

## **Abstract**

Impulse purchasing has been long considered a significant form of consumer buying action. Yet today, a few researches have empirically examined consumers' impulse buying tendencies in service environment. The primary aim of this quantitative research is to leverage impulse purchase to satisfy consumers in a service environment specifically in a mobile commerce environment, considering two applications of m-commerce as short message service (SMS) and multimedia messaging service (MMS).

The objectives of this research are to study the effect of general impulse buying tendency and service involvement in impulse buying tendency of SMS and MMS services. It also identifies the difference in impulse purchase of SMS and impulse purchase of MMS.

The research instrument used to study the two services is self-administered questionnaires. The totals of 784 students of Assumption University, Thailand of age between 14-49 years were considered as respondents for data collection purchase. Among the total respondents, the sample size for each category of services was 392 respondents. The sample unit covers all desired ages and possesses highly advanced mobile phones that support text messaging and multimedia messaging. The results of this face to face interview with the respondents lead to identification and study of impulse purchasing behavior of young age group.

The statistical tool used to test the hypotheses in this study is Pearson's Correlation Coefficient. The results of the tested hypotheses lead to its key findings.