

Impact Of Impulse Buying Behaviour on Consumers

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ABSTRACT

This paper is an attempt to examine some of the factors affecting impulsive buying behaviour of consumers. It also aims to verify the interrelationship between these factors and impulsive buying behaviour. Most of the respondents purchase certain products like personal care items, grocery and accessories impulsively. For other products like electronics and kitchenware, they take time to think if they really require those products. Taking into consideration each factor, product category has an insignificant role in influencing impulsive buying behaviour. The sample is taken by convenience and quota sampling as per their age group.

A structured questionnaire is used to collect data from respondents of sample size 200. Similarly, respondents who have financial independence also have an insignificant role in influencing impulsive buying behaviour. Among the factors that are significant for triggering impulsive buying behaviour is availability of cash, mood of consumer, POS terminal/ATM facility, price, store layout, availability of time, product promotion, store environment and reference group.

Most of the respondents purchase certain products like personal care items, grocery and accessories impulsively. For other products like electronics and kitchenware, they take time to think if they really require those products.

However, the same factors coupled with certain demographic variables may or may not have the same impact on impulsive buying behaviour of the same consumers.

INTRODUCTION TO IMPULSIVE BUYING BEHAVIOUR

Impulsive buying behaviour can also be influenced by individual differences in personality traits, cognitive biases, and self-regulatory mechanisms. For example, individuals with lower levels of self-control or higher levels of sensation-seeking may be more prone to

impulsive buying tendencies, as they may struggle to resist immediate temptations and prioritize long-term goals over immediate gratification.

Impulsive buying behaviour refers to the tendency of individuals to make unplanned and spontaneous purchases without giving much thought to the consequences. It often involves buying items on a whim, driven by emotions such as excitement, desire, or impulse, rather than rational decision making or necessity.

Impulsive buyers may feel compelled to buy something immediately, often influenced by factors like product displays, advertising, peer pressure, or simply being in a shopping environment. This behaviour can lead to overspending, buyer's remorse, and financial difficulties if not managed effectively.

Impulse buying behaviour, which is also characterized by spontaneous and unplanned purchases, is a significant phenomenon in consumer psychology and retail marketing. This behaviour is influenced by a complex play of demographic, psychographic, situational, and environmental factors. The impact of these factors on impulse buying behaviour is crucial for businesses to carry on effective marketing strategies and create an environment that encourages such decisions.

OBJECTIVES OF RESEARCH

The primary aim of this research is to explore demographic factors influencing impulsive buying behaviour of the consumers of supermarkets in India. The specific aims of the research are:-

- To study the impact of various factors such as (demographic and emotional) to understand the impact of these factors on impulsive buying.
- To study the effect of emotional factors play a significant role in impulse buying behaviour. Here are some of the key emotional drivers:

1. Excitement and Pleasure: Impulse buying can be triggered by the anticipation of excitement or pleasure associated with acquiring a new item. The thought of owning something novel or desirable can evoke positive emotions that prompt impulsive purchases.

2. Desire and Cravings: Emotions like desire and craving can lead individuals to make impulse purchases. Seeing a product that aligns with their desires or satisfies a craving can trigger an immediate urge to buy, often without considering the consequences.

3. Social Influence: Social factors, such as peer pressure or the desire to fit in, can influence impulsive buying behaviour. Seeing others purchase or endorse product can trigger a desire to follow suit, driven by the emotional need.

4. Stress and Emotional Distress: Emotions like stress, anxiety, or sadness can also contribute to impulsive buying. Some individuals may engage in retail therapy seeking temporary relief from negative emotions by making impulsive purchases as a form of emotional coping mechanism.

5. Self-Gratification: Impulse buying can provide instant gratification and a sense of reward. The act of purchasing something impulsively can temporarily boost mood and self-esteem, reinforcing the behaviour as a means of seeking emotional fulfillment.

Understanding these emotional and demographic factors can help individuals and marketers to recognize and address the underlying motivations driving impulsive buying behaviour.

RESEARCH HYPOTHESIS

The investigation work is a deductive approach. It helps in the formulation of a theoretical conceptual framework based on existing literature of impulsive buying behaviour. Research objectives were formulated as a conceptual method

which is designed and hypothesis is used in research process. Therefore, it can be said that study is hypothetical deductive in nature and it seeks to explain underlying causes or factors influencing impulsive buying behaviour.

RESEARCH METHADODOLOGY

1. DATA COLLECTION

Data collection techniques in this study are through the use of questionnaires as a tool for collecting primary data. In addition to primary data collection, secondary data sources were also used for collecting secondary information reviewing the existing literature.

Different journal articles and peer reviewed research papers were accessed as secondary data sources.

2. POPULATION

The population of this study are consumers in supermarkets.

3. SAMPLING TECHNIQUE

The sample in this study were those who were shopping at the supermarkets.

Convenience sampling was used as the main sampling technique that collects information from members of population. Convenience sampling allow easy access of targeted population and the researcher rely on collecting data from the respondents who are conveniently available for participating in research process

Literature Review

Research scholars have taken a very keen interest in impulsive buying for past sixty years also found that the examination of impulse buying in supermarkets is much interest to the manufactures.

Now let's talk about impulsive buying behaviour.

Impulse Buying Behaviour

- Impulsive buying behaviour refers to the way of individuals to make unplanned purchase, often driven by emotions, urges, or not planned desires rather than rational decision making.
- Impulsive buying can lead to purchase of products or services that were not originally intended often result in higher spending than initially planned.

Interpretation of Research Findings

- This study introduce qualitative findings that is achieved after collecting data using journals.
- The primary and secondary data is used by gathering data through convenience technique.
- Data analysis showed that closed-ended analysis has been done on various factors of impulsive buying. Nevertheless, qualitative strategies for data collection were observed. A consistent part of the studies employed by using of primary and secondary data in this research report.
- Impulse purchasing may often deemed to be socially undesirable, it is argued that a qualitative research approach is particularly appropriate in order to gain maximum insight.

So by using qualitative and convenience strategies of research in primary and secondary data we are able analyze and interpret the data.

Conclusion

In this research, the quantitative research method was used for conducting research. The population of this study comprised of consumers in supermarkets situated in India.

Primary and secondary data was used as the main sampling technique that collects information from members of the population. Data collection techniques in this study were used of questionnaire as a tool for collecting primary data. In analyzing this data, we did a number of procedures by grouping data through convenience method, analysing and interpreting primary and secondary data sources.

Consumer researcher have focused identifying the different factors that include impulsive buying behavior in various developed countries. In the emerging economies there is need to study impulse buying due to recent development in retailing and have cultural differences when compared to developed economies. Dramatic increases in personal disposable income, life style, credit availability have made impulse buying a widespread phenomena across different retail formats. Creating an attractive physical environment and in store stimuli is important to enhance sales through unplanned buying.

Based upon changing trends of the market in developing economies it is possible to infer that impulsive buying turn into a growing area of research and could be seen across various forms of retailing.

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