

A Conceptual Framework of How Entrepreneurial Selling Actions Influence Impulsive Buying: Exploring Cognitive Emotion in the Post-Pandemic Era

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Abstract:

This study contributes to the field of entrepreneurship by examining how entrepreneurial selling actions (ESA) influence impulsive buying (IB) behavior, particularly in the post-pandemic marketplace. The research focuses on sales strategies specifically creative selling and sales innovativeness, exploring how these approaches impact impulsive buying through the mediating role of interactions between sales-involved persons and customers. The aim is to develop a conceptual model that captures these dynamics and serves as a foundation for future empirical research. By conducting a literature review and table analysis, this paper synthesizes existing studies on entrepreneurial selling actions, impulsive buying, and customer interactions, grounding the analysis in cognitive emotion theory (CET) and the Stimuli-Organism-Response (S-O-R) model. Following this review and analysis, a conceptual framework is developed to illustrate the intricate relationships between ESA, interactions, and impulsive buying. The proposed framework examines that entrepreneurial selling actions (ESA), including creative selling and sales innovativeness, have a significant influence on impulsive buying (IB), with interactions between sales-involved persons and customers as a mediator. These interactions, guided by psychological mechanisms from cognitive emotion theory (CET), enhance customer engagement, leading to impulsive buying. Future research can apply this framework to further investigate ESA's impact on impulsive buying, either by empirically validating the model through quantitative methods or exploring deeper emotional and cognitive dimensions of sales interactions using qualitative approaches.

Keywords:

Entrepreneurial Selling Actions; Creative Selling; Sales Innovativeness; Impulsive Buying Themes; Entrepreneurial Marketing.