## 1. References

- 1. 2020, I. B. (2020). E-COMMERCE. India: Indian Brand Equity Foundation.
- 2. Anant Jyoti Badgaiyan , n. A. (2014). Intrinsic factors affecting impulsive buying behaviour—Evidence from India. *Journal of Retailingand Consumer Services*, 537–549.
- Bhakat, G. M. (2013). A Review of Impulse Buying Behavior. International Journal of Marketing Studies.
- Bhalekar, V. P. (April 2020). Novel Corona Virus Pandemic-Impact on Indian Economy, E-commerce, *SSRN Electronic Journal*.
- 5. Coley, a. L. (2002). Affective and cognitive processes involved in impulse buying.
- 6. Constantinides, E. (2004). Influencing the online consumer's behavior: the Web experience. *Internet Research*, Volume 14 · Number 2 · 2004 · pp. 111-126.
- 7. Corroyer, P. R. (2010). Cognitive Processes in the Reflective-Impulsive Cognitive Style. *The Journal of Genetic Psychology: Research and Theory on Human Development.*
- Crispen, M. T. (July, 2009). In-store shopping environment and impulsive buying. *African Journal of Marketing Management Vol.* 1(4), pp. 102-108.
- 9. D.W, R. (1987). The Buying Impulse. The Journal of Consumer Research, 189-199.
- FERRELL, S. E. (1998). Impulse Buying: Modeling Its Precursors. *Journal of Retailing*, 161-167.
- Guijun Zhuang, A. S. (2006). Impacts of situational factors on buying decisions in shopping malls An empirical study with multinational data. *European Journal of Marketing*, 17-43.
- Hamna Hashmi, S. A. (June 2019). Factors Affecting Online Impulsive Buying Behavior: A Stimulus Organism Response Model Approach. *Market Forces*.

- 13. Kim, S. D. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 20-34.
- 14. Kumar, r. (may 2016). The future of online shopping in india. A study of punjab and haryana. *International journal of advanced research*.
- 15. Muhammad Rizwana, N. A. (2019). Store environment and its influence on impulse buying behavior among females: Moderating Role of shopping Pal. *4th International Conference on Opportunities and challenges in Management, Economics and Accounting.*
- Prafful Dinesh, D. S. (March 2019). A Study On Factors Influencing Impulsive Buying Behavior In Millennial Consumers With Special Reference To Online Platforms. 2019 *IJRAR*, Volume 6, Issue 1.
- 17. R.W, B. (1975). Situational Variables and Consumer Behavior. *The Journal of Consumer Research*.
- Suginraj, M. (2017). Growth of Online Marketing in India- A Study. *IJRMBS 2017*, Vol. 4 Issue 3 (SPL 1) Jul. Sept. 2017.
- 19. Ünsalan, M. (2016). Stimulating Factors of Impulse Buying Behavior: A Literature Review. *Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 572-593.
- Wen-Hai Chih, C. H.-J.-J. (2012). The Antecedents of Consumer Online Buying Impulsiveness on a Travel Website: Individual Internal Factor Perspectives. *Journal of Travel & Tourism Marketing*.
- 21. Wu, T. S. (2015). Trait Predictors of Online Impulsive Buying Tendency: A Hierarchical Approach. *Journal of Marketing Theory and Practice*.
- 22. Yaoyuneyong, B. P. (2010). Impulse buying and cognitive dissonance: a study conducted among the spring break student shoppers. *YOUNG CONSUMERS*, 291-306.