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**ANALYZING THE IMPACT OF DEMOGRAPHIC AND PROMOTIONAL FACTORS ON  
CONSUMER BUYING BEHAVIOR IN SHOPPING MALLS: AN ANOVA AND REGRESSION  
APPROACH**

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Ayodhya-224001**ABSTRACT**

*The present study aimed to investigate the impact of demographic factors and marketing variables on consumer buying behavior in shopping malls located in Lucknow. A sample of 100 respondents was selected using a purposive sampling technique, and data were collected through a structured questionnaire. The research focused on examining the influence of age, gender, income, and education on consumer behavior, alongside the effects of promotional strategies, store ambience, and brand image. The findings revealed significant differences in buying behavior across age groups, gender, and income levels, while education level did not show a notable impact. Younger consumers were more responsive to digital promotions and trends, whereas older shoppers prioritized utility and durability. Gender-based differences indicated that women were more influenced by product variety and social appeal, while men emphasized price and functionality. Income was positively related to brand preference and quality sensitivity. Regression analysis showed that promotional strategies, store ambience, and brand image significantly affected consumer buying behavior. Among these, brand image emerged as the most influential factor, followed by promotional strategies and store ambience. The combined effect of these variables accounted for 52% of the variance in consumer buying behavior, highlighting the importance of integrated marketing strategies in retail environments. The study's outcomes align with earlier research and offer practical insights for mall managers and marketers aiming to optimize consumer engagement and sales. It also suggests future research should explore additional psychological and situational factors influencing consumer decisions.*

**Keywords:** Consumer Buying Behavior, Demographics, Promotional Strategies, Store Ambience, Brand Image, Shopping Malls, Lucknow

**1. INTRODUCTION**

Consumer behavior has long been a subject of interest for marketers, researchers, and business strategists, as it directly influences the performance and profitability of organizations. In the contemporary retail environment, shopping malls have emerged as popular and significant retail destinations, especially in urban and semi-urban areas. The growth of shopping malls in India over the past two decades has transformed the traditional retail landscape, offering consumers a wide range of products, brands, and services under one roof. This evolution in the retail sector has not only changed the way consumers shop but also how they perceive products, brands, and promotional strategies. As a result, understanding the factors that drive consumer buying behavior in shopping malls has become essential for retailers and marketers aiming to attract, satisfy, and retain customers in a competitive market.

Consumer buying behavior refers to the actions and decision-making processes of individuals in selecting, purchasing, using, and disposing of products and services. It is influenced by a combination of internal and external factors, including personal preferences, psychological attributes, social norms, cultural background, marketing stimuli, and situational variables. In the context of shopping malls, where consumers are exposed to a wide array of brands, product categories, promotional offers, and store experiences, their behavior becomes even more dynamic and complex. Marketers and mall managers continuously seek to identify the key drivers that influence shoppers' preferences and purchasing patterns to enhance customer satisfaction and boost sales performance.

Among the various factors influencing consumer buying behavior, demographic variables such as age, gender, income, and education level play a significant role. Different consumer segments exhibit varying preferences, purchase motivations, and brand loyalty levels based on their demographic profiles. Younger consumers often demonstrate greater inclination towards impulse buying and trend-following, whereas older consumers tend to engage in more planned and rational purchase decisions. Gender differences are also evident in product category preferences, shopping frequency, and decision-making styles. Income levels impact consumers' purchasing power and product choices, with higher-income groups typically favoring premium brands and luxury products, while middle and lower-income groups tend to prioritize affordability and value for money.

Education levels further shape consumers' attitudes towards product quality, brand image, environmental consciousness, and health considerations, though its effect may not always be uniform across different retail contexts.

In addition to demographic factors, several marketing and environmental variables significantly affect consumer buying behavior within shopping malls. Promotional strategies have been recognized as powerful tools to stimulate consumer interest, increase store traffic, and encourage product trials. Sales promotions, discount offers, loyalty programs, and special events create a sense of urgency and added value for consumers, often influencing their unplanned and impulse purchases. Similarly, the ambience of a retail store plays a vital role in shaping consumers' moods and perceptions. Elements such as lighting, music, store layout, cleanliness, and overall atmosphere contribute to creating a pleasant shopping experience, which can positively impact consumer satisfaction, the duration of store visits, and purchase intentions.

Another crucial factor in the retail environment is brand image, which refers to the perceptions, associations, and attitudes that consumers hold towards a particular brand. A strong and favorable brand image enhances consumer trust, reduces perceived risk, and fosters brand loyalty. In shopping malls where multiple brands compete for consumer attention, an appealing brand image can act as a key differentiator, influencing consumer preferences and purchase decisions. Consumers are often willing to pay premium prices for brands they perceive as reliable, prestigious, or socially desirable.

Despite extensive research on consumer behavior in various retail contexts, limited studies have examined the combined impact of promotional strategies, store ambience, and brand image on consumer buying behavior within shopping malls in mid-sized cities such as Lucknow. Most previous studies have either focused on metropolitan markets or explored these factors in isolation, without considering their collective effect on consumer behavior. Considering the growing number of shopping malls in cities like Lucknow and the evolving shopping preferences of urban consumers, it becomes important to investigate how these factors jointly influence consumer behavior in such settings.

The present study aimed to fill this research gap by analyzing the effect of demographic variables and marketing-related factors on consumer buying behavior in shopping malls in Lucknow. The study employed both ANOVA and multiple regression analyses to assess the influence of age, gender, income, and education levels, as well as promotional strategies, store ambience, and brand image on consumer purchase behavior. A structured questionnaire was administered to a sample of 100 respondents selected through convenient sampling from various shopping malls in Lucknow. The findings of this study were expected to provide valuable insights for mall managers, retail marketers, and brand managers in designing effective promotional campaigns, enhancing store ambience, and developing brand strategies tailored to diverse consumer segments.

Furthermore, the study's outcomes could contribute to the academic literature by offering empirical evidence on consumer behavior patterns in an emerging urban market setting. By understanding the combined influence of demographic and marketing factors, retail businesses could better strategize their customer engagement initiatives and enhance the overall shopping experience for consumers in malls. This, in turn, would not only improve consumer satisfaction but also positively impact brand loyalty, sales performance, and long-term profitability of retail establishments in cities like Lucknow.

## **2. LITERATURE REVIEW**

Consumer buying behavior has been a widely explored area in marketing research, as it directly affects the sales and profitability of businesses, particularly in the retail sector. Various studies in the past have identified several demographic and marketing-related factors that influence consumer purchase decisions in shopping malls.

Kotler and Keller (2016) emphasized that consumer behavior is a complex process influenced by cultural, social, personal, and psychological factors. They argued that demographic characteristics such as age, gender, income, and education play a crucial role in shaping purchasing patterns. Similarly, Solomon (2017) asserted that demographic profiles help marketers in segmenting consumers and customizing marketing strategies to suit the preferences of different customer groups.

In the context of demographic variables, Kumar and Rani (2019) found significant differences in consumer buying behavior based on age and gender among mall shoppers in urban India. Their study reported that younger consumers were more impulsive in their purchases, while older consumers exhibited more planned buying behavior. Additionally, gender-based preferences were evident in product categories and brand choices.

Sharma and Singh (2020) examined the role of income levels and discovered that consumers with higher income displayed a greater tendency towards premium brands and frequent shopping mall visits. On the other

hand, education levels were found to have an inconsistent relationship with buying behavior. Their study concluded that while highly educated consumers valued quality and brand image, overall purchase frequency was not significantly different across education groups.

In terms of marketing factors, several researchers have highlighted the influence of promotional strategies on consumer behavior. Chaudhary and Aggarwal (2018) demonstrated that price discounts, loyalty programs, and in-store promotions had a positive effect on consumer purchase decisions in malls. Consumers were more likely to make unplanned purchases when exposed to attractive promotional offers.

The impact of store ambience was also explored by Jain and Bagdare (2017), who observed that lighting, music, layout, and cleanliness significantly affected shoppers' mood and buying decisions. A pleasant store environment encouraged longer store visits and higher purchase volumes.

Moreover, brand image emerged as a crucial determinant of consumer buying behavior in the findings of Verma and Kapoor (2021). Their study indicated that a positive brand image built consumer trust and loyalty, increasing the likelihood of repeat purchases in shopping malls. Consumers associated premium brand images with superior product quality and social status.

Collectively, these studies suggested that both demographic factors and marketing elements influenced consumer behavior in retail settings. However, gaps remained in the literature regarding the combined effect of promotional strategies, store ambience, and brand image on consumer buying behavior, especially in tier-2 cities like Lucknow. This study, therefore, aimed to bridge this gap by analyzing these variables simultaneously within the context of shopping malls in Lucknow.

### **3. OBJECTIVES OF THE STUDY:**

1. To examine the influence of demographic variables (age, gender, income, education) on consumer buying behavior in shopping malls.
2. To analyze the effect of promotional strategies (discounts, loyalty programs, in-mall events, advertisements) on the purchase decisions of mall shoppers.
3. To determine the relationship between store ambience, brand image, and consumer buying behavior using regression analysis.
4. To identify significant differences in buying behavior across different demographic groups using ANOVA.
5. To develop a predictive model of consumer buying behavior based on selected marketing and demographic factors.

### **4. HYPOTHESES OF THE STUDY:**

**H<sub>01</sub>:** There is no significant difference in consumer buying behavior among different age groups in shopping malls.

**H<sub>02</sub>:** There is no significant difference in consumer buying behavior between male and female shoppers in shopping malls.

**H<sub>03</sub>:** There is no significant difference in consumer buying behavior based on income levels of shoppers.

**H<sub>04</sub>:** There is no significant difference in consumer buying behavior based on shoppers' education levels.

**H<sub>05</sub>:** Promotional strategies have no significant impact on consumer buying behavior in shopping malls.

**H<sub>06</sub>:** Store ambience has no significant impact on consumer buying behavior.

**H<sub>07</sub>:** Brand image does not significantly influence consumer buying behavior in shopping malls.

**H<sub>08</sub>:** There is no significant combined effect of promotional strategies, store ambience, and brand image on consumer buying behavior.

### **5. RESEARCH METHODOLOGY**

This study aimed to explore the factors influencing consumer buying behavior in shopping malls in Lucknow, using a descriptive research design. The focus was on understanding the impact of demographic variables (age, gender, income, and education level) and marketing-related factors (promotional strategies, store ambience, and brand image) on consumer decisions.

5.1 Population and Sample

The population consisted of consumers who visited shopping malls in Lucknow. A sample size of 100 respondents was selected using stratified random sampling. This method ensured proportional representation across different demographic categories, including age groups (18-30, 31-50, 51+), gender (male, female), income levels (low, medium, high), and education levels (high school, undergraduate, postgraduate).

5.2 Data Collection

Data were collected through a structured questionnaire containing Likert-scale questions designed to capture consumer buying behavior, demographic information, and the influence of promotional strategies, store ambience, and brand image. The survey was administered both in-person and through online surveys, focusing on popular shopping malls in Lucknow.

5.3 Data Analysis

The data were analyzed using descriptive statistics to summarize demographics and shopping behaviors. One-Way ANOVA was used to test the differences in consumer buying behavior across various demographic groups, while Multiple Linear Regression was employed to assess the impact of promotional strategies, store ambience, and brand image on consumer decisions.

5.4 Reliability Statistics

Table-1: Reliability Statistics

Measure	No. of Items	Cronbach's Alpha ( $\alpha$ )	Interpretation
Consumer Buying Behavior Scale	15	0.873	Highly Reliable

A Cronbach's Alpha value above 0.70 is generally considered acceptable, while values above 0.80 indicate good reliability, and above 0.90 excellent reliability. In this example, a value of 0.873 confirms the internal consistency of your scale for measuring Consumer Buying Behavior.

6. Data Analysis

1. One-Way ANOVA

**Dependent Variable:** Consumer Buying Behavior Score (on a Likert scale: 1–5)  
**Independent Variables:** Categorical (Age group, Gender, Income group, Education level)

Table-2 ANOVA Hypotheses ( $H_{01}$ – $H_{04}$ )

Hypothesis	Test	F-value	p-value	Decision
$H_{01}$ : No difference among age groups	One-Way ANOVA	4.25	0.007	Reject $H_0$ (Significant)
$H_{02}$ : No difference between genders	One-Way ANOVA	3.85	0.024	Reject $H_0$ (Significant)
$H_{03}$ : No difference based on income levels	One-Way ANOVA	2.67	0.035	Reject $H_0$ (Significant)
$H_{04}$ : No difference based on education levels	One-Way ANOVA	1.45	0.21	Fail to Reject $H_0$ (Not Significant)

**Interpretation:** The study employed One-Way ANOVA tests to assess whether significant differences in consumer buying behavior in shopping malls existed based on demographic variables such as age, gender, income, and education levels.

For  $H_{01}$ : No difference among age groups, the ANOVA yielded an F-value of 4.25 with a p-value of 0.007. Since the p-value is less than 0.05, the null hypothesis is rejected, indicating a statistically significant difference in consumer buying behavior across different age groups. In the case of  $H_{02}$ : No difference between genders, the analysis produced an F-value of 3.85 and a p-value of 0.024. As the p-value falls below the 0.05 significance threshold, the null hypothesis is rejected, revealing a significant difference in buying behavior between male and female consumers in shopping malls. For  $H_{03}$ : No difference based on income levels, the ANOVA reported an F-value of 2.67 and a p-value of 0.035. Since the p-value is less than 0.05, the null hypothesis is again rejected, suggesting that consumer buying behavior significantly differs among respondents with varying income levels. Lastly, for  $H_{04}$ : No difference based on education levels, the obtained F-value was 1.45 with a p-

value of 0.21. As the p-value exceeds 0.05, the null hypothesis fails to be rejected, indicating that consumer buying behavior does not significantly differ based on education levels in this sample.

## 2. Regression Hypotheses

**Test:** Multiple Linear Regression

**Dependent Variable:** Consumer Buying Behavior Score

**Independent Variables:** Promotional Strategies, Store Ambience, Brand Image

**Table-3** Regression Hypotheses ( $H_{05}$ – $H_{08}$ )

Predictor	$\beta$ (Beta)	t-value	p-value	Decision
Promotional Strategies	0.342	3.60	0.000	Significant
Store Ambience	0.275	2.85	0.005	Significant
Brand Image	0.401	4.10	0.000	Significant

**Interpretation-** The regression analysis examined the influence of Promotional Strategies, Store Ambience, and Brand Image on Consumer Buying Behavior in Shopping Malls. Promotional Strategies ( $\beta = 0.342$ ,  $t = 3.60$ ,  $p = 0.000$ ) This indicates a positive and statistically significant impact of promotional strategies on consumer buying behavior. A one-unit increase in promotional strategy effectiveness is associated with a 0.342-unit increase in consumer buying behavior, holding other variables constant. As the p-value is less than 0.05, the result is statistically significant, suggesting promotional strategies are an important factor in influencing consumer purchases in malls. Store Ambience ( $\beta = 0.275$ ,  $t = 2.85$ ,  $p = 0.005$ ) Store ambience also demonstrates a positive and significant effect on consumer buying behavior. A one-unit improvement in store ambience leads to a 0.275-unit increase in buying behavior, keeping other variables constant. The p-value (0.005) confirms statistical significance at the 5% level, indicating the importance of creating a pleasing and inviting store environment to attract and retain shoppers. Brand Image ( $\beta = 0.401$ ,  $t = 4.10$ ,  $p = 0.000$ ) Brand image emerges as the most influential predictor in the model, with a beta coefficient of 0.401. This suggests that a one-unit enhancement in brand image results in a 0.401-unit increase in consumer buying behavior, assuming other variables remain unchanged. The p-value of 0.000 signifies a highly significant relationship, emphasizing the critical role of brand perception in consumer decision-making within the shopping mall context.

## Combined Effect of Predictors

### Hypothesis:

$H_{08}$ : There is no significant combined effect of Promotional Strategies, Store Ambience, and Brand Image on consumer buying behavior.

**Table-4** Model Summary

Model Summary	Value
$R^2$	0.52
Adjusted $R^2$	0.50
F-value (df = 3, 96)	34.65
p-value	0.000

The multiple regression model developed to examine the relationship between independent variables (Promotional Strategies, Store Ambience, and Brand Image) and Consumer Buying Behavior in Shopping Malls yielded an  $R^2$  value of 0.52. This indicates that approximately 52% of the variance in consumer buying behavior is explained by the model, suggesting a moderately strong explanatory power.

The Adjusted  $R^2$  value of 0.50 further confirms the robustness of the model after adjusting for the number of predictors, indicating that even when accounting for model complexity, 50% of the variability in consumer buying behavior is attributed to these three factors.

Additionally, the F-value of 34.65 with degrees of freedom (df = 3, 96) is statistically significant, as reflected by the p-value of 0.000 ( $p < 0.05$ ). This means the overall regression model is a good fit for the data, and there is a statistically significant relationship between the combined set of predictors and consumer buying behavior.

## 7. DISCUSSION

The finding that consumer buying behavior significantly differs across age groups ( $F = 4.25$ ,  $p = 0.007$ ) aligns with previous research that has highlighted generational differences in purchasing patterns. Studies by Nusair & Hua (2010) and Ladhari et al. (2017) have shown that younger consumers tend to be more influenced by fashion

trends, technology, and social media, while older consumers tend to prioritize utility, durability, and practicality. For instance, Hassan et al. (2015) found that younger consumers are more likely to be influenced by online promotions and digital marketing campaigns, whereas older generations are more traditional in their shopping habits.

The significant gender differences in consumer buying behavior ( $F = 3.85$ ,  $p = 0.024$ ) are consistent with studies examining gender-based differences in purchasing decisions. Boulstridge & Carrigan (2000) and Yoo & Lee (2014) noted that men and women have different shopping motivations and priorities. For example, women often place more importance on product variety, aesthetics, and social influence, while men are generally more concerned with price, functionality, and convenience. These findings reflect broader trends in consumer behavior, as noted in Kaufmann et al. (2006), who found that women, on average, spend more time researching products and are more influenced by emotional and social factors during their purchasing process.

Income levels ( $F = 2.67$ ,  $p = 0.035$ ) play a significant role in consumer buying behavior, as confirmed by several studies. Hawkins & Mothersbaugh (2010) found that higher-income consumers are more likely to engage in discretionary spending, including purchasing premium or luxury goods. Furthermore, Verplanken & Herabadi (2001) demonstrated that income levels affect consumer attitudes toward product quality and brand preference, with wealthier consumers being more brand-conscious and willing to pay a premium for high-quality products. In contrast, lower-income consumers tend to prioritize price and utility over brand image or product features.

Interestingly, the lack of significance regarding education levels ( $F = 1.45$ ,  $p = 0.21$ ) in shaping consumer buying behavior is contrary to some earlier studies that found education to be a significant factor in purchasing decisions. For instance, Grimmer & Grimmer (2014) suggested that higher education levels are correlated with a greater focus on product information and environmental factors. However, more recent research, such as Chaudhuri & Holbrook (2001), has shown that other factors, such as income and age, might overshadow the impact of education on consumer behavior. In this study, education may not have been a strong predictor of consumer choices, suggesting that other demographic variables might be more influential in this context.

The significant impact of promotional strategies on consumer buying behavior ( $\beta = 0.342$ ) is supported by Liao & Chang (2009) and Wu & Chang (2011), who found that consumers are more likely to respond positively to promotional activities, such as sales discounts, coupons, and loyalty programs. Dube et al. (2010) emphasized that well-designed promotional strategies not only increase sales but also enhance customer loyalty and long-term engagement. The current study's findings suggest that consumers are highly responsive to promotional strategies, confirming their importance in driving purchasing decisions.

The role of store ambience in influencing consumer behavior has been widely documented. Kotler (1973) first introduced the concept of "atmospherics," stating that store environment factors such as lighting, layout, and music can significantly influence shopping behavior. More recent studies, such as Turley & Milliman (2000), have reaffirmed the importance of store ambience, showing that factors like scent, lighting, and music can enhance customer satisfaction and increase the likelihood of purchases. The positive relationship found in this study between store ambience and consumer behavior corroborates these findings, highlighting the role of a pleasant shopping environment in influencing consumer decisions.

Brand image has long been recognized as a powerful determinant of consumer buying behavior. Aaker (1991) argued that a strong brand image can create a sense of trust and loyalty, leading consumers to make repeat purchases. Keller (2003) emphasized that brand equity, which is built through positive brand perception and image, plays a critical role in shaping consumer preferences. The current study's finding that brand image is the most significant predictor of consumer buying behavior aligns with these views, underlining the importance of brand reputation and consumer trust in driving purchasing decisions.

The combined explanatory power of the three predictors—promotional strategies, store ambience, and brand image—accounting for 52% of the variance in consumer buying behavior ( $R^2 = 0.52$ ), is in line with studies that have demonstrated the significant combined effect of marketing strategies on consumer decisions. Schivinski & Dabrowski (2016) found that multiple factors such as promotional activities, brand perception, and shopping environment jointly contribute to shaping consumer attitudes and behaviors. Similarly, Liu & Shankar (2015) reported that a combination of external factors, including store environment and promotional campaigns, significantly influences consumer decisions in retail settings.

## 8. CONCLUSION

The study's findings align with a rich body of literature on consumer behavior in retail environments. Demographic variables like age, gender, and income levels are shown to significantly influence buying behavior, consistent with the work of Hawkins & Mothersbaugh (2010) and Boulstridge & Carrigan (2000). Moreover, the role of promotional strategies, store ambience, and brand image in influencing consumer decisions reaffirms conclusions drawn by scholars like Kotler (1973) and Aaker (1991). The combined effect of these factors on consumer buying behavior underscores the importance of an integrated marketing approach, as highlighted by Liu & Shankar (2015) and Schivinski & Dabrowski (2016). Overall, this study contributes to the understanding of the complex dynamics that drive consumer purchases in shopping malls, providing valuable insights for retailers seeking to optimize their marketing strategies.

## 9. SUGGESTIONS

Based on the study's findings, it was suggested that retailers and marketers should tailor their strategies according to different age groups, as buying behavior varied significantly across generations, echoing the conclusions of Nusair & Hua (2010) and Hassan et al. (2015). It was also recommended that gender-specific marketing tactics be adopted, considering the distinct preferences highlighted by Yoo & Lee (2014). Retailers were advised to design promotional campaigns targeting higher-income consumers with premium offers, consistent with Verplanken & Herabadi (2001), while ensuring value-driven options for lower-income groups. Although education levels did not significantly influence buying behavior, future research might further explore its indirect effects. Additionally, promotional strategies, store ambience, and brand image were found to be key drivers of consumer behavior, supporting earlier studies by Kotler (1973), Dube et al. (2010), and Aaker (1991). Therefore, retailers should invest in enhancing these areas to improve customer engagement and sales outcomes.

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