

# We Are Involving Einstein's Relativity Theory! An Approach to Identify the Relationship between Time and Space on Consumers' Attraction to Impulsive Buying Behavior

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**Abstract:-** Current study aimed at employing the concept of Einstein's in which he said that time and space has the ability to change the body's change. In that sense, current study sought to explore how time and space can fasten the speed of individuals taking an impulsive purchase decision. Quantitative methodology was adopted, and a questionnaire was self-administered by (376) customers through the online platforms and Google Forms as a convenient sample. Results of analysis indicated that time and space do really increase individuals' speed to make impulsive purchase decision as individuals tend to be influenced by limited time offerings and seasonal holidays and vacations which increase their will to make impulsive purchase decision. Study recommended that mobile apps, online surveys, or wearable devices are the tools which can be used in order to collect data in real-time. Through the use of real-time data, researchers are able to record the impulsive purchases as they take place, thus, they are able to get the accurate information about the contextual factors that influence the decision to buy impulsively. The real-time data collection can be used to find the relationship between time, location, and impulsive purchase.

**Keywords:** Time and Space, Einstein, Perceived Time Perception, Relativity of Personal Space, Temporal Context Effects, Time Dilation and Subjective Experience, Space-Time Trade-Offs and Relativity of Social Interactions.

## 1. Introduction

In 1905, the scientist Albert Einstein appeared with his theory indicating that space and time change with the speed of movement, that they are not constant, and that the speed of light has an effective role in influencing the mechanism of measuring time and space (Buenker, 2023). Einstein's theory also confirmed that time can slow down and speed up depending on the speed of the person or moving body. Einstein's theory was enough to be a revolutionary theory that changed the world and provided a new understanding of space and time from a scientific point of view.

Since Einstein's theory emphasized the idea that time and space change at the speed of the body, then the idea of difference is clear depending on the factors, as the theory confirms that the change occurring in space and time are actually a product of the speed of the body, meaning that there is another stimulus that helps to bring about the required changes. In the current study, we seek to present its idea in a different way by matching it with Einstein's theory. In other words, when Einstein pointed out that time and space are not fixed and change with the speed of the body, we can say that in the world of marketing, time and space affect consumers' attraction to shopping and are affected by the speed of marketing campaigns and promotional strategies.

## 2. Problem Statement

Miller (2024) argued that having impulsive drives to buy products and services is something that is not only related to individuals' traits, rather some external aspects may play a role in increasing the person's impulsive behavior towards shopping. On that idea, Jon (2023) argued that among the aspects that may influence customers' behavior towards being more impulsive is the perceived time perception, people are at their most anxious when they tell themselves that they are out of time or running out of time and that they need to face urgency. This perception can make people impulse buyers as they think they have to make the decision fast and grab the opportunity before the time is up. As a result of the crowding out effect, marketers can take advantage of this phenomenon by making time-limited offers or by highlighting the scarcity of the products to induce a feeling of urgency and prompt impulsive purchasing. Shardinova (2024) noted that personal space and time may influence individuals and push them towards being impulsive in their purchase behavior. People who are surrounded by friends and people they prefer may show more tendencies towards buying impulsively. Also, time and season encourage individuals and give them a feeling of shopping joy and spree which may lead to impulsive purchases. Bahrah and Fachira (2021) agreed on the same idea adding that individuals' experience and social interaction helps in forming a type of impulsiveness that leads to taking purchase decision fast being aware that there is no need to buy products, and that is why it is called impulsive.

Liu et al. (2022) stated that impulsive purchase decision is often satisfactory for individuals, and they might be driven by feelings that are encouraged by surroundings. Such factors include space-time trade-offs, when people are under time pressure or feel that time is a limited resource, they may be more likely to give up their personal space or convenience to save time. It could bring about the impulsive buying behavior, which includes a spontaneous shopping at the convenience store or use of a shipment service with a shorter delivery time. Li et al. (2024) supported the same allegations arguing that social interactions are also able to influence the impulsive buying behavior. It has been observed that people are just inclined to follow the trend of other individuals, who seem to be doing the impulsive buying or to conform to certain behaviors and as a result that results to impulsive purchases. Social influence, which is both online and offline, has a strong impulse buyer effect, which can be attributed to a feeling that something is urgent, desirable, and that the owners of the product look good.

Based on above argument supported by previous studies, our research here seeks to examine how time and space may increase customers' tendency to be impulsive in their purchase behavior. In other words, we taking Einstein's theory of time and space as they may help in changing the body's speed, and we say that time and space may increase individuals' speed to take impulsive purchase decision. We are taking into accounts variables that might be a part of individuals' time and space including (perceived time perception, relativity of personal space, temporal context effects, time dilation and subjective experience, space-time trade-offs and relativity of social interactions).

## 3. Literature Review

### Impulsive Buying Behavior

According to Li et al. (2024), Impulse/impulsive buying can be defined as a particular kind of a customer's buying behavior that is within the greater funnel of the consumer decision-making process. The consumer decision-making process usually goes through several stages, namely, need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Impulsive customer behaviors act as a diversionary or a time-saving circuit within this funnel making some of the standard decision-stages unnecessary (Park and Chun, 2023; Hashem& Al-Zyoud,2020; Hashem,2021).

As for Darmawan and Gatheru (2021), impulsive buying was defined as the situation when consumers are not able to control themselves and make the purchases they did not plan to, such as in the case when one suddenly sees an attractive product in the store and buys it just because he/she cannot wait and has to make a purchase. Such a behavior is driven by the lack of preplanning, very narrow information seeking, and the state of increased emotionality particular for the shopping (Fadillah and Kusumawati, 2021). In many shopping situations, like shopping centers, online shopping platforms or by responding to advertising offers, impulsive buying is possible,

while time may contribute to increase impulsive buying incidents like holidays, vacations, trips and other situation where individuals feel they are urged to buy and spend money (Zhao et al., 2022).

Redine et al. (2023) and Ahn and Kwon (2022) argued that there are several factors that contribute to impulsive buying behavior, such factors included:

- **Emotional Triggers:**

Emotions are the key factors in impulse buying. Consumers, when they encounter objects that make them feel enthusiastic, or enjoyment through incredible or appealing products which are displayed attractively or are presented by persuasive marketing messages, may feel an urge to buy. Such emotional triggers activate such impulses and therefore, the consumers merely act on impulse and purchase the products.

- **Immediate Gratification:**

Impulsive buyers are those who are motivated to buy things because of the desire for immediate gratification. These individuals are always looking for the instant gratification by purchasing a thing or enjoying a good time. Presently in the crossroads of ecstasy, no calculus of long-term effects or rational decision processes would bother you.

- **Impulse Buying Impacts:**

Impulsive buying behavior may lead to both good and bad outcomes for the consumers. On the one hand, it gives a sense of rush, elation and overall novelty, but it also negatively impacts the sense of health, stability and wellbeing. It's not only a way to de-stress, but it can also fulfill our emotional needs, boost our self-esteem, or serve as a treat. Nevertheless, the habit of impulsive shopping may end up in financial problems, feeling of disappointment or dissatisfaction if the bought things don't meet your expectations or are not needed.

- **Situational Factors:**

It is important that the impact that certain situations and contexts can have on impulse buying is taken into consideration. Let us say that lack of time, crowded stores, limited availability of products or sales tactics aimed at influencing one can be the factors that determine how a person reacts (buying something) in specific shopping atmosphere. Online shopping platforms also use tactics like limited-time offers, flash sales, or personalized recommendations to create a feeling of urgency that makes people buy things on impulse.

- **Individual Differences:**

Unique features and personality traits may also play a role in impulsive purchasing behaviors. Some people may have more tendency towards impulsive behaviors mainly personality traits like low self-esteem, high novelty-seeking, or an urge to obtain immediate attention. Psychological factors like mood changes, boredom or stress are also the impulsive buying triggers.

From perspective of Wang et al. (2022) and Liu et al. (2022), it was argued that marketers and retailers recognize the significance of impulsive buying behavior and employ various strategies in order to make sure that individuals are exposed to factors that may drive them to an impulsive state of buying behavior. Such factors may include point of sale purchase which is basically displaying products in an attractive way, keeping them near checkout counters or offering them in appealing packages which can provoke consumers to spontaneous purchases. Gulfranz et al. (2022) agreed on the same idea arguing that marketers may use the idea of limited time offers and discounts, in this case, flash sales or special offers can trigger a sense of urgency among customers, with the potential of making instant purchase after all in the hope they will get the deal sooner. Others tactics of impulsive buying behavior triggers include cross-selling and upselling and personalized recommendations (Mandolfo and Lamberti, 2021).

Bahrah and Fachira (2021) noted that to restrain themselves from impulsive buying consumers can use methods such as creating budgets, listing the desired items, and mindfully reflecting on how essential and valuable the purchase is before taking the step to buy something on impulse. Self-awareness of personal triggers and emotional states is also a good way to help individuals to resist the impulse to buy things on impulse and to make more

deliberate and informed purchase decisions (Zhang et al., 2023). Generally speaking, impulsive buying behavior as a whole is a complicated phenomenon which is affected by such factors as people's psychological, situational and marketing backgrounds. This can be achieved by understanding the influence and the root drivers of such behavior leading to the consumers and marketers working out the effective way to deal with this aspect of consumer behavior (Sharma, 2021).

### **Time and Space as Triggers for Impulsive Buying**

We took the concepts of time and space from Einstein and applied it on customer behavior environment. As we have presented earlier, Einstein argued that time and space change the speed of the body, so, we are here arguing that time and space have the ability to change the speed of customers' decisions to make purchases leaving them in the corner of impulsive buying behavior.

#### **Time Makes You Buy Impulsively**

As a start, when we say that time can make a person impulsive buyer we state that time is an important factor in enhancing the individual's ability to make impulse purchases through his exposure to many external factors that contribute significantly to stimulating impulsive buying behavior related to time (Edirisinghe and Munson, 2023). Such factors include:

1. Offers linked to a specific time, as when offers and discounts are linked to a specific time, they encourage the individual to make a quick purchasing decision by stimulating the idea that it is linked to a short time, and the opportunity to buy may disappear with the expiration of this time.
2. The emergence of the idea of flash sales, which are sudden, large discounts linked to a specific time, sometimes only for a period of hours. This tempts individuals to be impulsive in making a decision, even if the goods offered are not important, luxury, or not suitable for them.
3. Urgent need and personal pressures such as feeling hungry and the need to eat, rushing to buy an appropriate gift, which would enhance the individual's feeling of rush to buy.
4. The idea of semester discounts and seasonal offers that relate to a specific time such as the holiday season, summer, school, or family vacations. Here individuals feel an urgent need to buy, even though they may not need the good or product, but the pressure resulting from the marketing mechanism creates an incentive for them to buy.

#### **Space Makes You Buy Impulsively**

Hong et al. (2023) argued that place plays an important role in encouraging individuals to be impulsive buyers and make purchasing decisions that are actually unnecessary. Li et al. (2024) agrees with the same idea, stressing that the place is considered one of the incentives for impulsive purchasing behavior, given that the place provides products and goods. Therefore, we see that places that present and display their products in an attractive way often push the individual to make a quick purchasing decision. On the other hand, we also see that experience and customer experience play a role in motivating the individual to make an impulsive purchase, especially if the individual or the product benefits or likes it.

For his part, Van and Ly (2022) points out that the general atmosphere surrounding the individual has a major impact, as the holiday season, Christmas decorations, and the colors associated with religious and national holidays motivate the individual to be impulsive in purchasing and delve into the marketing experience without the need for it. Nafira and Supriyanto (2022) also pointed out the idea that the public place has an impact on impulsive buying behavior, which is represented by the proximity of the place and easy access to forums. Therefore, we find that most cases of impulsive shopping occur through the Internet and websites. The individual finds it easy to market from home, or even to order products while sitting on the couch on a rainy and boring day, and the process of shopping for unnecessary products begins, reaching a stage where the individual is at the height of impulsive shopping behavior.

We should also not forget that the presence of individuals in commercial centers and malls, where the presence of discount signs, seasonal offers, and bright colors around them, constitute an incentive for them to begin a state of impulsive buying behavior. In general, the effect of place on impulsive buying behavior depends on many factors such as the product, market, and target audience. Marketers and business owners must deal wisely with these factors and provide exciting and attractive purchasing experiences to increase the motivation to buy in the specific place (Yasir and Haq, 2022).

#### 4. Methods

Carrying out this study depended on quantitative methodology. This was seen to be more suitable considering that quantitative method depends on a larger sample size which facilitates collecting primary data from more sources and generalize reached results.

As for tool of study, a questionnaire was designed to be the main tool that was used to collect primary data. The questionnaire was built on Likert 5-point scale and depended on a group of previous studies including Miller (2024); Jon (2023); Shardinova (2024); Bahrah and Fachira (2021); Liu et al. (2022) and Li et al. (2024). Checking validity of study was done through arbitration. The questionnaire was arbitrated by a group of specialists and academics in the field in order to check its validity. Statements which gained more than 80% of arbitrators' approval were kept. See table 1.

**Table 1. Distribution of Statements on Study Variables**

Variable	# of Statements
Perceived Time Perception	5
Relativity Of Personal Space	5
Temporal Context Effects	5
Time Dilation And Subjective Experience	5
Space-Time Trade-Offs	5
Relativity Of Social Interactions	5
Impulsive Purchase	5

Population of study consisted of customers through social media platforms regardless of their residence and origin. A convenient sample of (400) individuals was chosen to represent population of study. After application, we were able to retrieved (376) properly filled questionnaires which indicated a response rate of (94%) as statistically accepted. Analysis of demographic results shown in table 2 below:

**Table 2. Demographics Analysis**

	f	%
<b>Gender</b>		
Male	208	56.7
Female	159	43.3
<b>Age</b>		
18-28	16	4.4
29-39	101	27.5
40-50	148	40.3
+51	102	27.8

	f	%
<b>Education</b>		
Less than high school	10	2.7
Diploma	163	44.4
BA	183	49.9
Higher Studies	11	3.0
<b>Income</b>		
Less than \$1000	21	5.7
\$1001-\$1499	106	28.9
\$1500-\$1999	152	41.4
\$2000-\$2499	70	19.1
+\$ 2500	18	4.9
<b>Total</b>	<b>367</b>	<b>100.0</b>

Statistical package for social sciences (SPSS) was used in order to deal with collected primary data. Cronbach's Alpha test was used as an approach to make sure that questionnaire was reliable and consistent along with its items. Other statistical tools used in dealing with primary data included mean, standard deviation, and multiple regression.

## 5. Results

### Questionnaire Analysis

Mean ( $\mu$ ) and standard deviation ( $\sigma$ ) were calculated for responses to questionnaire items. It was found out that all statements scored a mean that was higher than mean of scale 3.00 indicating that they all were positively received by respondents. In addition to that, the table below showed Cronbach's Aloha test for reliability and consistency. As it can be seen from table 4 below,  $\alpha$  value was higher than 070 for all variables which indicated that the toll was statistically reliable and consistent.

**Table 3. Questionnaire Analysis**

Statement	$\mu$	$\sigma$	$\alpha$
Taking a purchase decision is extremely hectic for me	4.330	.870	0.803
I tend to make impulsive decisions when I am in a good mood	4.469	.684	
I can feel that the time is convenient for a purchase, so I do it	4.313	.889	
Limited time offers encourages me to make a purchase	4.272	.718	
I can't not make a purchase when I see a flash sale or a countdown timer I feel obligated to make a purchase	4.281	.803	
<b>Perceived Time Perception</b>	<b>4.333</b>	<b>.596</b>	0.754
When I am in an interactive website, I tend to make fast purchase decisions	4.114	.676	
Big gatherings of people make me feel that I have to buy something	4.229	.882	
Static websites makes me feel bored, I don't buy as much things as when it is crowded	4.253	.781	
I prefer to make purchases in holiday evenings and vacations, it makes me feel that I belong	3.956	1.068	

Statement	$\mu$	$\sigma$	$\alpha$
I make impulsive purchases when I am at a website that I am familiar with	4.030	1.049	
<b>Relativity of Personal Space</b>	<b>4.117</b>	<b>.642</b>	
I tend to make impulsive purchases in seasonal offers, they are limited!	3.989	1.027	
When it is a timed discount or a limited stock, I feel the urge to make a purchase	3.940	.912	
I make a purchase because my inner self always tells me that I may need it	4.098	.690	0.83
I make on time purchase when I see the counter goes down	4.084	.678	
The more my occasion become closer the more impulsive purchases I make	4.188	.836	
<b>Temporal Context Effects</b>	<b>4.060</b>	<b>.647</b>	
I make impulsive purchases when I am surrounded with my friends	4.150	.695	
I don't make sudden buying decision when I am around my family	4.114	.835	
When I am with people I prefer, I feel that I buy things without conscious	4.188	.840	
I am less focused when it comes to purchasing when I am hungry and/or happy	4.327	.801	0.829
I feel driven by immediate gratification when I make a purchase decision that wasn't expected	4.144	.774	
<b>Time Dilation and Subjective Experience</b>	<b>4.185</b>	<b>.610</b>	
I don't make sudden purchases when I feel that nothing is encouraging me	4.376	.793	
If I was told that it is a good deal, I immediately make a purchase	4.000	.816	
I tend to make a fast purchase decision when I am told that it is a fast delivery	4.054	.695	0.824
I tend to make a fast purchase decision when I am told that it is a free delivery	4.213	.680	
I tend to make a fast purchase decision when I am told that it is a limited edition	4.376	.846	
<b>Space-Time Trade-offs</b>	<b>4.204</b>	<b>.589</b>	
When I have a conversation about a good deal that they made, I immediately decide to make a purchase	4.420	.719	
When I see friends and family happy about a purchase I make a purchase on spot	4.275	.828	
If I saw positive reviews about a website, I make a purchase so I can present my own experience and review	4.114	1.047	0.73
Positive recommendations encourage me to make a purchase as they are positive and attractive	3.856	1.438	
Influencers and content creators are the reason why I am an impulsive buyer	4.131	.833	
<b>Relativity of Social Interactions</b>	<b>4.159</b>	<b>.698</b>	
I see myself an impulsive buyer when it comes to online purchasing	4.213	.842	
The easiness and friendliness of websites encourages me to make purchase more than physical stores	4.365	.774	
I am not as enthusiastic in physical stores as I am on websites browsing the internet	4.174	.759	0.826
I am more comfortable in making a purchase online that to go to the store and make the purchase there	4.414	.770	
The idea of delivery and online payment is very attractive to me	4.027	.816	
<b>IMPULSIVE BUYING BEHAVIOR</b>	<b>4.239</b>	<b>.609</b>	

## 6. Hypotheses Testing

Current study hypothesized that “Einstein's time and space has the ability to attract consumers to impulsive buying behavior” In order to achieve the main aim of current study, we have run statistics on hypothesis of study using multiple regression. Table 5 below indicated that there was a strong positive correlation ( $r = 0.97$ ) between the “time and space” and the “impulsive behavior”. The independent variables explained an additional **94.1%** of the total variation in the dependent variable.

It is worth mentioning that the F value was statistically significant at the 0.05 level, suggesting that *Einstein's time and space has the ability to attract consumers to impulsive buying behavior*. Also, coefficients in table 4 showed the following results:

- Perceived Time Perception has the ability to attract consumers to impulsive buying behavior, since t- value is significant at 0.05 level
- Relativity of Personal Space has the ability to attract consumers to impulsive buying behavior, since t- value is significant at 0.05 level
- Temporal Context Effects has the ability to attract consumers to impulsive buying behavior, since t- value is significant at 0.05 level
- Time Dilation and Subjective Experience has the ability to attract consumers to impulsive buying behavior, since t- value is significant at 0.05 level buying behavior
- Space-Time Trade-offs has the ability to attract consumers to impulsive buying behavior, since t- value is significant at 0.05 level
- Relativity of Social Interactions has the ability to attract consumers to impulsive buying behavior, since t- value is significant at 0.05 level

**Table 4. Hypothesis Testing**

Model	Coefficients						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
	B	Std. Error	Beta				
1 (Constant)	.101	.114		.885	.377	.911a	.829
Perceived Time Perception	.238	.034	.233	6.915	.000		
Relativity of Personal Space	.120	.036	.127	3.367	.001		
Temporal Context Effects	.126	.036	.134	3.470	.001		
Time Dilation and Subjective Experience	.390	.046	.390	8.409	.000		
Space-Time Trade-offs	.544	.046	.526	11.864	.000		
Relativity of Social Interactions	.058	.026	.067	2.252	.025		

## 7. Discussion

Our study aimed at examining how time and space may increase customers' tendency to be impulsive in their purchase behavior in terms of (perceived time perception, relativity of personal space, temporal context effects, time dilation and subjective experience, space-time trade-offs and relativity of social interactions). For that sake, quantitative methodology was chosen, and a questionnaire was self-administered by (376) customer as a convenient sample who were reached through social media platforms and Google Forms. SPSS was use in order to

tackle primary data and give out results. Findings indicated that time and space may have a role in increasing impulsive buying behavior among customers.

Taking a deeper look at sub-variables of study, it was found out that they were all influential with “space-time trade-offs” being the most influential of all scoring a beta value of .526. This meant that space time trade-off is an aspect that has the ability to increase individuals’ impulsive behavior in taking purchase decisions. Space-time trade-offs play a role in increasing impulsive purchase decision through multiple facets including:

- **Store Layout and Product Placement**

Retailers can perfectly tailor the store layouts in the way they want to create a feeling of exploring and discovering. It is not by chance that the stores put those nice things all over the place or near the cashiers where the customers are always looking. Such offers as the ones that are available only for a limited time or are limited in their quantity, in turn, create a sense of urgency that is, after all, the best way of persuading people to buy the products immediately.

- **Limited-Time Promotions**

The time-bound promotions, like flash sales or daily deals, make people feel the need to act quickly and buy the limited products. Through the provision of discounts or unique offers for a certain period of time, retailers are able to push consumers to make impulsive purchases to get the best of the bargain before it goes away.

- **Point-of-Purchase Displays**

The eye-catching displays at the point of purchase are the main reason of impulsive buying that which is the response of taking the product without a second thought. These displays can be of small, cheap items and popular products, which are conveniently placed and appealing to the customers as they stand in the line to buy them. Such signs are in direct contact with the customers who are standing close to the cashiers and therefore, they are able to influence the customers into buying things that they had not planned to buy.

- **Mobile Shopping Apps and Notifications**

The mobile shopping apps have made it possible for retailers to send user real-time notifications about the exclusive deals, limited-time offs and nearby promotions. Through the use of location-based services, retailers can target customers when they are near their stores, which raises the probability of the customers of making impulsive purchases.

Generally speaking, study was able to prove that time and space are able to provoke individuals towards being impulsive in their shopping behavior.

When looking at the idea from a logical point of view, we see that it is natural when an individual is surrounded by friends and relatives, or when he is in a desired place associated with a happy event or an entertaining vacation, that individuals tend to act impulsively as an expression of their happiness and interest in the activity they are practicing. On another level, the atmosphere surrounding individuals can influence individuals’ impulsive buying. We see many examples of impulsive buying associated with the summer vacation season, school holidays, marriage and graduation occasions. This is because the time or nature of time is very suitable for individuals to be impulsive in their choices, and thus they suffer from a state of unnecessary marketing because their focus is on the time or place they are in and not on the activity they are practicing, whether it is physical shopping or online shopping.

## **8. Conclusion and Recommendations**

Purchasing decisions are influenced by time and time pressures individually, as individuals' response to time and time pressures varies based on many personal factors such as personality, values, and individual needs. Although time pressures can motivate people to make quick purchasing decisions, it is important to exercise wisdom and discretion in making purchasing decisions to avoid buying indiscriminately or responding to excessive pressure. It may be successful to strike a balance between feeling rushed, taking your time, and consciously thinking before making a purchasing decision.

## 9. Theoretical and Practical Implications

Carrying out this research is based on theoretical and practical implications. From a practical perspective, this study is expected to highlight the possibility of the development of the use of targeted marketing strategies depending on the relationship between time, space, and impulsive buying behavior. Knowing how consumers think about time and space as they are in the process of making purchasing decisions can help create good marketing dynamics and store atmosphere. This could absolutely be achieved via retail oriented applications of the time dilation principle, e.g. redesigning of store aisles and experiences through which time is perceived as passing fast so that the shoppers would rather not focus on long-terms, instead being more impulsive. In the same way, the marketers can adjust the perception of personal space and temporal context and thus create the feeling of urgency or scarcity and consequently make people buy things on impulse.

Theoretically speaking, current study may help to meet the needs of being the bridge between the relativity theory and consumer behavior. The relativity theory of Einstein incorporated into the study of impulsive buying behavior is a new gateway to the interdisciplinarity of understanding the psychological and cognitive processes in consumer decision-making. These integrations can lead to a better understanding of the factors that make people shop impulsively, which often is connected to people's psychological concepts of time and space. This in turn explains how these psychological features relate to each other.

### Limitations of Study

Current study was limited to opinions of customers. There was no involvement of any organizations, and no usage of any financial/non-financial reports related to certain organization or industry.

### Future Suggestion

Based on presented results, we suggest carrying out a research that examines impulsive buying behavior in relationship to environment as a comparison study between Jordan and Saudi Arabia.

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