaning is acquired by a group. They see values as broad tendencies to prefer particular states of affairs over others. Schwartz considers culture as a rich and dominant set of beliefs and values of the people of a society, norms, symbols, practices of society. After two decades of presenting his basic human values model, Schwartz revised these values and presented the revised theory with 4 meaningful values including openness to changes, conservatism, personal promotion and self-exaltation, which are conceptually separate from each other. Introduced. Openness to changes: this dimension includes the variables of self-direction in action, self-direction in thought and motivation, which are used to describe openness to changes;

Conservatism: the variables of image, security, tradition, conformity and conformity are the dimensions of conservatism that are used to measure the variable of conservatism; The dimension of personal promotion includes the variables of hedonism, success and power; Self-excellence: This dimension includes universalism and benevolence variables, which are used to evaluate self-excellence. In an article with several sample countries and several thousand customers with Western and Eastern cultures, Cassen and Lee tried to understand how culture systematically moderates impulse buying behavior (13). The results of the research showed that cultural factors such as values, beliefs and cultural traditions affect instant shopping.

Media and media advertising are other things that can affect impulse buying behavior. Social media have been explored through marketing relationships, technology acceptance model, and user motivations and limitations (14). When social media were first introduced, organizations often thought of them as a means of communicating with customers and marketing their products (15). The use of social media has become a big social phenomenon (14) and as group applications are online tools and technologies that encourage and enable participation, dialogue, free thinking, creation and socialization in a group of users (16). Researchers believe that the emergence of social media is a real revolution in marketing communication, and one of the most common types on the Internet is social media, which they define as a new version of communication technologies (15).

The stated scientific documents show that many individual, social and cultural factors contribute to the phenomenon of instant shopping. As seen, different studies have addressed this issue from different angles. However, it may be safe to admit that the best source of information is the people who experience this behavior in order to obtain the factors affecting the impulse buying behavior. It is only in this way that it is possible to identify the real and accurate effective factors. Considering the fact that qualitative research leads to the description and analysis of the lived experience of the participants' impulse buying behavior in the form of their conversations and feelings and is guided by the situation or text of their experience of the phenomenon in question, conducting such research to discover the factors It is important and valuable to influence impulse buying behavior as an individual and social behavioral problem. Considering the importance of people's experiences in shaping impulse buying, this research will be done with the aim of studying and explaining the lived experiences of people with impulse buying behavior. In fact, through this qualitative study with a hermeneutic phenomenological approach, the meanings created from this phenomenon experienced by people with instant shopping will be explained in order to better understand this phenomenon. The purpose of this research will be to determine and identify the psychological, cultural and media factors affecting the impulse buying behavior.

Research method:

The current research was qualitative and phenomenologically analytical. The method of data collection was in-depth interview. Ten experienced impulse buy people in the age range of 20-60 were purposefully selected and subjected to in-depth interviews. In order to analyze the qualitative

data and extract the desired categories, the phenomenology method and MAXQDA20 software and the main and sub-themes of the research were identified. In the interviews, concepts were extracted and after summarizing, repeated concepts were filtered, then based on them, sub- and main structures were extracted.

The data and information related to this research was through library-field. The data collection tool was the semi-structured interview method, which is presented in the following steps:

Compilation of preliminary questions: The researcher first started designing the initial questions. At this stage, it was tried that each interview question covers only one axis, and questions were designed from almost all individual, family, interpersonal, and social axes, following the points of question design, and a selection was made from among the proposed questions. The questions raised were tried to somehow cover all the factors affecting impulse buying behavior, including psychological, personality, cultural and media factors, and the interview was conducted in a way that includes all these factors. Also, in the case of each interviewee, by asking open-ended questions and allowing the person to express the dimensions and details of his shopping behavior, as much as possible, no limits were set for him, and the opportunity to express the factors affecting impulse buying behavior It was given to him and at the same time the interviewer, keeping in mind the purpose of the research to identify the psychological, personality, cultural and media factors affecting the impulse buying behavior, if there is any ambiguity in the interview text of the interviewee about these factors, he asked questions to clarify It raises these dimensions.

Run a trial and get feedback from the participant's understanding: After the final confirmation of the questions to measure the understanding of the questions by the participants, the questions were given to the participants and they were asked about their possible answers. Also, a test interview was conducted so that the researcher could understand the sameness of the participant's perception and what the researcher's goal was with the questions, and if necessary, the questions were modified, and finally, the researcher changed the questions that were general to more detailed questions to understand the interviewee better.

Developing a semi-structured interview questionnaire: What we talked about in the previous stages were all the steps that the researcher took to get the necessary preparation in order to compile the research tools and start. Now that the questions were decided, it was necessary to develop a questionnaire to start the implementation. At this stage, the interview form and questions were given to three experts and finally the final form of questions was compiled.

During the interview, after establishing communication and initial and general conversations, based on the answers of the participants, the main research question from the participant's point of view was clearly and accurately addressed. The interviews were recorded with a tape recorder, and after the interview was completed, it was carefully implemented and the text of the interviews was used for coding and analysis.

In order to analyze the qualitative data and extract the desired categories from it, the free, selective and central triple coding method and Claizi method are used. In Claizi's method, seven steps are taken to reach the goal.

In the first stage of Claizi, at the end of each interview and recording of field notes, the recorded statements of the participants were listened to repeatedly and their statements were written word by word on paper, and read several times to understand the feelings and experiences of the participants. In the second step, under the information with meaning, the statements related to the discussed phenomenon were underlined and, in this way, the important sentences were identified. The third stage, which is the extraction of formulated concepts, important phrases after identifying each interview, tried to extract from each phrase the concept that expresses the meaning and the basic part of the person's thinking. Of course, after acquiring these compiled concepts, it was tried to examine the relevance of the compiled meaning with the main and primary sentences and ensure the correctness of the connection between them. After extracting the codes, according to the fourth stage of Claizey, the researcher carefully studied the developed concepts and categorized them based on the similarity of the concepts. In this way, subject categories were formed from compiled concepts. In the fifth step, the results were linked together for a comprehensive description of the phenomenon under study and created more general categories. In the sixth step, a comprehensive description of the phenomenon under study was presented (as clearly and unambiguously as possible). The final validation step was done by referring to each sample and asking about the findings. Because this method is very objective and accurate and is suitable for researchers in qualitative research. In fact, in this research, the initial concepts were obtained first, and these concepts were taken from the statements and, in other words, taken from the participants' own language. The next level was about creating components. At this stage, the concepts resulting from the coding in the previous stage were compared and the concepts that had a common meaning were placed under one component.

In order to analyze the qualitative data and extract the desired categories from it, after each interview, the interview was implemented and the initial concepts were extracted. It should be noted that the initial concepts were very close to the interviewees' sentences and were somehow completely taken from their words. Then, in the re-review, it was tried to determine the concepts related to psychological, cultural and media factors affecting the instant buying behavior. In this research, the seven steps of the Claysey method were used for analysis. To analyze the data and find answers to the research questions, two methods of interpretive and structural analysis were used. In this way, in order to answer the research questions, the interpretative analysis of the entire interview text and the review of notes after the interviews were used. These notes were written by the researcher before and during the interview and also after the interview. In other words, these items include notes on how to understand the concept of impulse buying behavior, participants' approach to conduct an interview, determining the time and place for the interview, the level of willingness and interest of people for the interview, the level of honesty in answering, their body

language during the interview and in It was taken and inferred by the researcher from the text of the interview.

Structural method was also used in answering the questions, in this regard line by line or multi-line analysis was used. Analytical writing started from the first stage. This step included categorizing different codes in the form of potential components and sorting the coded data summary in the form of specified components (17). In fact, the researcher started analyzing his codes and proceeded by considering how the primary codes form the main components and some were removed. Then the researcher created a set of components and evaluated them, which included two stages of component review and refinement. The first stage included a review at the level of coded summaries, and in the second stage, the validity of the components was considered in relation to the data set (18). In general, it can be said that all the interviews conducted in the beginning are line by line or multi-line; from which the researcher was able to take a concept, it was coded, and in the next step, the obtained codes that had a common concept and theme were placed in a component, and in other words, the primary codes were based on one axis and characteristic that the participants emphasized on. it placed. In the next step, the obtained components were placed in classes that were more abstract than the previous two classes and are considered as categories.

Research results:

Table 1 shows the demographic information of the sample participating in the research.

Table 1 Demographic characteristics of experts

Demographic characteristics		Percentage	Abundance
gender	Man	30%	3
	Female	70%	7
Age	Less than 35 years	50%	5
	35 to 45 years	30%	3
	45 years and more	20%	2
Associate and Bachelor		90%	9
Graduate		10%	1
Total		100%	10

Read carefully all the descriptions and important findings of the participants

The seven stages of Claizi were conducted in parallel with the interviews. In the first stage, in order to empathize with the participants and to understand the texts more, the interviews were implemented, transcribed and read several times.

Table 2 extracting important phrases and sentences related to the phenomenon of the second interview

Color	Code	Segment	Area	Coverage %
●	Being interested in shopping like many women (second interview, Pos. 5)	Participant: What can I say, lady, like many women, I like shopping	69	0.98
●	Making a person feel good	It makes me feel good	17	0.24
●	New energy, rejuvenation and relief of fatigue (second interview, Pos. 5)	In the famous saying, it is like new energy, renewal of strength, relief of fatigue,	58	0.82
●	The urge to buy suddenly (second interview, Pos. 5)	I have a taste for impulse shopping.	31	0.44
●	The presence of unexpected events (second interview, Pos. 5)	Unexpected events are always interesting to me	35	0.50
●	Accompanying everyone to make purchases	I go with everyone to buy them	27	0.38
●	The sense of happiness and pleasure of shopping (second interview, Pos. 5)	I enjoy it, it makes me feel happy	31	0.44
●	Mutual purchase for yourself	Let him buy whatever he wants, I will buy something for myself (laughter).	58	0.82
●	The feeling of being alive (second interview, Pos. 5)	When I buy something, I feel alive.	37	0.52
●	Having the flow of life and getting out of everyday life (second interview, Pos. 5)	Having the flow of life, somehow, I get out of everyday life	51	0.72

●	Absorption of energy from impulsive shopping (second interview, Pos. 5)	gives me energy	18	0.26
●	Tearing people around because of one's sudden purchase	Many people say why do you buy so suddenly?! They criticize me, but I am like this, maybe they are right.	110	1.56
●	Looking for goodies to buy (second interview, Pos. 7)	Participant: You know, because I am a shopaholic, I look for excuses.	68	0.96
●	party, good and bad, under the pretext of a friend and oneself (second interview, Pos. 7)	The day of the party, the day of good and bad mood, the day of the excuse of a friend, I myself know to some extent, as if it is not my hand,	99	1.40
●	Shopping is like an addiction	Sometimes it happens to me like this, I'm walking in my mind, I don't know what's going on, as if someone is telling me: go buy something, maybe it's like an addiction.	127	1.80
●	Buying from the site and page (second interview, Pos. 7)	It is hard for me to sit at home and buy these new models from the site and page!!	72	1.02
●	The feeling of youth by shopping and following the footsteps of youth (second interview, Pos	By shopping and following Joona's feet, you will feel young.	54	0.77
●	Lack of interest in feeling old	I'm afraid I don't like feeling old	34	0.48
●	Not buying at the moment and feeling sad (feeling old)	If I don't have a purchase at the moment, whatever you want, I think I'm old and I don't want it (looking down and sad face).	118	1.67
●	Running out of money and bringing less until the end of the month	Participant: The first is that my money is running out and I don't know how to spend the month.	89	1.26

●	Not liking borrowing (second interview, Pos. 9)	Borrowing is bad for me.	20	0.28
●	Pension (second interview, Pos. 9)	Pension plan	21	0.30
●	Borrowing from a colleague and borrowing to pay for things	When I was young, we were the same, but I used to borrow money from colleagues and friends, or even give loans.	86	1.22
●	Going crazy if you don't have money and want something	Madam, if I wanted to buy something and I didn't have money, I would go crazy	56	0.79
●	Credit purchase (second interview, Pos. 9)	I used to buy on credit.	21	0.30
●	installment purchase	Let's pass, that's it for now, there will be a problem, I'll go buy an installment	60	0.85
●	Hiding the purchase because of the grumbling of the people around	Sometimes I hide my purchases, I don't have the patience for other people's grumbling.	60	0.85
●	Being accused of thoughtlessness and lack of planning by those around you	They all say: you are thoughtless, without a plan, I love you, what about them	62	0.88
●	Difficulty in payment (second interview, Pos. 9)	But sometimes there was a problem with payment and we brought them into this issue, I am having fun like this, it can't all be serious and with a plan.	136	1.93
●	Having fun in life and not being serious and always with a plan	I'm having fun like this; it can't be all serious and with a plan.	63	0.89
●	Children and husband (second interview, Pos. 11)	Participant: Do you mean children and husband?	39	0.55
●	The stinginess of Fred's father (second interview, Pos. 13)	Participant: My father was miserly, he was also miserly, he had energy and money.	60	0.85

●	Father not giving money to buy food for his children	Can you believe that we used to spend days to pay for puffs or ice cream? We used to go to the store, we could only look, we didn't even dare to say that we wanted puffs.	148	2.10
●	Not buying notebooks and pencils (second interview, Pos. 13)	Now that it was food, he also said for notebooks and pencils: There is no money!!	62	0.88
●	Tormenting especially girls (second interview, Pos. 13)	How much we suffered, most of us girls shouldn't have said it, it was no use, he said: the girl will grow full, later in life, she will be incompatible with her husband!!	141	2.00
●	The convenience of boys	But boys, they were comfortable and father liked them very much, I don't know, weren't they supposed to be men of life later and compatibility was just for us?	116	1.64
●	The brothers being stingy and calculating (second interview, Pos. 13)	My brothers, I don't want to be called a beggar like my father.	58	0.82
●	Girls being clingy and easy to spend	We girls are big and we are spending everything.	40	0.57
●	It's easy to get a girl to spend and pamper her husband	I take it easy for my daughter and tell her to spend it all so that your man knows your strength.	70	0.99
●	Getting hard on the boy	I am hard on my son, what does it mean that everything is easy for men?	62	0.88
●	Having large and open-hearted friends (second interview, Pos. 13)	My vest is like myself, large and open-handed, so good when we go out, we do shopping and sightseeing.	99	1.40
●	All kinds of shopping and in large quantities with friends	For example, our goal is the theater, we go and buy a lot of clothes, bags, shoes, and even gold, that's life.	97	1.37

●	Restrictions and strictness in the previous family means parents	Participant: Restrictions and strictness in the previous family, that is, my parents (the researcher did not say anything about the mother).	106	1.50
●	Being miserable and poor mother (second interview, Pos. 15)	My mother was miserable and poor, she had learned to be silent no matter what happened to her, like a car, she worked from morning to night, without protesting, it was as if she was not at all.	133	1.89
●	Failure to make purchases by brothers	My brothers who don't buy at all because they say that money is very important and it's a shame to spend it.	71	1.01
●	Girls believe in spending and having fun	But girls, we all believe that you should have fun, spend	51	0.72
●	Not listening to your spouse's complaints about spending	And we didn't listen to our people.	26	0.37
●	Expenses are the responsibility of being a man	His duty is to spend his life and body.	30	0.43
●	Life is based on a woman's desire to spend	We spend money on the house whether we like it or not.	66	0.94
●	The lack of courage in protesting men's spending on women	From the first day, we killed the cat at the end of Hajla (laughter), our husbands don't dare to say anything.	72	1.02
●	Spending men's income at home and making members happy	They take their work and income and turn their lives around, in return we are happy and we bring this happiness to our family members, so we have the right to spend.	138	1.96
●	Giving the lady the right to spend money on herself	Researcher: Thoughts and feelings?? I think as a woman I have the right, and I should spend, however I want.	90	1.28

●	Avoiding negative thoughts and comforting yourself	I may think that I am wrong, but I quickly stop bad thoughts and console myself.	87	1.23
●	Spending and getting a feeling of happiness and vitality (second interview, Pos. 17)	The feeling of happiness and vitality and that I deserve and should spend well,	57	0.81
●	Spill a lot and enjoy life	(He paused a bit), pour and scatter karma, God forbid, am I serious? I walk like a princess; my head is high and I carry a bag. I don't allow anyone to touch my taste even though they do.	168	2.38
●	To please some people	I don't allow anyone to touch my taste even though they do.	46	0.65
●	Not allowing people to interfere	I don't allow anyone to touch my taste even though they do.	46	0.65
●	snarling of Fred's brothers	Participant: My brother, everyone says don't, you are wrong, what do you want to prove, nag nag and gharghaz	89	1.26
●	Being encouraged by the sisters	But my sisters all encourage me	29	0.41
●	Worrying about husband and children and not complaining	I said that they are like me, my children and my husband don't say anything, but I know that they worry and don't like it, it doesn't matter.	114	1.62
●	Living in a good place in Tehran and a good geographical location	Participant: We live in a good place in Tehran, it doesn't matter in terms of geographical location and money and spending	99	1.40
●	A good wife's income and a comfortable life	My husband earns well and we live comfortably.	43	0.61
●	Pensions and being under pressure (second interview, Pos. 21)	I am under a bit of pressure because I only have a pension, but my husband had nothing to do with my salary from	118	1.67

		the first day, he didn't even know how much I get.		
●	Encouraging the wife to work and spend	But my husband had nothing to do with my salary from the first day, he didn't even know how much I get paid, he even gave me money, he said that you are working, it's good, maybe he wanted me not to be upset.	161	2.28
●	A woman becoming complex due to being under pressure in her childhood	I told you that I have a complex because we were under a lot of pressure when I was a child	57	0.81
●	Not thinking about the end of purchases	I don't want to think about the end and the outcome of my purchases at any moment, it gets on my nerves.	89	1.26
●	Paying attention to billboard, television and cyberspace advertisements	Participant: I pay attention to all advertisements, be it billboards, television or cyber space	89	1.26
●	Lack of interest in radio and magazine (second interview, Pos. 23)	I am not a fan of radio and magazines, they are boring.	43	0.61
●	Acceleration in buying discounted places	When a discount is announced somewhere, me, my sister and my friend run, we buy so much that you can't tell.	87	1.23
●	Interested in the actor and buying his advertisements	When an actor advertises something, I definitely buy it to see what it is, because I like the actor.	83	1.18
●	Buying from good pages to motivate them	Or when Paji advertises beautiful music, calm, not sad, and beautiful young trot, I will buy it.	102	1.45
●	Supporting youth and women sellers	I say they are young, help them, we have to open the way for young people to progress. I have children myself, surely others will also help my children, they say that if you give, you	293	4.15

		will receive from another hand, I believe. Especially the girls who want to hide in the house are guilty, if we ladies don't support each other, when will we pay?		
●	Support for foreign and domestic goods	Contributor: I support both domestic and foreign goods.	59	0.84
●	Finding domestic goods in the Instagram space	Although in the area where we live, it is mostly foreign, but in the space of Instagram, I find and buy the domestic ones.	104	1.47
●	Buying from foreigners because of good and suitable materials	I want to say that if I go out, I mostly go with my friends, we buy foreign ones, especially in OFF, because they are good quality, better than domestic ones.	130	1.84
●	Irrespective of the price for the individual	If it's soft, which rarely comes from Instagram, I don't care about the price, now I'll give it a go, don't think that I'm going only for those times, no, I'm not really exaggerating.	149	2.11
●	Shopping three to four times a week (second interview, Pos. 25)	I have to shop even three or four times a week, if not, I will feel bad, especially since I am also interested in perfume, cologne and gold, tell me what you are not interested in (laughter).	138	1.96

Extracting important phrases and sentences related to the phenomenon of the third interview

Table 3 extracting important phrases and sentences related to the phenomenon of the third interview

Color	Code	Segment	Area	Coverage %
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●	Too many and unnecessary instant purchases	Participant: Laughing, I make a lot of impulse buys, most of them are unnecessary	74	1.19
●	The good feeling of instant shopping for the individual	it makes me feel good	18	0.29
●	Reward yourself	When I buy something, I feel like I gave myself a reward.	51	0.82
●	Regret after purchase	I'll regret it later, I don't know why I keep saying what was this, you bought it now, grow up	73	1.18
●	Buying books and only reading novels	To console myself, I go to the bookstore, I buy something, for example, I also buy books, but I really read novels, not the rest, I buy	135	2.17
●	Buy books to comfort yourself	To console myself, I go to the bookstore, I buy something, for example, I also buy books, but I really read novels, not the rest.	122	1.96
●	Buying books to get rid of family blame	I hate it when someone gives me a book as a gift, but I keep the ones I buy and give them as gifts. Everyone in our house is a book reader, they don't care if I buy a book, this is my wisdom, I'm working myself, it has nothing to do with them.	226	3.64
●	Not owning a house or a personal car and being at the parents' house	But let me tell you, if I had control, I would have done my job by now, I had a house, a car, something important, I am at my mom and dad's house	126	2.03
●	Providing comfort facilities for the child	They pay my expenses, they bought my mom and dad's car for me, I don't think they have a very good financial situation, but they know their duty to provide me with comfortable facilities.	148	2.38

●	Educated and self-righteous in shopping	Participant: One is that I studied and have a master's degree, I have to buy whatever I want according to my size.	91	1.46
●	Having a reputation and making various purchases	After all, I have honor, I can't go in front of my colleagues with, for example, a duplicate coat, bag, and shoes, it's ugly, what do they say, think, I'm not worth it.	114	1.84
●	Living stylishly in front of colleagues and others	I don't want them to think less of me in their imaginations, and the next issue is that today's women live stylishly, so the most important issue is shopping.	113	1.82
●	Parents' advice about saving	Participant: The important thing is that my mom and dad warn, give advice, they all say that you are wasting your money, you have a future,	112	1.80
●	Always spending	We are not always able to spend for you, I am a spendthrift, it is not that I am shopping all the time, I will even buy foreign travel tickets so that I can go shopping abroad with my friend, now that we can't with this corona situation, unfortunately.	222	3.57
●	Not having savings (third interview, Pos. 9)	I have no savings.	15	0.24
●	Thinking about the future and worrying about yourself	I don't want to think about the future and worry myself, you saw what they say: live in the present.	77	1.24
●	The importance of the looks and words of colleagues and friends (third interview, Pos. 9)	I am living like this, the look and words of my colleagues and friends are very important.	71	1.14
●	The criterion of beauty and wealth for the future wife	Because I am beautiful, I also love beauty, and I did not get married,	128	2.06

		because not everyone can live with me, he must be very rich and beautiful.		
●	Parents' management of spending (third interview, Pos. 11)	Participant: My mom and dad, who manage their spending very well.	63	1.01
●	Working hard for the well-being of children	That's why two of them build their lives without help, and they say that they have to struggle, because of this they don't want me to struggle and always try to be comfortable and buy me.	142	2.29
●	lack of financial restrictions (third interview, Pos. 11)	Although they warn me, I really don't have financial limits and my income is the cost of a few days in my life	86	1.38
●	Providing expenses is the responsibility of mother and father	But my friends are all people of heart, we all live in the moment and buy whatever we want. And they all believe: it is the duty of the family to provide, we didn't want to be born, so they want to spend for us themselves.	200	3.22
●	Living in the moment and buying everything	But my friends are all people of heart, we all live in the moment and buy whatever we want. And they all believe: it is the duty of the family to provide, we didn't want to be born, so they want to spend for us themselves.	200	3.22
●	An eye for an eye for the benefit of the individual (third interview, Pos. 13)	Participant: In our family, there is an eye for an eye, which is in my favor.	61	0.98
●	There is competition between the young people of the family	Mom and Dad don't want to belittle their family and want to say and be proud that they support their daughter in every way.	177	2.85
●	Big and expensive bribes due to family rivalry	Anyone who wants to prove that his mom and dad care more about him and say that they care about us, so when we go out, we buy the most expensive	193	3.11

		food, clothes, or whatever happens, and that means I can and have.		
●	Not having a guilty conscience	Participant: If you mean a guilty conscience, I don't have one.	53	0.85
●	Not having a specific thought	I have no special thoughts	14	0.23
●	Experiencing the best moments	Only at this moment can I experience the best moments	45	0.72
●	Feeling of pride and property (third interview, Pos. 15)	The feeling of pride and possessions that makes me happy, my behavior is arrogant, I don't see anyone on my level.	85	1.37
●	Arrogant behavior	My behavior is arrogant, I don't see anyone as my level.	46	0.74
●	Encouragement and scolding of the family after the instant purchase	Participant: It's different in different situations, the moment I buy, they say: congratulations, if they are with me, or when I get home, they say congratulations first, then when it's gone, they say: beautiful, but think about your future too.	189	3.04
●	Fear of upsetting the child	They get a little upset, they are afraid to upset me lest I make a mistake and go into a relationship with someone who is rich for money and shopping.	111	1.79
●	Encouragement in family and friends by family	But if we are in the company of my friends or family, it's not possible for them to tell me anything else.	123	1.98
●	Life in the west of Tehran and classy and educated people	We live in the west of Tehran, middle-class but educated people who try to stay at the level of creating, we children of the west of Tehran, are classy.	130	2.09

●	High understanding of the family (third interview, Pos. 19)	We all believe that because we have education and our families are usually educated, we are much better than other areas of Tehran in every way, understanding and family and whatever you say.	148	2.38
●	Not having a large family and more prosperity	Usually, our families are not very crowded, we are only children, and because our moms and dads work hard, they want us to be comfortable and that is very good.	130	2.09
●	Buy by seeing different ads	Participant: I don't know if what I want to say is part of your intended advertisement or not? Me and my friends, when we see any thing and describe it to each other, we all go and buy it or use that service, now someone may have seen it on Insta, seen it in a music video, something is in a TV series, it makes us feel good. Let's use it.	336	5.41
●	Not paying attention to television and billboard advertisements (third interview, Pos. 21)	Our generation is like this from television and billboard advertisements, we don't use them, especially when they have so many billboards to advertise, it's really ridiculous.	131	2.11
●	Knowing the smart people of this generation and presenting advertisements in the series and...	I think smart people know our generation, for example, the fashion of clothes, rings, necklaces, etc., bags, shoes, cars or even home decor, they use it in the series, even the way they talk, this is attractive to us, we like things. We see beauty as attractive and we don't want to be ignored	266	4.28
●	Buying a group of suitable stores with a good seller	For example, if we go to the store and the salesperson looks angry, speaks badly, lectures us, is bored or smells	166	2.67

		bad, we don't buy anything, because we shop as a group, I told us.		
●	Belief of the image of a noble person's body and the soul of a person (3rd interview, Pos. 23)	Participant: It is true that they say that the body of a noble person is the soul of a person, but I believe the opposite	85	1.37
●	The importance of appearance for people	Adam, his appearance is very effective, and I dare to tell you, whoever looks at him, wants to know the price of your clothes and appearance.	103	1.66
●	Using famous foreign cars and brands (third interview, Pos. 23)	My family and friends and I use famous foreign brands, even our cars are foreign and special.	97	1.56
●	Marry someone who is equal	You know, in my opinion, this is how someone proposes friendship and marriage to a person, which is within the limits of a person. I respect myself and I am not ready to marry if there is no one within my limits.	147	2.37

Joint conceptualization of specific categories

basic concepts	Sub themes
Rapid behavior	Urgency in behavior
Lack of reflection in behavior	Welcoming new experiences
Interested in a new product	Make yourself happy
Having an interest in acquiring new experiences in shopping	discountism
Create happiness in yourself by making purchases	Thrill seeking
Having a good feeling after buying	Search for new ideas

Interested in store discounts	extroversion
Buying products based on their price and discount	Introversion
Having excitement in shopping	personal identity
Interaction and communication with others in shopping	A sense of pride and property
Interested in innovative designs	Being interested in people and pleasing them
fashionism	Color, light and fragrance of the store
Having enthusiasm in communicating with others	Soft and appropriate music
being social	How to arrange items in the store
Isolation and seclusion of people	Good mood of the seller
Lack of interest in communicating with others	Having a deficiency since childhood
Different tastes and interests of people	Restrictions and strictness in the previous family (parents)
People's lifestyle and geographic location	Having a habit of instant buying in the family and all its members
Interested in being supported and trusted	Traditional and religious family
Value yourself	High understanding of the family
Having money and enjoying spending it	An eye and an eye in the family
Interested in people	Openness to changes (self-awareness in action, thought and motivation)
Satisfying people	Conservatism (image, security, tradition and conformity)
Buying gifts for people	Personal promotion (pleasure, success and power)
Color, light and store decoration	The importance of honor for the individual and the family
The spread of perfume in the store	Paying attention to one's superiority (universalism and benevolence)
Playing soft music	Having a stylish and influential appearance in society
Not playing loud music	Facilitating the buying decision process for people
Create a suitable decor for the store	The beauty and suitable features of the website

Arranging things based on proper order and coordination	Security of payment and purchase
Good behavior of the seller	Reviewing product details and providing useful information to consumers
The smile and happy face of the seller	Offering well-known and branded products
The stylishness of the seller	Providing comprehensible content aligned with store goals
Childhood complications (not having a father or mother)	Customer Orientation
Having poor or miserly parents	Providing quality products and services
Strict parents	Quick and effective response to users
Not allowing children to buy	Consumer needs assessment
Restrict children	Creating a good feeling and satisfaction in people
Having a habit of instant shopping in all family members	Advertisements on billboards, television and virtual space
Enjoy living in the present	Advertising by celebrities
Having fun with money and shopping	Stimulate people's emotions
Having a traditional family and opposed to high spending	Motivate the individual to buy
Traditionality of the family	Conducting promotional activities in purchase (discount)
Having an educated family	A sudden and spontaneous desire to act (the act of buying)
Children's understanding of unnecessary purchases	Ignoring the consequences of immediate purchase
Showing off the wealth and property of each family	Enjoy shopping
Show power with money in friends and family	Regret after purchase and lack of money management
Self-awareness in action	Concern and dissatisfaction of the family
Not thinking about making a purchase	Lack of thinking before action
A little lack of thought in doing the work in question	lack of continuity in behavior (lack of concentration and stability in affairs)

Table 4-Dimensions, main and sub themes of the research

Sub themes	The main theme	Dimensions
1. Urgency in behavior	People's thoughts, emotions and feelings	psychological
2. Welcoming new experiences		
3. Making yourself happy		
4. Discountism		
5. Excitement		
6. Search for new ideas		
7. Extroversion	personalities	
8. Introversion		
9. Personal identity		
10. A sense of pride and property		
11. Being interested in people and getting their satisfaction		
12. Color, light and fragrance of the store	Interior design and store environment	
13. Soft and appropriate music		
14. How to arrange items in the store		
15. Good mood of the seller		
16. Having a deficiency since childhood	Educational background of the family	cultural
17. Restrictions and strictness in the previous family (parents)		
18. Having a habit of instant shopping in the family and all its members		
19. The traditional and religious nature of the family		
20. High understanding of the family		
21. Eyes and eyes in the family		
22. Openness to changes (self-awareness in action, thought and motivation)	Cultural norms and values	
23. Conservatism (image, security, tradition and conformity)		
24. Personal promotion (pleasure, success and power)		
25. The importance of honor for the individual and the family		
26. Paying attention to one's superiority (globalism and benevolence)		
27. Having a stylish and impressive appearance in the society		

28. Facilitating the purchasing decision process for people	Web Design	media
29. The beauty and appropriate features of the website		
30. Security of payment and purchase		
31. Reviewing product details and providing useful information to consumers		
32. Presentation of well-known and branded products		
33. Presenting content that is comprehensible and in line with store goals		
34. Customer orientation	Quality and support services	
35. Providing quality products and services		
36. Quick and effective response to users		
37. Consumer needs assessment		
38. Creating a good feeling and satisfaction in people		
39. Advertisements on billboards, television and virtual space	Providing effective and extensive advertising	
40. Presentation of advertisements by celebrities		
41. Stimulating people's emotions		
42. Motivating the individual to buy		
43. Carrying out promotional activities in purchase (discount)		
44. Sudden and spontaneous desire for activity (the act of buying)		
45. Ignoring the consequences of immediate purchase		
46. Finding pleasure in shopping		
47. Regret after buying and not managing money		
48. Concern and dissatisfaction of the family		
49. Lack of thinking before action		
50. Lack of continuity in behavior (lack of concentration and stability in affairs)		

Discussion and conclusions

The aim of the present study was to investigate the psychological, cultural and media factors affecting impulse buying behavior. Finally, based on the coding of research interviews, 50 sub-themes were identified and according to their semantic similarity and affinity, they were divided into 9 main themes including: people's thoughts, emotions and feelings, people's personality, interior design and store environment, family upbringing, norms. And cultural values, website design, quality and support services, providing effective and extensive advertisements and immediacy were categorized.

People's thoughts, emotions and feelings: When many people return home, they have a product in their hands that they did not intend to buy before. Instant purchase is a specific and widespread aspect of consumer lifestyle in different societies. Therefore, it is the research topic of many researchers of consumer behavior in different countries. The issue of individual differences in instant shopping is an almost new approach that has caused a new fever in this field. Researchers have classified shopping into two categories: planned shopping and unplanned shopping or immediate shopping. Planned buying involves spending time searching for information with rational decision making; While unplanned purchase refers to all purchase decisions that are made without any prior planning. Impulse purchase and unplanned purchase are also distinguished based on the speed of decision. Impulse purchase, in addition to being unplanned, includes the experience of an immediate purchase, strong and wanting without resistance to the purchase. Positive and negative effects is a specific emotional state that is characterized by its bilateral dimensions, i.e. its positive effect and its negative effect. Researchers have stated that cognitive effects affect store selection; While emotional effects affect planned purchases. The results of Lucas and Koff American studies confirm this theme in the present research.

Personalities: The completely distinct personality of each person, both men and women, affects their buying behavior. Personality is a set of unique psychological characteristics that lead to relatively stable and permanent reactions of a person towards his environment. Personality is usually defined in terms of the following characteristics: self-confidence, emotional stability, mastery, sociability, victory, autonomy, defensiveness, order, change, dependence, flexibility, difference, experimentation, and creativity. Also, new views in the field of purchasing. The one that is more about the consumer, they consider the link between the product and the consumer to be more important than the product itself; For example, based on the social psychology point of view, those goods that reflect the individual perception of people are most likely to be bought immediately. A person's tendency to buy immediately is not necessarily a general tendency towards all products, and the probability of a person engaging in immediate buying in different classes of products is variable. If customers have a greater tendency to buy immediately, the possibility of experiencing immediate purchase of the product will be higher for them, and they have less control and resistance compared to customers who have a lower tendency to buy immediately; Therefore, discounts and promotions do not have an important effect on their purchase. There is a meaningful and important relationship between the tendency to buy immediately, enjoying shopping, searching in the store and making an immediate purchase. The

probability of immediate purchase is due to the visual encounter with a product. The tendency to buy immediately includes the following: - the feeling of imminent force to the product and the strong feeling of the urgent need to buy the product; - The tendency of consumers to buy spontaneously and passively; - an emotional reaction that is vague and uncontrolled - a strong impulse to buy a product immediately, often without much deliberation. It can be said that immediate purchase works in the direction of positive reinforcement; Because most of the consumers feel better after immediate purchase. The results of the studies of Dost and Mirmiran (19) confirm this theme in the present study.

Interior design and store environment: The internal environment of the store includes facilities (aesthetics, environment, lighting, products and services), and aesthetics refers to the performance of architectural design and interior decoration, and environmental factors represent intangible factors such as music, fragrance, and temperature.

Environmental factors include:

1- Music is one of the powerful influencing factors on perception and behavior. Therefore, rhythm, loudness and harmony can have different effects on the listener. Studies show that the high speed of music performance and the loud voice increase the excitement of a person and people tend to coordinate their rhythm with the rhythm of the song.

2 Perfume: the use of scent is effective on emotional reactions, perceptions, purchase intention and behavior of a person in the store. Studies show that the use of a pleasant scent in the interior of the store makes the mental image of the customers positive.

3- Light alone cannot convey information in a space, but it has meaning.

And the use of these sensory elements can create a unique environment in a traditional retail space. Proper lighting is effective in increasing customer purchases.

4-Cleanliness: The cleanliness of the environment is an important part of understanding the retail environment and it causes customer satisfaction with the quality of service and increases the customer's behavior and purchase intention.

5- Ambient temperature is another environmental factor. The appropriate temperature of the environment affects the duration of the customer's purchase. A very cold or very hot environment causes customers to leave the store quickly

Design factors include:

1- Color: as another influencing factor, it can be a meaningful and symbolic factor.

Affecting the view or visual appeal is one of the important features in the sales environment, color is also used to stimulate this feeling and change the emotional state of the customer.

2- Layout: A good layout can help the retailer to make maximum use of every square meter of the store space. Proper partitioning increases the visibility of the customer and, as a result, more purchases.

3- Interior design or decoration: The design of the store must be strong and eye-catching to attract the customer into the store and stimulate the emotions and increase the pleasure and satisfaction of the customer and lead to an increase in the purchase and the intention of the customer to buy again in the future.

4- Signs and signs: Signs and signs installed in the store environment lead the customer to the desired products and reduce the customer's confusion. The results of Meshbaki, Khodadad and Nikbakht studies (20) confirm this theme in the present study.

Educational background of the family: Naturally, the family plays the most important role in the development of children. In the Islamic perspective, the role of the family in the education process is emphasized by using the Qur'anic verses, the traditions of the innocents (PBUH) and authentic scientific books. The frankness of the holy and authentic texts of Islam regarding the role of parents in education, as well as the diversity and repetition of what is said in the traditions and hadiths about the educational duties of the family, has created a general consensus about the responsibility of parents towards the education of children among religious scholars and Islamic education experts. . Dedicating at least 150 light verses in the Holy Qur'an and numerous hadiths about it shows the strong emphasis of this divine religion on this subject and is a proof of its importance and elegance. Therefore, the root of people's impulse buying can be found in their family upbringing. The results of Wu and Lee's studies (21) confirm this theme in the present study.

Cultural norms and values: One of the factors that has a direct effect on the development, growth and transformation of personality is culture. By means of the culture of the society, it is possible to reveal the differences in the personalities of the members of different societies and be able to explain the differences in the personalities of the members of the same society. The distinct culture of a society, while it is universal and includes all the members of the society and builds their personality, does not have the same effect on the personalities of the members of the society. Because culture, like society, has parts in the unity. While the important groups of a society belong to a single culture, each of them has a specific sub-culture and derives deep influences from it. In other words, the society includes both public and private cultural currents, and therefore the personalities of all members of the society cannot be the same, the members of each sub-group look at the world according to the requirements of their sub-culture and participate in social relations. Therefore, according to the different subcultures that exist in a society, different personality versions are created. In this case, every society cannot be considered as having a general version. Even in the same society, we see the emergence of different personalities.

Web Design: The 21st century has been described as the century of risk and danger. The increasing complexity of economic, social and technological systems has caused crises, uncertainty and risk

to be an integral part of today's digital marketing, so that service provider websites are faced with the intermittent growth of risk factors. Risks have spread across local, regional and national borders, and we are more culturally divided than ever. The lack of customer satisfaction during the purchase makes the website vulnerable, and if it continues and does not pay attention to solving the problems encountered in this process, it can cause the website to fail. Also, for active participation in digital marketing competition, the use of time is vital. For the times that are quickly running out of our hands, the relevant managers should think and plan for success in the work. Because advertising means planning and planning means what content is to be presented to the audience at what time, with which media, in what manner, using which art and using which tool to achieve maximum impact. . In addition, according to psychology and sociology, it is necessary to know what nationality and customs the target audience has, what tastes they have, and which advertising option they will respond positively to. The results of Park and Dandra's studies (22) This theme is confirmed in the present research.

Quality and support services: Service quality is the distance between the customer's perception of the service received and his expectations of receiving that service. Since almost all today's organizations need to compete in various fields, including services, providing quality services is of considerable importance in achieving a sustainable competitive advantage. In order to survive and succeed in competitive markets, organizations and companies must provide quality services to customers. Experience has shown that improving the services received by customers is one of the reasons for increasing profitability in companies. Companies that provide services beyond their customers' expectations often have more loyal customers. Various methods have been proposed to measure the quality of services in marketing, the most famous of which are the Serqual scale, Serperfect scale, and Serperfect scale. Service quality is one of the most important factors in the success of service organizations. Many studies have shown that providing good quality service directly affects profitability, market share, and reducing organization costs. Also, this category can affect customer satisfaction and behaviors such as loyalty, and while ensuring the continuity of purchases, it can turn the customer into a good marketer. The results of the studies of Verplanken and his colleagues (23) confirm this theme in the present research.

Providing effective and extensive advertising: In order to increase site visits, the general opinion is that the advertising cost, even if it is high, cannot influence the customers, unless the advertised goods or services are offered with good quality and at a reasonable price, because the best Advertising is good quality, but without a doubt, good quality and good price should reach potential customers in a correct way. Otherwise, a good product with a reasonable price may disappear and be destroyed among the noisy junk. From every angle we look, we need advertisements to promote our products and services. . In industrialized countries, they allocate a certain percentage of sales costs to advertising, so that the advertising budget sometimes accounts for up to 10% of sales. Perhaps for this reason, countries that are successful in advertising and are skilled in using sales techniques are among the richest countries in the world. From the point of view of producers and businessmen of these countries, advertising is like a manufacturer's

showcase. Experts in this profession believe that very small things can be made very big with advertising. They also strongly emphasize that the miracle of skillful advertising is that it forces people to buy something they don't want. So we conclude that in fact, the worst advertisement is not advertising.

Immediacy: Impulse buying is an unpremeditated, inevitable and hedonistically complex buying behavior in which the speed of the purchase decision prevents any thinking, consideration and consideration of other options. Research on impulse buying behavior has many practical benefits. By revealing the relative importance of factors affecting impulse buying, effective marketing strategies can be proposed to increase the volume of impulse purchases in a store, or on the other hand, consumers can be helped to improve their behavior. Instantly control your purchase. The term "aniya purchase" is generally synonymous with unplanned purchase, which means a purchase that the buyer has not planned for in advance. These types of purchases, which are known as emotional and emotional purchases, are in contrast to planned and rational purchases. The results of Lee et al.'s studies (24) confirm this theme in the present study.

Practical results of the research: Due to the spread of Corona, it was not possible to interview the participants in person, and the researcher contacted the participants through virtual space and video call, and the interview process was carried out. It is suggested that the fit of the current research paradigm be examined in future quantitative researches in the form of statistical methods of structural equation modeling, and in future research projects, the phenomenological experience of family members, especially the spouses of people with impulse buying behavior, should be qualitatively examined.

Ethical considerations: none.

Conflict of interest:

The authors hereby declare that this work is the result of an independent research and does not have any conflict of interest with other organizations and persons.

Acknowledgment:

The authors of the article express their gratitude to all the participants in the research.

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