



# Document details - Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study

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## Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study(Article) (Open Access)

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### Abstract

This article attempts to analyse the changes occurred in the behaviour of the customer for online buying of fashion products. The prime objective of this study is to bridge the gap by contributing to the literature about the impact of pandemic on consumer buying tendencies for fashion industry. This study proposes a model for impulse buying of fashion apparel based on consumers' shopping behaviour during COVID-19 pandemic. The conceptual model was developed using stimulus organism response (S-O-R) theory using fashion involvement (FI), hedonic shopping value (HSV) and sales promotion (SP) as independent variables, positive emotions (PE) as a mediating variable and impulse buying (IB) as a dependent variable.

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