

# **Investigate the relationship between impulse purchases in retail environment at SOR framework among cosmetic stores of Rasht**

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**Consumer impulsive buying is one of the main marketing topics that is influenced by a variety of factors, including cultural, psychological, personal and situational factors. This fact that shopping can be done for a variety of reasons other than need helps marketers that obtained a better understanding of consumer behavior. A study of this behavior helps to understand that why the consumer show a particular attitude when shopping. The overall goal of this study is to investigate the relationship between impulse purchases in retail environment at SOR framework among cosmetic stores of Rasht. This study the goal is functional and the nature is descriptive nature - solidarity. The data gathering method is field and its instrument is questionnaire. In this study, the studied population is all customers in the cosmetics store in the city of Rasht. By considering the total population and according to Cochran formula the sample size is 318 people. And an available non-probability sampling method was used. Validity of the questionnaire was measured by the opinion of the supervisor and experts in management science. The results of Cronbach's alpha showed that the questionnaire was reliable. Data through SPSS software version 20, and LISREL 8.58 were analyzed. In the model under study, the values of the fitting index indicate the suitability of the model. The results show that the positive emotional reactions to retail environment characteristics and impulsive buying behavior, there is a significant positive relationship. Finally the results show that the perception among consumers retail environment characteristics and impulsive buying behavior, there is a significant and positive relationship. As a result, three research hypotheses were accepted. Keywords: impulsive buying behavior, retail environment, emotional reaction, cosmetic stores**

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