

**A MODEL OF "IMPULSE BUYING BEHAVIOUR (IBBM)" IN RETAIL SETTINGS OF AN ISLAND ECONOMY: A CASE STUDY OF MAURITIUS**

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**ABSTRACT**

**Purpose-** The purpose of the paper aims at developing and testing the integrated model of Impulse Buying Behaviour in retail settings of Mauritius. This main aim of the study is to analyse the main constructs which stimulate impulse buying behaviours in retail settings of Mauritius. **Design/Methodology/Approach--** This paper reviews the determining factors stimulating impulse buying behaviours. The Impulse Buying Behaviour Model (IBBM) has been developed to gain an understanding into the various factors driving impulse buying behaviours. **Findings-** The results of the finding have demonstrated that store layout, salesperson's guidance and sales promotions are the key factors which drive impulse buying behaviour in retail settings of Mauritius. **Research Limitations -** This study has analysed impulse buying behaviour only from the customers' perspective. Further detailed studies from retailers' perspective can provide greater insights about impulsive buying behaviour from a wider context. **Practical Implications-** The evidence of numerous associations between in-store stimuli and personality traits requires greater attention in the retail sector since effective retailing strategies can be capitalized upon in order to stimulate unplanned purchases among consumers. **Originality/Value -** This work contributes to the understanding impulse buying behaviour for the retail settings of an Island economy such as Mauritius. The present research fills the significant gaps in the literature review by generating an integrative framework of impulse buying behaviour in retail settings of an emerging market.

**Keywords:**