

A Factors affecting impulse buying behaviour of customers in Gujarat state

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ABSTRACT:

The growing amount of spending in today's society has created a new life style that been included and accepted among consumers. Owning items has become an expression of self-identity for a number of consumers which has helped to growth shopping as a lifestyle. The purpose of the study is to analyses the various factors which affect the impulse buying behavior of consumers in Gujarat State. Both Primary and Secondary research sources would be used to collect relevant information throughout the research, Primary research were taken from Questionnaire, Surveys and Interviews while secondary sources articles, previous research papers, newspapers etc. From the analysis, it can be found that, In-store display, Staff Behavior, Window display, Emotions have significant impact on impulse buying behavior of consumers.

INTRODUCTION:

A modification in society is also shown in the deceasing amount of free time outside of work. Consumers spend less time for preparation before shopping but with the attitude of a life-style shopper and a better income by which consumers are stimulated to purchase more, impulse buying is a fact. An impulse buying is an unplanned to buy a product or service, made just before a purchase.

One who have a tendency to make such purchases is speak of to as an impulse purchaser or impulse buyer. Research findings suggest that emotions and feelings play a significant role in purchasing, started by seeing the product or upon experience to a well-crafted promotional message. Impulse buying may be influenced by internal circumstances or characters experienced by consumers, or by environmental factors. Researchers have made an effort to determine if people who frequently involve in this behavior have some common personality characters.

Impulse buying by definition is purchasing items that you may or may not need or that your budget cannot have enough money. Impulse buying is the spontaneous purchase, where the decision to buy a product is made just a moment before the actual purchase is done and is not pre-planned. Impulse buying happens because of an emotional or psychological initiate which invites a customer to make a spontaneous purchase to fulfil a wish. The customer does not do any research or planning before buying and simply buys the product which did not intend to buy in the first place. Emotions often play a significant role in impulse buying and is encouraged by a well-made promotional message. Impulse purchases are not just limited to small ticket items like chocolates but also includes costly items like clothing and fashion accessories. It can be candy at the convenience store, a cute shirt that seems to be on sale, or even sometimes things like gadgets which they didn't have a budget for but they bought it on impulse because they liked it so much. Marketing is a big business, customers see it all over the place, at the supermarket, discounts stores virtually every place that you shop even in convenience stores i.e. the fruit at the counter for instance. People are overwhelmed every day with uncontrollable shopping everywhere they go, and when they watch TV or listen to the radio, Infomercials are another good one. They make customer to think that they can't live without this product or that this may be the only unplanned that they have to purchase the product at this price or that it is about to sell out.

Examples of impulse buying

If you are at a restaurant when you are starving, you go there to buy food or a meal. However, once you are placing an order, you see your favorite beverage brand being served to another customer. Hence you wind up buying that beverage too.

A husband is visiting a multi-brand collection with his mate. While the wife is busy shopping, he quickly sees a t-shirt of his favorite color and brand. In spite of the fact he has no immediate need for a t-shirt, he buys it as a part of his instinct buying performance.

Classification of impulse buying as different types:

1) Planned impulse buying

Planned impulse buying is partially planned but specific product or categories are not decided by the shopper. They are further determined on the basis of the different sales promotions inside the shop.

2) Reminded impulse buying

Reminded impulse buying occurs when the buyer is reminded of the need of the product noticing it in the shop.

3) Suggestion or fashion-oriented impulse buying

Suggestion impulse purchase as the obtaining of new product on the basis of self-delusion but without any prior experience. Fashion concerned with impulse as a kind of suggestion impulse where the purchase is driven by self-delusion to buy the new fashion product. In case of fashion concerned with impulse buying, shopper has no earlier experience with the new and fashionable product.

4) Pure impulse buying

Pure impulse buying is an innovation or outflow purchase which a shopper breaks the tendency of usual shopping.

Factors influencing impulse buying:

1) Placement of products

Stores often place products which encourage the customer to simply buy the product promptly. For example, if a person needs to buy a toothbrush, and sees a toothpaste next to it, they end up buying the toothpaste as well. This process is also called as impulse interrupt commodities, where a customer is intercepted by a product and they turn out buying it.

2) Emotions

Most consumers expect their emotional support to be fulfilled by their social communication, inherent to the shopping experience. When they are in an emotional state that compels them to make preventable purchases, buyers are often more worried about their greater feelings of amusement, enjoyment, and joy without thinking about the result of financial consequences.

3) In- store displays

A well-decorated store with a lovely and peaceful environment with beautiful surroundings lean towards to initiate good spirits in consumers motivating them to visit the store and make a buying even if they didn't intend to. Consumers get rapidly attracted to beautifully set up stores and colorful displays. This is actually why most store owners have taken up this method to lure customers into their retail stores.

The most significant aspect of successful in-store displays is for retailers to recognize their customers and their behaviors according to Terrazas (2006). Strategic displays can then be planned that help to increase sales especially through unplanned purchases by consumers. One strategy may be to classify the commonality of goods bought by list-buyers and then delightfully display complementary products next to these common products.

Displaying the most standard products purchased by clients in the back of the store could be another strategy - this forces the client to walk past and be threatened by as many other items first. It is also common practice to isolated popular items (strategic display).

Bread and milk, for instance, will most likely be displayed at the 2 most opposed ends of the store which will force the consumer past a host of products encouraging impulsive buying on the way to the other essential product (Terrazas, 2006). Shopping trolleys designed to provide accommodations kids require planned trolley height displays that will catch the children's thoughtfulness because children play a big character in shopping trends (Terrazas, 2006).

RESEARCH PROBLEM

A change in society is also shown in the decreasing amount of free time outside of work. Consumers spend less time planning before shopping but with the attitude of a life-style shopper and an increased income by which consumers are encouraged to buy more, impulse buying is a fact. So, it is required for every retail stores and marketers to know about the customers' unplanned purchasing behavior. This study will give idea about the impulse buying behavior of consumers.

OBJECTIVE:

Primary: To identify the factors that affect the impulse buying behavior of consumers.

Secondary: To examine the impact of various variables like, In-store display, Window display, Staff behavior, Emotion on impulse buying behavior of consumers.

HYPOTHESES

- 1) **H₀:** There is no significance impact of emotions on impulse buying behavior.
H₁: There is significance impact of emotions on impulse buying behavior.
- 2) **H₀:** There is no significance impact of Window display on impulse buying behavior.
H₁: There is significance impact of Window display on impulse buying behavior.
- 3) **H₀:** There is no significance impact of Staff Behavior on impulse buying behavior.
H₁: There is significance impact of Staff Behavior on impulse buying behavior.
- 4) **H₀:** There is no significance impact of In-store display on impulse buying behavior.
H₁: There is significance impact of In-store display on impulse buying behavior.

REVIEW OF LITERATURE

Verma Priyanka and Verma Roble (2012) studied on “An On-Field-Survey of the Impulse Buying Behavior of Consumers in Consumer non-durable Sectors in the Retail Outlets in the City of Indore, India”. They found that, emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message, such purchases ranges from small products (chocolate, clothing, magazines etc.) to substantially large (jewelry, vehicle, work of art etc.) products.

Iram and Chacharkar (2017) studied on “Model of Impulse Buying Behavior”. They found that, with the advancement in technology impulsive buying has increased. It is vital to investigate factors affecting impulsive behavior. Most marketing models have focused on purchasing only and ignored much of the information provided by factors influencing the purchase. They found a connection between the filters of consumers buying behavior pattern, urge felt or tension handling ability/self-control process of buying decision making, impulse buying process, impulsive buying behavior and factors influencing it. A model has been developed connecting them to the process of impulse buying behavior.

Parmar and Rizwan Raheem (2013) studied on “Factors influencing impulse buying behavior”. In this study there are two variables, i.e. Dependent variable “consumers’ impulse buying behavior”, and Independent variables namely promotional approaches, store environment, window display, income level and credit card. They found that, consumer’s impulse buying behavior for FMCG’s (products) is favorable in Pakistan. Consumers are more likely to buy impulsively when they see free product and price discounts offers by a store. The income level and visual merchandising has highly and significantly influence on consumer’s impulse buying for FMCG’s (products) in Larkana Pakistan, especially, a fine decorated, with enjoyable and peaceful store atmosphere along with colorful surroundings not just motivating the consumers to buy unintentionally but also build excitement inside the consumer’s minds. Window displays and visual merchandising have an important role-play for consumer’s impulse buying. Consumers can be attracted to a store for purchase by setting up a well-designed window displays and by insertion up a proper placement of products, packaging and displays of products along with a better presentation of products and store.

Harwani and Kanade (2017) studied on “Impact of demographic differences and other factors on impulse buying”. They found that, the external and internal factors do affect the impulse of the consumers. However, all the factors do not have an equal impact on the impulse buying behavior of the respondents. Dramatic increases in personal disposable income, life style and credit availability have made impulse buying a wide phenomenon. Creating an attractive physical shopping environment and in-store stimuli is

also important to enhance the sales through the unplanned buying. It has been found that gender differences affect the impulse behavior, and females are tending more towards impulse buying. The impulse behavior also varies across the age groups of the individuals. It is found more in the group of 25 years to 35 years, where the consumer is either in the bachelorhood, or honeymooner stage.

Gandhi, Vajpayee and Gautam (2015) studied on “A Study of Impulse Buying Behavior and Factors influencing it with reference to Beverage Products in Retail Stores”. The purpose of this research is to study impulse purchase of beverages across different formats of modern trade in two metropolitan cities to the West of India; Pune and Mumbai and to try to ascertain the factors that influence it. They found that, Age, Gender and the Time Taken to Purchase were found to have a significant impact on impulse purchases of customers, whereas number of people accompanying a Shopper showed no significant impact on impulse purchases with reference to beverage purchases.

Taushif and Gupta (2013) studied on “A study of factors affecting impulse buying behavior of consumers at malls (Delhi)”. This study attempted to examine the relationship of numerous factors, with impulse buying propensity of consumers in the Delhi region. This article empirically estimates the perception of the customers towards numerous in-store incentives that is, price, goods, promotion, displays and ambience, from corner to corner stores located in Delhi. They found that, Consumer is affected by both internal and external factors of impulse buying. Since impulse buying behavior is often stimulus driven increased exposure to certain stimuli increase the likelihood of impulsively buying refer to marketing cues that are placed and controlled by the marketer in attempted to lure consumers into purchase behavior. This study shows that atmospheric cues in the retail environment act as important trigger that influences a desire to purchase impulsively.

Virvilaite and Saladiene (2012) studied on “Models investigation of factors affecting consumer impulsive purchase behavior in retail environment”. They found that, Dramatic increase in personal disposable incomes and easy to get credit availability have made impulsive purchasing in retail environment a major leisure and lifestyle activity. Impulsive purchase behavior is driven by hedonistic or pleasure-seeking goals causes a consumer to experience desires for products. Scientific research presents no unified attitude to factors affecting impulsive purchase behavior.

Karbasivar and Yarahmad (2011) studied on “Evaluating Effective Factors on Consumer Impulse Buying Behavior”. The goal of this research is to examine the effect of four external cues (window display, credit card, promotional activities (cash discount, free product)) on consumer impulse buying behavior. The sample size was 275 and data collection took place in Abadan, Iran. Structural Equation Modeling (SEM) used to see the correlations between consumer’s impulse buying behavior and each of four external

cues. They found that, there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behavior

RESEARCH METHODOLOGY

Research Design	Descriptive Research
Population	All customers of Gujarat State
Sampling technique	Non probability - convenience sampling method
Sampling area	Gujarat
Sample size	151
Data collection instrument	Structured Questionnaire
Data Collection method	Primary data: Survey Secondary data: Websites, Literature review
Tools for Analysis	Reliability test, Validity Test, Multiple Regression Analysis with using SPSS.

DATA ANALYSIS

RELIABILITY TEST

1) RELIABILITY BUY IMPULSIVELY

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.787	.787	3

TESTING OF PI (PRODUCT BY MEANS OF EMOTION)

INTERPRETATION: As Cronbach's Alpha is more than 0.7, it is good enough and we can interpret that it is showing that we are getting enough individual indicator reliability.

Inter-Item Correlation Matrix

	PI1	PI2	PI3
PI1	1.000	.505	.682
PI2	.505	1.000	.470
PI3	.682	.470	1.000

2) RELIABILTY ANALYSIS OF WDI (WINDOW DISPLAY INFLUENCE)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.770	.772	2

INTERPRETATION: As Cronbach's Alpha is more than 0.7, it is good enough and we can interpret that it is showing that we are getting enough individual indicator reliability.

Inter-Item Correlation Matrix

	WDI1	WDI2
WDI1	1.000	.628
WDI2	.628	1.000

INTERPRETATION: As all the values in above matrix are more than 0.5, this means that this scale is showing convergent validity.

3) RELIABILTY ANALYSIS OF IDI (INSTORE DISPLAY INFLUENCE)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.793	4

INTERPRETATION: As Cronbach's Alpha is more than 0.7, it is good enough and we can interpret that it is showing that we are getting enough individual indicator reliability.

Inter-Item Correlation Matrix

	IDI1	IDI2	IDI3	IDI4
IDI1	1.000	.555	.453	.490
IDI2	.555	1.000	.719	.339
IDI3	.453	.719	1.000	.381
IDI4	.490	.339	.381	1.000

INTERPRETATION: As all the values in above matrix are more than 0.5, this means that this scale is showing convergent validity.

4) RELIABILTY ANALYSIS OF SBI (STAFF BEHAVIOUR INFLUENCE)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.817	4

INTERPRETATION: As Cronbach's Alpha is more than 0.7, it is good enough and we can interpret that it is showing that we are getting enough individual indicator reliability.

Inter-Item Correlation Matrix

	SBI1	SBI2	SBI3	SBI4
SBI1	1.000	.507	.526	.579
SBI2	.507	1.000	.622	.454
SBI3	.526	.622	1.000	.480
SBI4	.579	.454	.480	1.000

INTERPRETATION: As all the values in above matrix are more than 0.5, this means that this scale is showing convergent validity.

VALIDITY TEST:

1. VALIDITY TEST B/W WDI AND SBI.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.764
Bartlett's Test of Sphericity	Approx. Chi-Square
	311.040
	df
	15
	Sig.
	.000

INTERPRETATION: As KMO value is between 0.8 and 1 indicate the sampling is adequate and also KMO value is above 0.5, thus are sample size is enough.

WINDOW DISPLAY INFLUENCE (WDI)					
X	X ²	1-X ²	N = 2		
0.86	0.7396	0.2604	AVE	0.7757005	HERE N IS NUMBER OF SAMPLES AVE =AVERAGE VARIANCE EXTRACTED CR =COMPOSITE RELIABILITY
0.901	0.811801	0.188199	CR	0.84289694	
			CORELATION	0.5	
SUM	1.761	1.551401	0.448599		

STAFF BEHAVIOUR INFLUENCE (SBI)					
X	X ²	1-X ²	N = 4		
0.814	0.662596	0.337404	AVE	0.61545825	
0.758	0.574564	0.425436	CR	0.797577343	
0.777	0.603729	0.396271	CORELATION	0.5	
0.788	0.620944	0.379056			
SUM	3.137	2.461833	1.538167		

INTERPRETATION: From above figure:

1. Convergent Validity

By viewing the values of factor loading and values of AVE (>0.5) and CR (>0.6) , thus supporting the convergent validity of the first-order scales for both window display influence & Staff Behavior Influence

2. Discriminant Validity

From above figure we can see that

$$AVE > (\text{Correlation})^2; \text{ i.e.}$$

$$0.77 > 0.5 \ \& \ 0.61 > 0.5$$

Thus, there exists discriminant validity between the constructs. Thus, Constructs are not related to each other.

2. VALDITY TEST B/W WDI AND SBI.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity	Approx. Chi-Square	380.037
	df	21
	Sig.	.000

INTERPRETATION: As KMO value is between 0.8 and 1 indicate the sampling is adequate and also KMO value is above 0.5, thus are sample size is enough.

PRODUCT BUY IMPULSIVLY BY EMOTION(PI)

X	X ²	1-X ²	N = 3
0.8	0.64	0.36	AVE
0.704	0.495616	0.504384	CR
0.877	0.769129	0.230871	CORELATION
SUM	2.381	1.904745	0.6

HERE N IS NUMBER OF SAMPLES
 AVE =AVERAGE VARIANCE EXTRACTED
 CR =COMPOSITE RELIABILITY

STAFF BEHAVIOUR INFLUENCE (SBI)

X	X ²	1-X ²	N = 4
0.814	0.662596	0.337404	AVE
0.752	0.565504	0.434496	CR
0.777	0.603729	0.396271	CORELATION
0.804	0.646416	0.353584	0.6
SUM	3.147	2.478245	1.521755

INTERPRETATION: From above figure:

1. Convergent Validity

By viewing the values of factor loading and values of AVE (>0.5) and CR (>0.6) , thus supporting the convergent validity of the first-order scales for both Customer Reviews and Online Offers.

2. Discriminant Validity

From above figure we can see that

$$AVE > (\text{Correlation})^2; \text{ i.e.}$$

$$0.95 > 0.6 \ \& \ 0.61 > 0.5$$

Thus, there exists discriminant validity between the constructs. Thus, Constructs are not related to each other.

3. VALDITY TEST B/W PI AND IDI.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.743
Bartlett's Test of Sphericity	Approx. Chi-Square
	340.273
	df
	15
	Sig.
	.000

INTERPRETATION: As KMO value is between 0.8 and 1 indicate the sampling is adequate and also KMO value is above 0.5, thus are sample size is enough.

PRODUCT BUY IMPULSIVLY BY EMOTION(PI)

X	X ²	1-X ²	N = 3
0.8	0.64	0.36	AVE
0.702	0.492804	0.507196	CR
0.777	0.603729	0.396271	CORELATION
SUM	2.279	1.736533	1.263467

HERE N IS NUMBER OF SAMPLES
 AVE =AVERAGE VARIANCE EXTRACTED
 CR =COMPOSITE RELIABILITY

IN-STORE DISPLAY INFLUENCE (IDI)

X	X ²	1-X ²	N = 3
0.736	0.541696	0.458304	AVE
0.851	0.724201	0.275799	CR
0.889	0.790321	0.209679	CORELATION
	0	1	
SUM	2.476	2.056218	1.943782

INTERPRETATION: From above figure:

1. Convergent Validity

By viewing the values of factor loading and values of AVE (>0.5) and CR (>0.6), thus supporting the convergent validity of the first-order scales for both Customer Reviews and Online Offers.

2. Discriminant Validity

From above figure we can see that

$$AVE > (\text{Correlation})^2; \text{ i.e.}$$

$$0.868 > 0.72 \ \& \ 0.51 > 0.5$$

Thus, there exists discriminant validity between the constructs. Thus, Constructs are not related to each other.

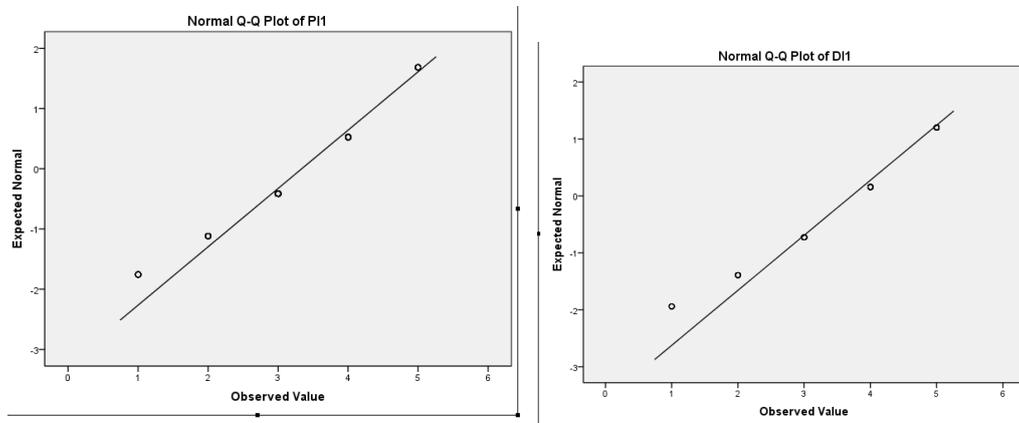
Assumption of MRA:

1.1 Error Terms are normally distributed.

		Statistics												
		PI1	PI2	PI3	DI1	DI2	IDI1	IDI2	IDI3	SBI1	SBI2	SBI3	SBI4	ibb
N	Valid	151	151	151	151	151	151	151	151	151	151	151	151	151
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
	Skewness	-.644	-.827	-.280	-.793	-.301	-.950	-.594	-.551	-.787	-.673	-.634	-1.219	-.443
	Std. Error of Skewness	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197

From above figure, we can conclude that data sets are normal in nature. As significant value of skewness must be in range of -2 and +2 and through above table, we can see that skewness value lies in the desired range, it shows that the data is normal.

2. Data is linear in nature.



Multicollinearity should NOT be there

1.2 Correlations

		ibb	SBI	PI	IDI	DI
Pearson Correlation	ibb	1.000	.165	.116	.095	.189
	SBI	.165	1.000	.000	.000	.000
	PI	.116	.000	1.000	.000	.000
	IDI	.095	.000	.000	1.000	.000
	DI	.189	.000	.000	.000	1.000
Sig. (1-tailed)	ibb	1.000	.021	.079	.123	.010
	SBI	.021	1.000	.500	.390	.500
	PI	.079	.500	1.000	.500	.500
	IDI	.123	.490	.500	1.000	.500
	DI	.010	.500	.285	.500	1.000
N	ibb	151	151	151	151	151
	SBI	151	151	151	151	151
	PI	151	151	151	151	151
	IDI	151	151	151	151	151
	DI	151	151	151	151	151

from above table, we can conclude that correlation between any two independent variables is very low. Thus, assumption of Multicollinearity is met.

4. Autocorrelation between error terms.

1.3 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.761 ^a	.580	.569	.486	2.

. Predictors: (Constant), DI, IDI, PI, SBI

b. Dependent Variable: ibb

As we know cut off of Durbin Watson value should be between 1.5 and 2.5. Here, we have Durbin Watson as 2.087. Thus; it shows that there is no auto correlation among the error terms. Our error terms are free from correlation.

Further Analysis:

1.4 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.432	4	3.108	3.403	.011 ^a
	Residual	133.343	146	.913		
	Total	145.775	150			

a. Predictors: (Constant), DI, IDI, PI, SBI

b. Dependent Variable: ibb

From above table, we see that we have significant F-value is 25.391 which mean there is a significant relationship between independent variables and dependent variables.

1.5 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-0.362	0.268		-1.290	.199		
SBI	.163	.078	.165	2.084	.039	0.807	1.245
PI	.114	.078	.116	1.462	.021	0.658	1.487
IDI	.094	.078	.095	1.201	.026	0.765	1.502
DI	.186	.078	.189	2.385	.018	0.586	1.021

a. Dependent Variable: ibb

From above table, we can conclude following things:

Considering Collinearity Statistics; we know Tolerance value should be more than 0.2 and VIF should not be more than 5 and we have both under estimated range. Thus, assumption of Multicollinearity is again met.

From above table only; we can see that significant value is less than 0.05. Thus, we can conclude that we fail to reject null hypothesis.

FINDINGS

The main objective of this study was to examine the factors affecting impulse buying behavior of consumers. The results of this study reveal that, all the independent variables window display, Product buy impulsively by emotions, in-store displays and staff behavior have 58% relationship with the dependent variable impulse buying behavior.

There is a significant impact of window display, In-store display and Staff Behavior on impulse buying behavior of consumers. Also the past study of **Grace Yuna Lee(2008)** on **“The Effect of Shopping Emotions and Perceived Risk on Impulsive Buying: The Moderating Role of Buying Impulsiveness Trait”** and from this study we can conclude that Emotions also have significant impact on impulse buying

behavior. But there is not a significant association between window display, in-store display and staff behavior on impulse buying behavior.

Also by referring study of **Gandhi, Aradhana Vajpayee, Apoorva Gautam, Dewanshi (2015)** on “**A Study of Impulse Buying Behaviour and Factors Influencing it with reference to Beverage Products in Retail Stores**” and from this study we further found that there is significant effect of gender on impulse buying behavior.

CONCLUSION

From the above results I have reached the conclusion that, all the independent variables window display, in-store display, Emotions, and staff behavior have 58% relationship with the dependent variable impulse buying behavior. In addition, demographic variables like gender also has impact on impulse buying behavior of consumers in Gujarat state.

RECOMMENDATIONS

Based on the research findings, the following recommendations were made.

- The retail stores of Gujarat State must study about the significance of demographic factors like marital status and age for changing of the impulsive behavior of consumers.
- The retail stores must also think through about many other factors like promotional signage and situation factors that can affect the impulsive behavior of consumers of Gujarat State. Retail stores should create promotional activities with a discount, giving prizes, and event campaigns and store environment focus should be on fun, excitement and variety.

LIMITATIONS

- The research is focused only on impulse buying behaviour and not on specific product or industry.
- The sample was geographically limited and the age range was narrow. Data collected in other specific areas may produce different results.

- The instrument was limited to a quantitative method. The survey asked participants to answer the questions based on their impulse buying experiences as long as they were aware of their behaviour and influences. However, the qualitative research methods may bring different results.

FUTURE SCOPE OF STUDY

- This research is done on physical buying of consumers not on online purchase. Future researchers can study on how this pandemic affects impulse buying and also consider other independent variables like availability of offers, Credit card facilities etc.

SOURCES

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