**Review of Empirical Related Previous Studies**

Ahmed and Parmar (2013) conducted a research entitled “Factors influencing impulse buying behavior”. The main objectives of the study were to identify the factors that influence impulsive buying behavior, and to analyze differences in perception of male and females in impulsive buying behavior. Out of the population of Larkana, Pakistan, the sample size was determined as 384. Using convenience sampling techniques, the data was collected from the citizens of Larkana through questionnaires with five-point Likert scale. Data had been analyzed employing different statistical tools such frequency tables, cross tables, two sample mean test (t-test), correlation, and regression. Further, Cronbach alpha test was used to test the reliability of the responses of the respondents. The major findings of the study were that the store environment, visual merchandising, and income level had significant impact on impulse buying behavior whereas credit card and windows display were not significant for FMCG’s (products) in Larkana, Pakistan. However, windows display and visual merchandising plays an important role in impulse buying behavior of customers.

Some research gaps were also found in the study. Regarding this, even though there were many influencing factors, only five influencing factors of impulse buying behaviors such as store environment, visual merchandising, income level, credit card, and widow displays had been taken in the study. Further, sample size is taken from only citizens of Larkana, Pakistan but respondents from other areas were ignored. Only a questionnaire survey method was used to collect the data ignoring other methods such as interviews, observations etc. Moreover, only quantitative data was used ignoring qualitative data. In this way, other study areas, factors, tools and techniques were found lacking the study.

Mathai and Haridas (2014) examined the impact of personality on impulse buying behaviour among the retail customers in Kochin City……………

**References**

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