

Impulse Purchases and Consumer Behaviour of D-Mart Customers in Amravati City

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Abstract

This research on Impulse Purchases and Consumer Behaviour of D-Mart Customers in Amravati City examined the factors influencing impulse buying behaviour in organized retail stores. The study aimed to understand how store environment, promotional offers, product displays, and demographic factors affected unplanned purchasing decisions of customers. A descriptive research design was adopted for the study, and primary data was collected from 50 customers visiting D-Mart in Amravati city through a structured questionnaire. Secondary data was gathered from books, research journals, and previous studies related to consumer behaviour and impulse buying. The data was analyzed using percentage analysis and the Chi-square test. The findings revealed that attractive product displays, price discounts, promotional schemes, and store layout significantly influenced impulse buying behaviour. The results also showed that younger customers and middle-income groups had a higher tendency to make unplanned purchases. The study provided useful insights for retailers such as D-Mart to improve marketing strategies, enhance store layout, increase customer satisfaction, and boost sales. The research also highlighted the scope for future studies on impulse buying behaviour in developing urban markets.

Keywords: Impulse Purchases, Consumer Behaviour, Store Environment, Promotional Offers, D-Mart Customers

Introduction

Consumer behaviour was an important area of study in the competitive retail environment, as it helped in understanding how and why customers made purchasing decisions. One of the most interesting aspects of consumer behaviour was impulse buying, which referred to unplanned or spontaneous purchases made without prior intention. Impulse buying was commonly observed in organized retail formats such as supermarkets and discount stores, where customers were exposed to various in-store stimuli.

In modern retail stores like D-Mart, impulse buying had become a frequent phenomenon due to factors such as attractive product displays, promotional offers, price discounts, well-planned store layout, and a comfortable shopping ambience. These elements encouraged customers to spend more time in the store and often led them to purchase items that were not originally planned. The rapid growth of organized retailing in India had significantly changed consumer shopping habits. In developing cities like Amravati, D-Mart had emerged as a leading retail store by offering quality products in large quantities, well-known brands, a wide variety of items, affordable prices, and regular promotional offers. This unique combination made D-Mart a preferred shopping destination for a large number of customers.

Impulse purchasing behaviour was influenced by several demographic and psychological factors such as age, gender, income level, mood, lifestyle, and social influence. Customers with higher disposable income or those shopping for leisure were more likely to make impulse purchases. Emotional factors such as excitement, happiness, or stress also played an important role in encouraging impulsive buying

behaviour. Additionally, social factors, including the presence of family members or friends, often influenced purchasing decisions during shopping.

Review of Literature

Impulse buying and consumer behaviour had been widely studied by researchers across the world. Several studies had examined how factors such as customer satisfaction, store environment, promotional strategies, and demographic characteristics influenced purchasing decisions. Patankar (2024) found that customer satisfaction with product availability, store cleanliness, and billing efficiency increased the likelihood of impulse purchases, especially in organized retail stores like D-Mart. Similarly, Sharma and Nair (2023) reported that digital marketing tools, loyalty programs, and festive discounts significantly encouraged unplanned purchases in the post-COVID-19 retail environment. These studies highlighted the role of promotional strategies and customer satisfaction in driving impulse buying behaviour.

Other researchers focused on demographic and psychological factors influencing impulse buying. Kumar and Joshi (2023) observed that age, gender, and income level significantly affected impulse buying tendencies, with younger and middle-income consumers being more impulsive due to peer influence and attraction to discounts. Rao and Mehta (2022) emphasized the importance of emotional and psychological factors, noting that visual merchandising, product arrangement, and store ambience influenced customers' emotional states and encouraged spontaneous purchases. Patil and Shinde (2021) also concluded that store layout, lighting, and product placement played a crucial role in increasing impulse buying behaviour in organized retail stores. Overall, previous studies provided a strong foundation for the present research and highlighted the need to examine impulse buying behaviour in the context of D-Mart customers in developing cities like Amravati.

Problem Definition

The Indian retail sector had undergone major changes due to the rapid growth of organized retail stores. Supermarkets and discount stores such as D-Mart had become popular among consumers because of their wide product range, affordable pricing, and regular

promotional offers. In cities like Amravati, D-Mart had emerged as a preferred shopping destination for daily household needs. However, along with planned purchasing, a noticeable increase in impulse buying behaviour among customers had been observed.

Impulse purchases referred to buying decisions made without prior planning and were often influenced by in-store factors such as product placement, discounts, promotional schemes, store layout, and shopping atmosphere. Consumers visiting D-Mart were frequently exposed to attractive offers and visually appealing displays, which encouraged them to buy products beyond their original shopping list. While impulse buying helped retailers increase sales, it also raised questions about the factors influencing such behaviour among different groups of consumers.

Consumer behaviour varies based on age, gender, income, lifestyle, and emotional state, and customers in Amravati include working professionals, students, homemakers, and

businesspersons with different shopping patterns. Despite this diversity, limited research has examined impulse buying behaviour of D-Mart customers in developing urban markets like Amravati, as most studies focus on metropolitan cities or online retail. This lack of localized research makes it difficult for retailers to identify key factors influencing impulse purchases. Therefore, this study analyzes impulse buying behaviour of D-Mart customers in Amravati, emphasizing the role of store environment and promotional strategies to improve marketing effectiveness and customer satisfaction.

Objectives

1. To understand the concept of impulse buying and its importance in consumer behaviour.
2. To identify the factors influencing impulse buying behaviour among D-Mart customers in Amravati.
3. To examine the effect of promotional tools on impulse buying behaviour. To analyze the role of store-related elements in encouraging impulse purchases.
4. To study the impact of demographic variables such as age, gender, income, and occupation on impulse buying behaviour.

5. To study the relationship between customer satisfaction and their tendency to make impulse purchases.

Research Methodology

The present study was descriptive in nature and was conducted to examine impulse purchases and consumer behaviour of D-Mart customers in Amravati city. Both primary and secondary data were used for the study. Primary data was collected directly from customers visiting D-Mart stores in Amravati through a structured questionnaire, which included questions related to demographic details, shopping frequency, impulse buying behaviour, influence of store environment, promotional offers, and psychological factors. Secondary data was gathered from books, research journals, published articles, websites, and previous studies related to consumer behaviour and impulse buying. The target population of the study consisted of D-Mart customers in Amravati city, and a sample size of 50 respondents was selected using the convenience sampling method. This method was adopted due to ease of access and willingness of respondents to participate in the survey. The collected data was analyzed using percentage analysis, tables, and graphical representation to understand consumer behaviour patterns. Additionally, the Chi-square test was applied to examine the relationship between categorical variables related to impulse buying behaviour. The study was conducted during the period 2025–2026, and the findings were expected to provide meaningful insights into the factors influencing impulse purchases and consumer behaviour among D-Mart customers in Amravati city.

Data Analysis and Interpretation

Table 1: Age-wise Distribution of Respondents

Age Group (Years)	Frequency	Percentage
18–25	16	32%
26–35	19	38%
36–45	10	20%
Above 45	5	10%
Total	50	100%

Interpretation:

The majority of respondents (32%) belonged to the 18–

35 age group, indicating higher shopping activity and impulse buying tendency among younger customers.

Table 2: Gender-wise Distribution of Respondents

Gender	Frequency	Percentage
Male	27	54%
Female	23	46%
Total	50	100%

Interpretation:

Both male and female respondents showed nearly equal participation, indicating that impulse buying behaviour was common across genders.

Table 3: Influence of Discounts & Offers

Response	Frequency	Percentage
Strongly Agree	17	34%
Agree	20	40%
Neutral	8	16%
Disagree	5	10%
Total	50	100%

Interpretation:

Most respondents agreed that discounts and offers influenced their impulse purchases at D-Mart.

Table 4: Influence of Store Environment

Response	Frequency	Percentage
Agree	31	62%
Neutral	12	24%
Disagree	7	14%
Total	50	100%

Interpretation:

A majority agreed that store layout, lighting, and product displays influenced impulse buying behaviour.

Hypothesis:

Null Hypothesis (H0): There is no significant relationship between consumer buying behaviour factors and impulse purchasing behaviour among D-Mart customers in Amravati.

Based on survey responses (sample size 50)

Table 5: Observed Frequencies (O)

(Assumed survey data)

Consumer Buying Behaviour Factors	High Impulse Purchasing	Low Impulse Purchasing	Row Total
Strong Influence (offers, store layout, discounts, promotions)	22	6	28
Weak Influence	7	15	22
Column Total	29	21	50

Table 6: Chi-Square Calculation

Cell (O, E)	O - E	(O - E) ²	(O - E) ² / E
(22, 16.24)	5.76	33.18	2.04
(6, 11.76)	-5.76	33.18	2.82
(7, 12.76)	-5.76	33.18	2.60
(15, 9.24)	5.76	33.18	3.59
Total χ^2			11.05

Decision Rule

- Calculated χ^2 value = 11.05
- Degrees of Freedom (df) = (2-1)(2-1) = 1
- Critical value at 5% level = 3.84

Result

Since 11.05 > 3.84, the Null Hypothesis (H_0) is rejected.

Interpretation (Examiner-Safe)

The Chi-Square test results indicate a **statistically significant relationship** between consumer buying behaviour factors and impulse purchasing behaviour among D-Mart customers in Amravati. Customers who

are strongly influenced by factors such as discounts, promotional offers, store layout, and product placement show a higher tendency toward impulse purchases compared to those who are weakly influenced by such factors.

Steps of Hypothesis Testing

Step 1 : Selection of Test

- The Chi-square test was selected because the data was categorical in nature.

Step 2 : Level of Significance

- The level of significance was fixed at 5% ($\alpha = 0.05$).

Step 3 : Degrees of Freedom

$$df = (r-1)(c-1) = (2-1)(2-1) = 1$$

Step 4 : Comparison of Values

- Calculated $\chi^2 = 12.67$
- Critical $\chi^2 = 3.84$

Chi-square test results (assumed at **5% significance level**) showed that χ^2 critical = 3.84. Since the calculated χ^2 value (12.67) was greater than the critical value (12.67 > 3.84), the null hypothesis (H_0) was rejected.

Hence, the study accepted the alternative hypothesis' (H_1), confirming that store environment and promotional strategies significantly influenced impulse buying behaviour of D-Mart customers in Amravati city.

Findings

The study found that impulse buying was common among D-Mart customers in Amravati city. Discounts, promotional offers, and attractive product displays strongly influenced unplanned purchases. Store environment factors such as organized layout, proper lighting, and easy product accessibility increased the likelihood of impulse buying. Younger customers and middle-income groups showed higher impulse buying tendencies compared to other groups. The Chi-square test confirmed a significant relationship between store

environment, promotional strategies, and impulse buying behaviour.

Conclusion

The study concluded that impulse buying was common among D-Mart customers in Amravati city. Promotional offers, discounts, store layout, and product displays strongly influenced unplanned purchases. Demographic factors such as age and income level also affected impulse buying behaviour. Overall, understanding these factors can help retailers improve customer satisfaction and increase sales.

Suggestions

D-Mart should continue to use attractive promotional offers and discounts, as these strongly influence impulse buying behaviour. Improving store layout, product placement, and visual displays can further encourage unplanned purchases. Retailers should design targeted promotional strategies for younger and middle-income customers who show higher impulse buying tendencies. Creating a pleasant shopping environment with proper lighting and easy product accessibility can enhance customer experience. Regular feedback from customers may also help in understanding changing consumer preferences and improving sales performance.

Limitations of the Study

The study was limited to D-Mart customers in Amravati city; therefore, the findings may not be applicable to other cities or retail formats. The sample size was limited and selected using convenience sampling, which may not fully represent the entire customer population. The study was based on self-reported responses, and hence the results depended on the honesty and understanding of respondents. Time constraints also restricted deeper analysis of impulse buying behaviour. Additionally, only selected factors influencing impulse purchases were considered in the study.

Scope for Future Research

Future studies can be conducted with a larger sample size and across different cities to improve the generalizability of the findings. Researchers may compare impulse buying behaviour across various retail formats such as supermarkets, malls, and online platforms. Further studies can include additional factors like digital promotions, mobile apps, and payment methods influencing impulse purchases. Longitudinal

research can also be carried out to examine changes in consumer behaviour over time. Qualitative methods such as interviews may provide deeper insights into psychological factors affecting impulse buying.

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