

- Kim, E. Y., Park, E. J., & Forney, J. C. 2006. A systemic model of the actions of fashion-oriented impulse buying. *Fashion Marketing and Management Journal* 10(4), 433-446. [HTTP://dx.doi.org/10.1108/13612020610701965196561070](http://dx.doi.org/10.1108/13612020610701965196561070)
- Jones, M.A., Reynolds, K.E., Weun, S. Beatty and, S.E. (2003), "Impulse Buying Tendency's product-specific essence," *Journal of Market Analysis*, Vol. Fifty six, pp. 505-511.