Factors Affecting Consumers' Impulse Buying Behaviour in Jordan Telecom Operators

Mohamad Alghzawi[a], **Saeed Tarabieh[b]**, **Mahmoud Alghizzawi[c]**, [a,b]Faculty of Business, Marketing Department, Mutah University, al karak, Jordan; [c]Faculty of Business and Management, Marketing Department, University Sultan Zainal Abidin, Kuala Terengganu, Malaysia; Email: [a]M.alghizawi@gmail.com, [b]tarabieh@mutah.edu.jo, [c]dr.alghzawi87@gmail.com

This study aims to scrutinise the influence of primary personal characteristics and store factors, including employees' behaviour, environment and sales promotion, on impulsive purchase decision making by consumers in Jordanian telecom operators. To obtain the study results, a total of n=384 well-structured, self-administered questionnaire surveys were distributed among the telecom customers in Jordan, using a statistical package for social sciences. The empirical results identified that there is a strong significant influence of store and personal characteristics on impulsive purchase decision. Among the personal factors that are significant for reinforcing an impulsive purchasing decision, are: tending to impulsive shop more, spending more money than originally thought; buying products by virtue of the job. Also, among the other contributive factors, store factors were also associated with influencing the buying behaviour of the customers, such as 'promotional activities like "Buy one get one free" frequently attract me to buy things impulsively', 'Staff uniforms affect the purchase of goods for me from friendly employees'. As the personal factors and store factors strongly affected the buying decision of the potential customers of telecom customers in Jordan, the researcher also recommended conducting more investigations, especially longitudinal analysis, to examine the mentioned variables in other different situations.

Key words: *Consumers; Impulse Buying Behaviour; Jordan; Telecom Operator*

Introduction

Understanding customer behaviour and needs is a pre-eminent aspect of marketing, and there have been many attempts from marketers and business owners to understand this behaviour and explain it (Park and Kim, 2003; Tarabieh, Ahmad and Siron, 2015; Alghizzawi *et al.*, 2018). We live in a consumer society and therefore it is essential to understand what drives us to consume, and based on what aspects do we carry out the final purchasing choice. Society evolves faster and faster and we cannot forget the characteristics that make up the 21st century and therefore affect consumer perceptions. Companies face a dynamic environment, and therefore must be prepared to detect changes in the perceptions and desires of the consumer and adapt as quickly as possible to them (Mahrous and Abdelmaaboud, 2017; Samar *et al.*, 2021) The consumer or people, in general, are determined by being selective and choosing between various brands, advertisements and exposed products (Park and Kim, 2003; Alghizzawi, Habes and Salloum, 2019). The final choice depends on many factors, among them are: personal factors affect consumers purchase behaviour such as "age, occupation, economic background, life span, employees' behaviour and others" (Rana and Tirthani, 2012). In the rapidly changing digital age, especially in the field of high-speed connectivity (Al-Azzam, 2016; Al-Okaily, Abd Rahman and Ali, 2019), there is tremendous growth in the telecommunications sector in Jordan that provides customers with telecommunications services. Jordan has three main companies (Zain / Orange / Umniah). Because potential purchase behaviour and the factors influencing the behavioural patterns are hence crucial for Jordan telecom operators, the researcher attempts to identify these dynamical factors that potentially influence the consumers' impulsive purchase decision, and identify personal factors and store factors that differ according to the customer and the service provider both, in light of the strong competition between companies.

Literature Review

The researcher also noted that most of the previous studies focused on the perspective of the impact of personal factors and store factors in the measurement of impulsive buying behaviours in general and for telecommunications companies in particular. Moreover, personal factors along-with social factors are the most influential mechanism that deeply influences consumer behaviour. These factors have especially strong significant influence and work hand in hand in the Jordanian telecom sector (Ekeng, Lifu and Asinya, 2012; Yakup and JablonskÄ, 2012; Husnain *et al.*, 2019). This gives the researcher the ability to identify the method to be used in the study, and the method of extraction and identification of the sample. This is in addition to choosing the type of tool used, as well as to create the framework of the study in the current study (Yakup and JablonskÄ, 2012; Awan and Abbas, 2015; Husnain *et al.*, 2019) and developing upon previous studies by reviewing the recommendations and constraints identified in them.

Conceptual Framework and Hypotheses

The theoretical model proposed in this study provides the basic background to the hypothetical assumptions. (Habes *et al.*, 2018; Alghizzawi, *et al.*,, 2019; Alhawamdeh *et al.*, 2020) The model helped to propose a strong, significant and potentially existing relationship between the variables postulated by the researcher. These variables are independent, moderating, mediating and dependent, and are supported by the extensively cited literature and theories. (Habes, *et al.*, 2018; Salloum, Al-Emran, Habes, *et al.*, 2019) This model also provided a platform to develop the study instruments and preliminary research hypotheses (Sekaran and Bougie, 2016). Drawing on the findings of literature reviews presented in previous study, a research framework was developed in this part. The new research framework seeks to determine the influences of factors related to impulsive buying behaviours in Jordan telecom operators.

Impulsive Purchase Behaviour, Age & Age Level:

People keep on trying new and modified products offering better services, reliability and having relative advantage throughout their life. In this regard, we can assume that buying intentions are also influenced by the stages of life and family – age and life cycle and those stages experienced by consumers change with the life cycle (Orth *et al.*, 2004). For example, a commodity that a child at the age of five years needs is very different from the commodity a consumer needs at the age of 40 (Lee, 2000). The chronological age, or actual age in years, is one factor in influencing impulse buying behaviour, as age affects a person's cognitive perception of impulse buying goods and services, and impulse buying and also the activities and raises interests consistent with a person's life expectancy (Ekeng, Lifu and Asinya, 2012). Thus, the researcher hypothesised that:

H1: Age and life cycle have strong significant influences on impulsive purchasing behaviour in Jordan telecom operators.

Occupation and Impulse Buying Behaviour (IBB):

A company's reputation can be determined by the products and satisfaction of its customers, which determines the consumption pattern of persons according to their professional or functional interests (Creyer, 1997). Most marketers and businesses are looking for customers, to be able to direct their efforts and produce goods that meet their needs (Kacen and Lee, 2002). It was found that people with high-paying occupations differ in their purchasing behaviour from low-income people, they are also more dependent on luxury products, and this affects impulse buying behaviour towards multiple goods and services (Park and Kim, 2003). The researcher assumed that:

H2: Occupation has a strong significant influence on impulsive purchase behaviour in Jordan telecom operators.

Economic and Impulse Buying Behaviour (IBB):

The financial status of an individual usually influences the post purchase decision, especially re-buying and the adoption of products and services. In fact, we can assert that economic status is one of the most powerful factors that affects the product selection decision (Kaufmann, Panni and Orphanidou, 2012). Marketers and producers monitor the economic situation of consumers and the purchasing power of them, thus reallocating goods and services according to their incomes and their ability to purchase goods (Awan and Abbas, 2015). Here the researcher assumes that:

H3: Economic status has a significant impact on impulsive buying behaviour in Jordan telecom operators.

Lifestyle and Impulsive Purchase Decision (IBB):

People from certain family backgrounds have different styles and standards of living. This differentiation is based on their particular occupation, educational level, power, wealth and other factors. Undoubtedly marketers are deeply interested in lifestyle and other relevant details about the customers. They are interested because it helps them to understand the needs, demands and behaviour concerning their services. Most researchers analysed the correlation with lifestyle and impulsive purchasing decision, as obtaining the research by directly survey is more reliable and can be authenticated for preparing marketing plans and strategies (Yakup and JablonskÄ, 2012) (Ahmed *et al.*, 2015)(Anitha, 2016) (Sari and Indrawati, 2019). The researcher here postulated that:

H4: Lifestyle has a significant impact on impulsive buying behaviour in Jordan telecom operators.

Personality and Impulse Buying Behaviour (IBB):

The personality is a set of personal characteristics that exist within an individual and distinguish that person on the basis of behavioural patterns in an environment with everything in that environment (Duarte, Raposo and Ferraz, 2013). There are many studies that have talked about the effect of the personality factor on impulse buying behaviour (Yakup and JablonskÄ, 2012). Personality traits control the external response to the products and services that offer immediate and subtle gratification are usually the dynamical factors behind "consumer behaviour" (Thompson and Prendergast, 2015). It can therefore be assumed that an individual's personality affects and is influenced by impulse buying behaviour in response to the individual's psychological and consumer needs through consumer awareness and

consumer behaviour (Ekeng, Lifu and Asinya, 2012; Rana and Tirthani, 2012; Yakup and JablonskÄ, 2012; Saad and Metawie, 2015). The researcher assumes that:

H5: Personality has a significant impact on impulsive buying behaviour in Jordan telecom operators.

The Relationship between Impulsive Purchasing Decision and Sales Promotion:

Several studies witness the strong association between impulsive purchase decisions and sales promotion offers and packages (Yakup and JablonskÄ, 2012; Nordfält *et al.*, 2014; Khan, Humayun and Sajjad, 2015; Saad and Metawie, 2015; Husnain *et al.*, 2019) also ASRINTA, (2018) argued that here is a strong positive correlation between these two factors. To empirically validate this, the researchers tested these two variables and found that impulsive buying decisions are highly associated with sales promotion. Sales promotions also led to increased sales and helped the companies to generate more revenue. Regarding this, the researcher assumed that:

H6: Sales promotions have a significant impact on impulsive purchase behaviour among the customers of Jordan telecom operators.

Relationship between Store's Environment and Impulsive Purchase Behaviour:

Earlier studies witness the strong positive correlation between impulsive purchase behaviour and the store's environment. According to the researchers, environment is a prominent factor that psychologically influences the consumers' purchase intention by targeting their emotions. However, they vary from store to store and also have varying extent of influences, but still they are mechanism of triggering the buying decision (Lee and Kacen, 2008). These factors are also being studied by marketers to constantly update this environment and provide all amenities to consumers (Lee and Kacen, 2008). Therefore, the researcher assumed that:

H7: Store environment has a significant impact on impulsive buying behaviour in Jordan telecom operators.

Friendly Employees and Impulse Buying Behaviour (IBB):

Several studies affirm a strong positive correlation between staff behaviour and impulsive purchase decisions (Rahbar and Wahid, 2011; Mahrous and Abdelmaaboud, 2017; Pornpitakpan, Yuan and Han, 2017; Husnain *et al.*, 2019). If the staff are friendly, they are better able to appropriately treat the customers. The study by Pornpitakpan, Yuan and Han, (2017) about friendly employees in the retail and sales sector of large companies shows that the personal variables of employees have a significant impact on the behaviour of impulsive purchasing. The researcher postulated that:

H8: Friendly employees have a significant impact on impulsive buying behaviour in Jordan telecom operators.
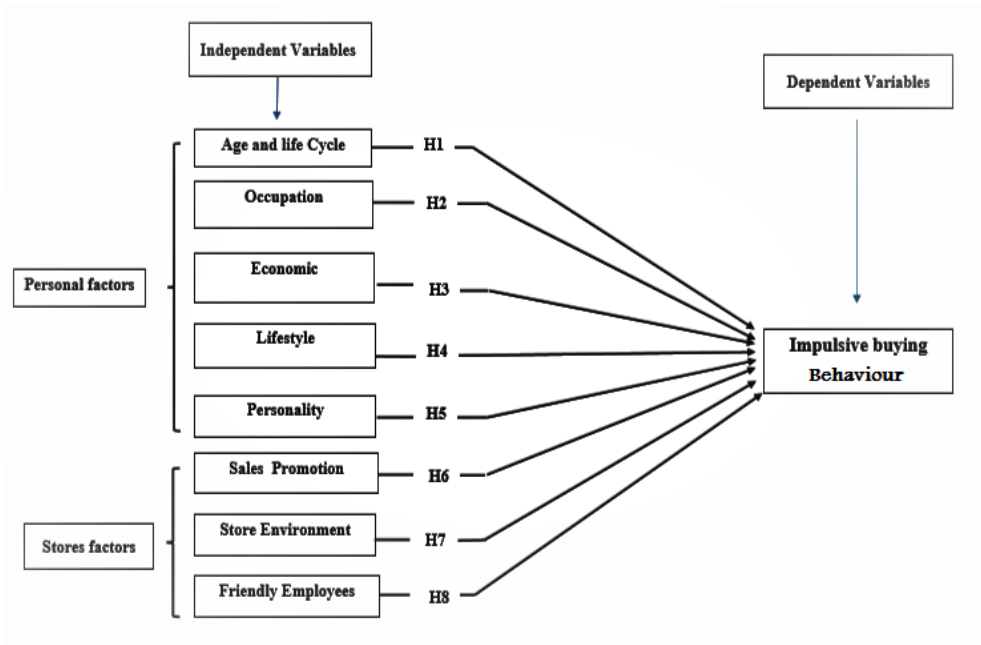

Figure 1 Proposed conceptual framework

From the following sources (Yakup and JablonskÄ, 2012; Husnain *et al.*, 2019), the theoretical framework presented in figure 3 highlights the impact of the store factors (environment, employees' behaviour, store setup and sales promotion) and the personal factors (demographical factors such as age, profession, financial status, lifestyle and personality traits) on the impulsive purchase behaviour of the customers in the stores of Jordan's telecom operators.

Research Methodology

The quantitative approach suits the study objectives, as the respondents were active consumers of the Jordanian telecom sector. The researcher used a well-constructed, self-administered questionnaire for data gathering. The research instrument helped the researcher to collect the data and for further explanations and study outcomes in a scientific manner (Creswell *et al.*, 2003). The data was collected by visiting telecommunications branches or stores in Amman, and for all companies (Orange, Zain, Umniah). Random sampling techniques are used in selecting the sample. According to Abraham, (2011)study that deals with customer behaviour, The population was more than 10, 0000, therefore the sample size will be *n*= 384 from telecom customers in the Hashemite Kingdom of Jordan (Orange, Zain, Umniah). There was a total of 450 customers from telecom customers in the Hashemite Kingdom of Jordan (Orange, Zain, Umniah). All participants were randomly given paper copy questionnaires; of the 450 questionnaires, 384 questionnaires were returned, thus

correlating to 85.2% response rate. However, 66 of these questionnaires were found unusable due to incomplete or missing answers and therefore were not considered.

Demographic Data

The researchers provide the gathered data, mainly containing the demographical details, including: name, age, occupation, residence location, education and social status. To describe the basic characteristics of the study participants, the researcher calculated their basic details as presented in the table 1 below:

Table (1): Demographical data of the study respondents

Variable	category	Repetition	percentage
Gender	Male	237	61.7%
	Female	147	38.3%
Age	25 - 35	202	52.6%
	36 - 45	116	30.2%
	Over 45	66	17.2%
Education Degree	Bachelor	159	41.4%
	Master	169	44.0%
	PhD	56	14.6%
Living location	City	111	28.9%
	Village	170	44.3%
	Badia (Desert)	103	26.8%
Social status	Single	120	31.3%
	Married	198	51.5%
	Widowed	66	17.2%

Results and Discussion

This part mainly involves an assessment of the gathered research data to the different research instrument paragraphs and a brief description of the main and sub-study dimensions and variables. In order to describe and analyse the paragraphs of the study tool and its variables, mean and standard deviations and ranks were found for the answers of the members of the study sample, and the level of the relative importance of the paragraphs and iterations response by the Five-Likert scale. Variables and dimensions were determined as follows:

Personal Factors

Age and life cycle

Table (2): Descriptive statistics for the personal factors of age and life cycle of individuals

No.	paragraphs	*Mean*	*SD*	Rank	Relative Importance
1	Peer pressure influences my impulsive purchase decisions	4.43	0.75	2	High
2	I bought more than I planned to purchase	4.24	0.89	3	High
3	I spent more money than I planned	4.53	0.65	1	High
Total		4.40	0.64	High	

Table (3) Iterations response by the Five-Likert scale

No:	age and life cycle	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
1	Peer pressure influences my impulsive purchase decisions	0	10	31	125	218
2	I bought more than I planned to purchase	0	19	60	116	189
3	I spent more money than I planned	0	5	17	130	232
TOTAL		0	34	108	371	639

The previous table confirms the result reached in table (3), which showed the importance of age and life cycle on impulsive purchase behaviour, as most of the study sample had chosen *strongly agree* for each paragraph of the axis.

Occupation

Table (4): Descriptive statistics for occupation and impulsive purchase behaviour

NO	paragraphs	*Mean*	*SD*	Rank	relative importance
1	Buy products by virtue of my job	4.14	0.90	1	High
2	My job affects goods and shop testing	3.79	0.90	2	High
3	I have more options for goods	3.67	0.94	3	High
Total		3.86	0.75	High	

Table (5) Iterations response by the Five-Likert scale

No:	Occupation	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
4	Buy products by virtue of my job.	0	19	76	121	168
5	My job affects goods and shop testing	2	31	101	163	87
6	I have more options for goods	5	34	124	144	77
TOTAL		7	84	301	428	332

The previous table confirms the result reached in table (7), which showed the importance of occupation on impulsive purchasing decisions, as most of the study sample had chosen *agree* and *strongly agree*, for each paragraph of the axis.

Economic Status

Table (6): Descriptive statistics for economic status and impulsive purchase decision

NO	paragraphs	mean	S.D	Rank	relative importance
1	I instantly make purchase decision if I like something at first sight	3.83	1.02	2	High
2	I often make impulsive purchase decisions	4.09	0.90	1	High
3	I feel more comfortable to make impulsive purchase decisions if my financial condition is stable	3.77	0.95	3	High

4	While making purchases I always stay brand conscious	3.55	1.10	4	Medium
Total		3.81	0.71	High	

Table (7) Iterations response by the five-Likert scale

No:	Economic	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
7	I instantly make purchase decision if I like something at first sight	5	36	10	122	121
8	I often make impulsive purchase decisions	5	13	69	153	144
9	I feel more comfortable to make impulsive purchase decisions if my financial condition is stable	6	24	122	134	98
10	While making purchases I always stay brand conscious	14	50	121	107	92
TOTAL		30	123	322	516	455

The previous table confirms the result reached in table (7), which showed the importance of economic status on impulsive purchase decision, as most of the study sample had chosen *agree* and *strongly agree*, for each paragraph of the axis.
Lifestyle

Table (8): Descriptive statistics for lifestyle and impulsive purchase decision

NO	paragraphs	mean	S.D	Rank	relative importance
1	Crowd inside the store emotionally urges me to make the purchase decisions	3.51	1.06	1	medium
2	I usually find shopping a great pleasure	3.31	1.29	3	medium
3	If I see something I like, I instantly buy it	3.32	1.11	2	medium
4	Often I buy things unplanned	3.21	1.19	4	medium
Total		3.33	0.89	medium	

Table (8) Iterations response by the Five-Likert scale

No:	Lifestyle	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
11	If there is a crowd inside the store it emotionally urges me to make purchase decisions	13	55	112	130	74
12	I usually find shopping a great pleasure	40	62	115	73	94
13	If I see something I like, I instantly buy it	25	68	109	128	54
14	I often make unplanned purchases	38	61	132	90	63
TOTAL		116	246	468	421	285

The previous table confirms the result reached in table (8), which showed the influence of lifestyle on the impulsive purchase decision, as most of the study sample had chosen *agree* and *strongly agree*, for each paragraph of the axis.

Personality

Table (9): Descriptive statistics for personality and impulsive purchase decision

NO	paragraphs	mean	S.D	Rank	relative importance
1	Large quantity of products from the same company will attract my attention and I will make impulsive purchase decisions	3.08	1.15	4	medium
2	Sometimes, I tend to buy a product on the spur of the moment	3.49	1.07	3	medium
3	I prefer to make purchase the way I feel at the moment	3.51	1.08	2	medium
4	Sometime I am clueless of what should I buy	3.99	1.11	1	High
Total		3.52	0.85		medium

Table (10) Iterations response by the Five-Likert scale

No:	Personality	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
15	Large quantity of products from the same company will attract my attention and I will make impulsive purchase decisions	40	81	106	121	36
16	Sometimes, I tend to buy a product on the spur of the moment	9	58	138	93	86
17	I prefer to make purchase the way I feel at the moment	11	56	129	102	86
18	Sometime I am clueless of what should I buy	9	36	74	94	171
TOTAL		69	231	447	410	379

The previous table confirms the result reached in table (9), which showed the importance of personality on impulsive purchasing decisions, as most of the study sample had chosen *agree* and *strongly agree*, for each paragraph of the axis.

Stores Factors
Sales Promotion
Table (11): Descriptive statistics for sales promotion and impulsive purchase decision

NO	paragraphs	mean	S.D	Rank	relative importance
1	Products at discounted prices attract me for immediate purchase decision	3.53	0.99	1	medium
2	Promotional offers like "Buy one get one free" often attract me to make impulsive buying decisions	3.38	1.07	5	medium
3	Pamphlets, flyers and point of sale notices urge me to make impulsive buying decisions	3.40	1.04	3	medium
4	Sale events, observability of the products attract me to make unplanned purchase decisions	3.39	1.08	4	medium
5	Product advertisement (TV commercials) induce my unplanned purchase.	3.41	1.02	2	medium
Total		3.42	0.85		medium

Table (12) Iterations response by the Five-Likert scale

No:	Sales Promotion	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
19	Products at discounted prices attract me for immediate purchase decision	9	43	140	121	71
20	Promotional offers like "Buy one get one free" often attract me to make impulsive buying decisions	16	63	129	113	63
21	Pamphlets, flyers and others urge me to make impulsive buying decisions	11	71	111	134	57
22	Sale events, observability of the products attract me to make unplanned purchase decisions	18	61	121	123	61
23	Product advertisement (TV commercials) induce my unplanned purchase.	11	61	129	125	58
TOTAL		65	299	630	616	310

The previous table confirms the result reached in Table (11), which showed the importance of sales promotion packages and offers on impulsive purchase decisions, as a majority of the sample respondents had chosen *agree* and *strongly agree*, for each paragraph of the axis.

Store environment

Table (13): Descriptive statistics for the store environment and impulsive purchase decision

NO	paragraphs	mean	S.D	Rank	relative importance
1	Ambience and store environment influence my immediate purchase decisions	3.42	1.04	3	medium
2	Well decorated and organised shelves instantly entice my attention	3.58	1.04	1	medium
3	Background music in the retail store	3.39	1.08	4	medium

	triggers my impulsive purchase decision				
4	Fragrance inside the retail stores triggers my impulsive purchase decision	3.55	0.97	2	medium
Total		3.49	0.75	medium	

The next table confirms the result reached in Table (13), which showed the influence of store's overall environment on impulsive purchase decision, as most of the study sample had chosen *agree* and *strongly agree,* for each paragraph of the axis.

Table (14) Iterations response by the Five-Likert scale

No:	Store environment	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
24	Ambience and store environment influence my immediate purchase decisions	16	60	108	147	53
25	Well decorated and organised shelves instantly entice my attention	10	49	115	127	83
26	Background music in the retail store triggers my impulsive purchase decision	16	69	108	132	59
27	Fragrance inside the retail stores triggers my impulsive purchase decision	9	47	110	158	60
TOTAL		51	225	441	564	255

Friendly employees

Table (15): Descriptive Statistics for the employees' behaviour and impulsive purchase decision

NO	paragraphs	mean	S.D	Rank	relative importance
1	Long billing queues inspires my decision to make an instant purchase	3.39	0.95	4	medium
2	Staff uniforms affect the purchase of goods for me	3.52	1.08	2	medium
3	Well behaved and friendly staff inspire me to make impulsive purchase decisions	3.40	1.15	3	medium

4	Well-mannered reception staff and displayed products trigger my impulsive purchasing behaviour	4.13	1.02	1	High
Total		3.61	0.79	medium	

Table (16) Iterations response by the Five-Likert scale

No:	Friendly employees	Strongly Disagree (S D)	Disagree (D)	Undecided (U)	Agree (A)	Strongly Agree (S A)
28	Long billing queues inspires my decision to make an instant purchase	17	59	152	107	50
29	Staff uniforms affect the purchase of goods for me	15	44	168	77	80
30	Well behaved and friendly staff inspires me to make impulsive purchase decisions	21	64	162	82	55
31	Well-mannered reception staff and displayed products trigger my impulsive purchasing behaviour	14	42	166	108	54
TOTAL		67	209	648	374	239

The previous table confirms the result reached in Table (15), which showed the influence of employees' behaviour on impulsive purchase decision, the sample had chosen *agree* and *undecided*, for each paragraph of the axis.

Hypotheses Testing:

The researcher examined the track transactions that represent the supposed relations that link the constructs, as well as path coefficient, which is helpful in estimating between the latent variables.

H1: Age and life cycle have a significant impact on impulsive buying behaviour in Jordan telecom operators.

Table (17) Simple linear regression analysis to examine the influence of impulsive age and lifecycle on purchase decision.

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.594	0.353	208.70	1	0.000	Age, life cycle	0.594	0.035	14.44	0.000

The results shown in table 17 indicate the value of R= 0.594, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.353 explained 0.35.3% of the variance, with the others factors remaining constant. Similarly, the *F* value is 208.70 with the confined level of *Sign*= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with *df*= 1.

H2 : Occupation has a significant impact on impulsive buying behaviour in customers of Jordan's telecom operators.

Table (18) Simple linear regression analysis to examine the influence of occupation on impulsive buying behaviour variable.

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent Variable	B	Std. Error	T	sig
impulsive buying behaviour	0.704	0.495	374.84	1	0.000	occupation	0.704	0.026	15.99	0.000

The results shown in table 18 indicate the value of R= 0.704, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.495 explained 49.5% of the variance, with the others factors remaining constant. Similarly, the *F* value is 374.84 with the confined level of *Sign*= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with *df*= 1.

H3: Economic status has a significant impact on impulsive buying behaviour in Jordan telecom operators.

Table (19) Simple linear regression analysis to examine the influence of economic status on impulsive buying behaviour variable.

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.542	0.293	158.55	1	0.000	economic	0.414	0.033	16.24	0.000

The results shown in table 19 indicate the value of R= 0.542, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.293 explained 29.3% of the variance, with the others factors remaining constant. Similarly, the *F* value is 158.55 with the confined level of *Sign*= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with *df*= 1.

H4: Lifestyle has a significant impact on impulsive buying behaviour in customers in Jordan's telecom operators.

Table (20) Simple linear regression analysis to examine the influence of lifestyle on impulsive buying behaviour variable.

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.674	0.454	317.87	1	0.000	lifestyle	0.412	0.023	28.43	0.000

The results shown in table 20 indicate the value of R= 0.674, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.454 explained 45.4% of the variance, with the others factors remaining constant. Similarly, the *F* value is 317.87 with the confined level of *Sign*= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with *df*= 1.

H5: Personality has a significant impact on impulsive buying behaviour in customers in Jordan's telecom operators.

Table (21) Simple linear regression analysis to examine the influence of personality on impulsive purchase behaviour

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.776	0.602	577.37	1	0.000	personality	0.497	0.021	25.29	0.000

The results shown in table 21 indicate the value of R= 0.776, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.602 explained 60.2% of the variance, with the others factors remaining constant. Similarly, the F value is 577.37 with the confined level of $Sign$= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with df= 1.

H6: Sales promotion have a significant impact on impulsive buying behaviour in customers in Jordan's telecom operators.

Table (22) Simple linear regression analysis to examine the influence of sales promotion on impulsive buying behaviour variable.

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.757	0.573	511.28	1	0.000	sales promotion	0.483	0.021	26.45	0.000

The results shown in table 22 indicate the value of R= 0.757, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.573 explained 57.3% of the variance, with the others factors remaining constant. Similarly, the F value is 511.28 with the confined level of $Sign$= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with df= 1.

H7: Store environment have a significant impact on impulsive buying behaviour in customers in Jordan's telecom operators.

Table (23) Simple linear regression analysis to examine the influence of store environment on impulsive buying behaviour variable.

Dependent Variable	Model Summary		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.757	0.573	513.32	1	0.000	store environment	0.553	0.024	19.72	0.000

The results shown in the table 23 indicate the value of R= 0.757, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.573 explained 57.3% of the variance, with the others factors remaining constant. Similarly, the *F* value is 513.32 with the confined level of *Sign*= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with *df*= 1.

H8: Friendly employees have a significant impact on impulsive buying behaviour in customers in Jordan's telecom operators.

Table (24) Simple linear regression analysis to examine the influence of friendly employees on impulsive buying behaviour variable.

Dependent Variable	Model Summery		ANOVA			Coefficients				
	R	R²	F	DF	sig	independent variable	B	Std. Error	T	sig
impulsive buying behaviour	0.664	0.441	301.52	1	0.000	friendly employees	0.458	0.026	20.43	0.000

The results shown in table 24 indicate the value of R= 0.664, which identifies a strong positive relationship between impulsive purchase decision, age and life cycle. Moreover, the value of R^2 = 0.441 explained 44.1% of the variance, with the others factors remaining constant. Similarly, the *F* value is 301.52with the confined level of *Sign*= 0.000, which further confirms that the P value is greater than $\alpha \leq 0.05$ with *df*= 1.

Table (25) Study model estimates

Indicator	Value	Admission requirement
Chi-square	2.67	$((X^2/df)$ df‹5
GFI	0.94	(gfi›0.090)
AGFI	0.94	(agfi›0.90)
RMSEA	0.0510	(0.05-0.08)
NFI	0.93	(nfi›0.90)
CFI	0.96	(cfi›0.95)

Discussion of results

The findings reveal that there is a strong, positive correlation between personal factors (age, occupation, lifestyle and others) and impulsive purchase behaviour among the customers of the Jordanian telecom sector. Paragraph number 2, which postulated that the consumer purchases more than planned, and paragraph number 3, in which the research assumed that consumer spent more money than thought, were both ranked last, and with importance high relative to all paragraphs. In previous studies (Orth *et al.*, 2004; Niaz and Medina, 2018), the life cycle of a person also affected the goods and services acquired. Consequently, study results were explicitly consistent with what Orth *et al.* (2004) and Niaz and Medina (2018) found when they measured effect of the factors of age and life cycle on impulsive buying behaviour in Jordan. The results answered the research questions by showing the influence of individuals' occupation on the impulsive purchasing decision in Jordan's telecom operators' storese. Paragraph (1), which stated (Buy products by virtue of my job) was ranked first, and paragraph (3), which stated (I have more options for goods) was ranked last, and with importance high relative to all paragraphs. The impulsive buying behaviour of customers of Jordan's telecom operators was influenced by the economic factor, with a standard deviation (0.71). As listed by Awan and Abbas (2015) including the statement that 'sometimes I prefer to make sudden impulsive purchases' was ranked first, and 'I am brand aware before making the relevant purchase' ranked last and with importance high relative to all paragraphs. With the exception of the fourth paragraph, this fell within the range of medium relative importance. The results answered the research questions by showing the influence of lifestyle on the impulsive purchase decision in Jordanian telecom consumers as listed by Yakup and JablonskÄ (2012), Ahmed *et al.* (2015), Anitha (2016) and Sari and Indrawati (2019). A majority of the researchers also witness a strong correlation between impulsive purchase decisions and lifestyle by studying people's lifestyles for information, because an individual's information is more accurate than population information. The mean for this dimension (3.33) was a standard deviation (0.89). In addition, paragraph (1), which assumed that a large number of people inside the store, and also the consumers' purchase decisions was ranked first, and paragraph (4), which stated (Often I buy things unplanned) was ranked last, and

with importance medium relative to all paragraphs. The customers' personality can be divided into different categories that include personal needs, ego, super ego and instinct relying mainly upon their personality traits. In this regard super ego and self are the controlling mechanisms that dominate the individual's behaviour. The belief is that by using these controlling mechanisms, an individual can make appropriate decisions and gain societal conformity (Saad and Metawie, 2015). It can therefore be assumed that an individual's personality affects and is influenced by impulse buying behaviour in response to the individual's psychological and consumer needs through consumer awareness and consumer behaviour. This result is also in agreeance with the findings of previous studies, where the results of the analysis showed the importance of personality paragraphs on impulsive buying behaviour, as the mean for this dimension (3.52) was a standard deviation (0.85). In addition, paragraph (4), which assumed that customers sometimes buy those things which are not really needed, was ranked first, and paragraph (1), which asserted that the large number of sales merchandise and their advertisements entice the customers and influence their buying behaviour, was ranked last, and with importance medium relative to all paragraphs, with the exception of the fourth paragraph, which gained high relative importance.

The results showed a medium importance for sales promotion. These factors help stimulate the consumer to buy goods and services (Rabia mumtaz, 2014). In view of the current results, the mean for this dimension (3.42) was a standard deviation (0.85). In addition, the paragraph (1) which assumed that products at discounted price influence the customer to make buying decisions, was ranked first, and paragraph (2) which assumed that promotional offers like 'buy one get one free' often attract customers to make purchase decisions was ranked last, and with importance medium relative to all paragraphs. Thus, the researcher can conclude that offers like sales and products at discounted price are positively correlated with the impulsive purchase decision of the Jordanian telecom customers. The relationship between the environmental factors of a store and impulsive purchasing decisions of Jordanian telecom consumers, found statistically significant for the dimension (3.49) was a standard deviation (0.75). In addition, the paragraph (2) which assumed that 'well organised and decorated shelves attracted me more', was ranked first, and paragraph (3) which asserted that 'background music in the store persuades me to make a sudden purchase decisions', was ranked last, and with importance medium relative to all paragraphs, which indicated support for H7. The results are consistent with the earlier studies witnessing the influences of sales and discount offers on the impulsive purchase behaviour of customers (Cofield, 2002; Saad and Metawie, 2015; Anitha, 2016). Thus, the researcher can conclude that a good store environment triggers positive behaviour towards the goods and services and also contributes to the formation of a more positive model and makes consumere adopt impulse buying behaviour. Finally, in this study friendly employees have been identified as positively affecting the impulsive purchase decisions of Jordanian telecom customers. The results showed that the proposed relationship is found with a statistically significant value of (R = 0.664), and this means that the employees' good behaviour has a strong, positive immediate

influence on the buying behaviour of the potential customers. The mean value for this dimension (3.61) was a standard deviation (0.79).

Conclusion and Future Research

The personal and store factors addressed in the previous chapter influence consumer behaviour throughout the purchase decision process. Thus, it can be concluded that the decision of each individual is the result of a complicated interaction of cultural, social, psychological and personal factors, which allow consumers to identify need, thus seeking the ways to satisfy them. Since the world is constantly changing and with it the behaviour of consumers, in the telecommunications sector in Jordan especially there are several determining factors strongly correlated with impulsive purchase decisions. They have a certain intensity and duration with predictability and offer numerous opportunities to know what the consumer is currently demanding in the Jordanian market. The results of the study show that personal factors have greater effect than store factors, and therefore it is better to pay more attention to factors related to stores and continuously increase the level of evaluation for them. Diversification of services and marketing methods affecting consumers' impulse buying, especially in light of the increasing openness of the international markets, the fierce competition in the Jordanian market in some services sectors such telecommunications sector, the huge revolution in the spread of digital marketing, and the changing behaviour of the consumer through digital purchases.

The researcher suggests conducting more studies on the other relevant factors that can influence the buying behaviour of potential customers. This will not only overcome the narrowed scope of this research but also add to the existing knowledge on this topic. In this regard the conceptual model proposed in this research can be used for further studies. Here the researchers can use a large sample size and other different private and public sector organisations, including hospitals, textile industries, transportation and others. Applying this model for future research on the prescribed sectors will advance our knowledge and understanding of the various psychological and behavioural aspects related to preferring these organisations. Similarly, using the same conceptual model to analyse the telecom sector in other Middle Eastern states and regions will be of greater magnitude. This will also provide guidelines and significant suggestions to improve the products and services of the telecom companies in Middle East and Gulf countries. Thus, the researcher emphasises using the proposed framework to scrutinise the customers of telecom sectors in the Middle Eastern region to obtain useful findings.

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