

# IMPULSIVE BUYING BEHAVIOR OF CONSUMER

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**Abstract:** The paper examined the impulsive buying behavior of consumers. Impulsive purchasing, generally known as a consumer's unintentional purchase. It is an important part of buyer behavior. The objective of the study is to analyze the buying behaviour of the consumers of Big Bazaar and to find out the important factors for influencing purchase behaviour at Big Bazaar (Ranchi). A structured questionnaire was prepared to collect responses of customers of Big Bazaar. Factor analysis has been done to identify the factors which influence impulsive purchase behaviour. In this study we will take two variables, one is Dependent variable which is "consumers' impulse buying behavior", and second is Independent variables they are promotional approaches, store environment, window display, income level and credit card. Impulsive buying behavior is dependent because there are many independent factors which influence them. This topic is quantitative because there is certain population, among them I have distributed the survey forms to get their respective opinions pertaining to the topic.

**Key word: Impulsive Purchasing.**

## 1. Introduction

Throughout the marketing history, there have been several attempts to understand the different behaviors of consumers. Consumer behavior is one of the main subjects of marketing and according to researchers it is "the dynamic interaction of affect and cognition, behavior, and the environment by which humans conduct the exchange facets of their lives". The important points of this definition are the dynamic, interactive nature and the involvement of exchange relations in consumer behavior. It also deals with the emotions, feelings and thoughts of consumers with their experiences and related actions in accordance to the environmental factors such as product information from formal or informal sources that affect all these variables. The researchers, who try to understand and explain consumer behavior, are interested in the preferences and decision process of consumers. The reason behind this interest is the choices of consumers are the most significant indicator of the purchasing decisions. In addition, how these decisions are made and how rapidly they develop are some of the areas of interest. In this research, a specific type of purchase which is impulse buying is examined.

Presently, the retailing business is experiencing enormous trends across the globe which has increased drastically ever-changing nature of consumer tastes, consumption patterns and buying behaviors. Strong marketing mix activities are essential for maintaining long term sustainability of each retailer. In-Store marketing activities such as point-of-purchase displays and promotions, through background music, mannequin display, proximity of products is important in both winning consumers and encouraging them to spend more. In-store promotions are usually aimed at digging deeper into the consumers' purses at the point of purchase through encouraging impulsive (unplanned) purchases. Majority of the retailers are able to earn the revenue through impulsive purchase due to their in-store activities that influence their potential consumers through creating enjoyable, attractive and modern looking environments. The recent researchers have also found that demographic variables like age, gender, marital status; income have an important impact on impulsive buying behavior.

Impulse buying is also called as "an unplanned purchase" which is also considered by "fairly rapid decision-making, and a subjective bias in indulgence of instant ownership". It is also further defined as exciting, less cautious and extra tempting buying behavior connected to premeditated purchasing behavior. Highly impulsive consumers are likely to be unreflective in their thinking, and are emotionally attracted to the items and they also desire immediate fulfillment. The rational sequence of the consumers activities is traded with an unreasonable moment of self-indulgence. Impulse items request to the sensitive side of customers. Some items bought on instinct are not measured practical or essential in the customers lives. Although, edifice, developing and preserving connection with the buyer it is very important for both industries and clients that they major aim the implication of customer's impulsive buying behavior is documented by many "sellers and studies" and remained a vital part of study over many ages and since being broadly considered all over the world.

Retail customers incline to purchase imprudently as they never plot in advance and they also go for alternative product if their chosen brand is not offered in a specific store. They are also influenced by the store products' charges and try them in discounts and if the eminence is delivered. In turn the contented clients prefer to visit the shop again and again. Thus, it is resolved that buyer's loyalty lies in purchaser's intention to buying a definite product or services in coming future frequently and customer devotion is an imperative pointer of store health. Customers can also show

long-term loyalty to the retail openings. Long-term loyal consumers do not simply Change their shops and choice of products. Investigators recognize that impulsive buyers can be converted into loyal customer if they are satisfied. Moreover, it also understood from that assessment of earlier studies that nevertheless impulsive procurements have fascinated much attention in consumer research, unfortunately there is a dearth of research on group-level elements. Features of impulsive buying decisions:

- The feeling of an irresistible force coming from the product
- A powerful feeling of having to buy the product instantly
- Ignoring of any undesirable penalties of the purchase decisions
- Feelings of enthusiasm
- The battle between control and indulgence

### Types of Impulse Buying

In some of the studies the word impulse buying is defined likewise as an unexpected buying, however it is not sufficient to clarify what the meaning of impulse buying actually is. In order to have a better description for impulse buying, many theorists have stated four different kinds of impulse buying which are named as pure, reminder, suggestion, and planned impulse purchasing. **Pure impulse buying** is the elementary type of impulse purchasing that can be easily understood by the deviation from the normal shopping pattern. It is specifically identified as “the novelty or escape purchase”. **Reminder impulse buying** happens when there is past experience or familiarity with the product. The shopper may be reminded of the need to buy a product when he or she sees it in the store by remembering either an advertisement or low stock at home (Stern 1962). **Suggestion impulse buying** happens at the purchasing point without any previous knowledge about the product. The difference between reminder impulse and suggestion impulse is the exposure to the product and realizing a need for it. In addition, the products could be purchased for only rational and functional reasons in suggestion impulse buying; but on the other hand, pure impulse buying considers emotional aspects of the products. Lastly, **planned impulse buying** is the type of impulse purchasing that occurs at the store according to the different variables at the store such as discounts and special offers with the purchasing intention in the mind before coming to the store. This last type sounds controversial because of the unplanned nature of impulse buying itself but, in this type, there is not a specific shopping list in the mind, only the intention is present.

### 2. Scope of the study

Impulse buying is an unplanned decision to buy a product or service. It disrupts the normal decision-making models in consumers' brains. According to the studies conducted by most of Indian researchers' majority of the impulsive buying has been made on the products like Chocolates, Biscuits, Cookies and Apparels. Impulsive buying behavior is a widely recognized phenomenon occurs in the mindset of consumer during purchase.

Moreover, it can be understood from various literature reviews that Indian consumer's exhibits impulsiveness and price consciousness behavioral dimension. Retail consumers tend to purchase impulsively as they do not plan in advance and they also go for another brand if their preferred brand is not available in a particular store. They are influenced by the store brands' prices and try them during discounts and if the quality is delivered. In turn the satisfied customers prefer to visit the retailer again and again. Thus, it could be concluded that customer loyalty is customer's intention to purchase a specific product or services in future repeatedly and customer loyalty is an important indicator of store health. Customers can have long-term loyalty to the retail outlets. Long-term loyal customers do not easily Change their store and product choice. Researchers understand that impulsive buyers can be converted into loyal customer if they are satisfied. Moreover, it is also understood from that review of earlier studies that though impulsive purchases have attracted much attention in consumer research, unfortunately there is a dearth of research on group-level determinants. Thus, the current topic is considered as significant.

The findings presented in the study will be helpful marketers to understand the factors responsible for impulsive buying and based on that they can develop marketing strategies which will help them to increase the sales and footfalls. This study will also be helpful future researchers to understand factors influencing for impulsive buying and conceptual model developed in the study can be tested empirically in different social, economic, cultural and Geographic environment. Scope of this study is limited to Big Bazaar (Ranchi) only. Hence, in order to generalize result future researcher can undertake study in other area also.

### 3. Research Objectives

Analyze the variables influencing impulsive buying behavior of consumer at Big Bazaar (Ranchi)

#### 4. Literature Review

Consumer behavior studies deal with the processes of the acquisition, use and disposal of the products and services that the consumers face in their daily lives; and it examines the effects of psychological and social factors on to behavior. When the behavior is analyzed by the marketers, they mostly focus on the purchase of a brand but in general marketers mainly try to get the answers for who, what, when, where, how and why questions in order to understand consumer behavior in detail and explain them. Along with these answers, behavior is also related to some personal characteristics as well as the decision process of individuals.

Research scholars have taken a very keen interest in impulse buying for the past years. It is found that the examination of impulse buying in supermarkets could be of much interest to the manufacturers as well as retailers worldwide. It is attempted to define the impulse buying by reviewing the past research works and found that the earlier studies revealed impulse buying to be very similar to unplanned purchasing and forwarded the findings with managerial interests in mind. The managerial interest mainly refers to the focus on the product sales. Therefore, in the studies only the purchases were investigated and not the consumers traits. Many researchers have suggested that impulse purchases can be further classified depending on the consumer's experiencing emotional and / or cognitive reactions.

**Schiffman and Kanuk (2007):** The emotional/impulsive decision-making theory and impulsive buying Impulsive buying is grounded and theoretically underpinned within the emotional or impulsive decision-making view to consumer decision making. This view postulates that consumers are likely to associate some highly involving feelings or emotions such as joy, love, fear, hope, fantasy and even some little magic with certain purchases or possessions. Rather than carefully searching, deliberating and evaluating alternatives before buying, consumers are just as likely to make many of these purchases on impulse, on a whim, because they are emotionally driven. It had even earlier concluded that unless a store has a distinct product offering or pricing strategy, retailers can distinguish their store by building on the relationship between the store's atmosphere and the consumer's emotional state. Even if consumers are in a negative emotional state upon entering a store, they may become emotionally uplifted and spend more than intended. All this implies that impulsive buying may largely be an unconscious buying behaviour driven by an affective force beyond the control of the individual.

**Madhavaram & Laverie, 2004:** Online shoppers are more spontaneous than those in bricks-and-mortar stores. Online marketing stimuli make purchasing impulsively easier and allow online shoppers to be less risk-averse. In a study by Madhavaram, impulse buying tendencies dominate online purchases of sensory products (e.g., clothing, accessories, jewelries, and cosmetics). Age is one of the imperative factors that influence impulsive shopping. It has been observed that younger shoppers are more impulsive as compared to elder ones.

**Mattila and Wirtz (2008):** highlighted that social factors influence impulse buying. Social factors include two types: store employees and other customers. Social factor (e.g. employee friendliness) was found to directly influence impulse buying. Store managers might be able to reduce the negative effect of crowding by training their employees to be extra friendly at busy times. Praise from others, such as salesperson, friends during the shopping may increase the chances of impulse purchase. People belonging to high income group having high disposable income can be assumed to be more impulsive buyer as compared to people with low income too.

**Johan Anselmsson (2006)** “on sources of customer satisfaction with shopping malls, a comparative study of different customers segments”, a study mainly focused on customer satisfaction and visit frequency at shopping malls among customer segments based on age and gender. It was found eight underlying factors are important to customer satisfaction. Those are selection, atmosphere, convenience, sales people, refreshments, location, and promotional activities.

**Lutz (1981)** in his study has concluded that “A perspective into consumer behaviour is motivated by a desire to understand the relationship between attitude and behaviour” psychologists have sought to constant models to capture the underlying dimensions’ of an attitude.

**Robert A. Westbrook, (1981)** “study on sources of consumer satisfaction for a large conventional department store has found that satisfaction from multiple sources serves to raise overall satisfaction while dissatisfaction from multiple sources corresponding lowers it. Peter Kennings (2007) study found that an overall positive effect of trust buying behaviour in food retailing. It is also found that general trust has no influence on specific trust and the meaning of specific trust for buying increases when general trust is low. Rajagopal (2008) in his “Study on point of sales promotions and buying stimulation in retail stores” analyses buying behaviour in reference to the point of sales promotion offered by retailing firm and the determinants of sensitivity towards stimulating shopping arousal and satisfaction customer in order to build store loyalty have been discussed in this paper. It is found that loyal customers are attracted to the store brands.

**Graeme D.Hutcheson and Luiz Moutinho (1988)** study on “measuring preferred store satisfaction using consumer choice criteria as mediating factors” attempts to model causal effect that consumer’s perception of choice criteria used to determine supermarket patronage has on the levels of perceived satisfaction with a preferred store. The likely importance of quality and value for money as choice criteria was reinforced by strength of their relationships with satisfaction, a variable generally believed to be one of the most important in determining store patronization.

Researchers have looked into the importance of customer satisfaction, (Kotler, 2000) defined satisfaction as “person’s feelings of pleasure or disappointment results from comparing a products perceived performance (or outcome) in relation to his or her expectations”. The key of achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors.

## 5. Research Methodology

**5.1 Research Design:** Considering this work as a basic research, this study has followed descriptive research design. An attempt is made in this study to understand an association between the impulsive purchase made by the customers visiting a store and their association with the concept of customer satisfaction. Data are collected from the potential customers of Big Bazaar, Ranchi.

**5.2 Data Collection:** A questionnaire was designed to collect the primary data from the customers of Big Bazaar.

**5.3 Sampling Method:** A convenient random sampling method was used to obtain the data from the customers who visit Big Bazaar.

**5.4 Sample Size:** A Sample of 100 respondents was chosen for data collection.

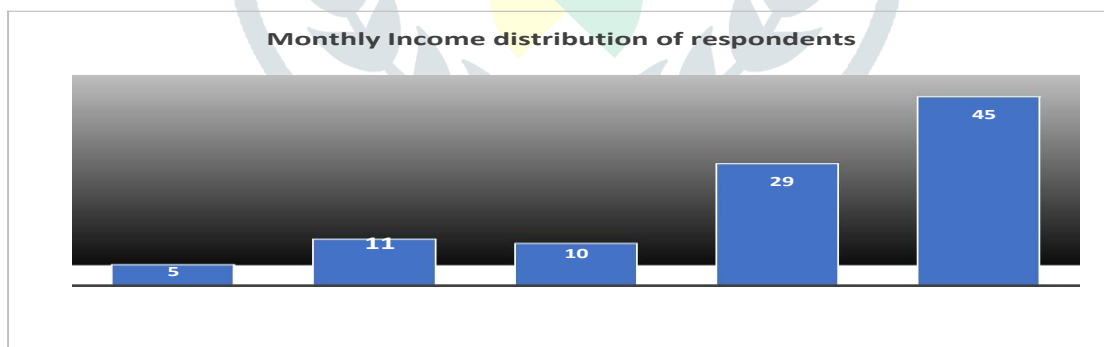
## 6. Data Analysis

There are 100 questionnaires distributed manually among the respondents to get data. Not a single questionnaire was discarded due to incomplete and missing values. Valid and usable data of 100 responses was analyzed. The total percent of the female are 73% and other 27%are male respondents. The table depicts that impact of female is more on consumer’s impulsive buying behavior than male.

**Fig 1. Gender distribution of respondent**

Male	Female	Total
26	74	100

**Fig 2. Monthly Income distribution of respondents**



Our sample have made impulse purchase at least once, the respondents mostly said that they have many times engaged in impulse buying (nearly 55 per cent) and approximately 30 per cent of them said that they often buy things impulsively.

### 6.1 Key Findings:

Our research suggests that from all the above variables income level and window displays has most impact on consumer’s impulsive buying behavior, window displays and store environment somehow impact the behavior too. 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. Consumers are more likely to buy impulsively when they see free product and price discounts offers by a store. However, Income as one of the factors hypothesized a direct relationship. It means that the customers having more income are more impulsive in their buying decisions then the customers with less income.

## 7. Conclusion

In summary, consumer's impulse buying behavior is favorable in Big Bazaar. 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 products. especially, a well decorated, with pleasant and calm store environment 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.

The results indicate that there is positive relationship between impulse buying behavior, intention and new product knowledge. So, it can be said that impulse buying behavior is likely to happen when consumers feel intention or urge to buy on impulse and they have enough knowledge about the products. It is appropriate to say that our respondents define impulse buying process as the combination of affect and cognition parts which are respectively the emotional part as impulse buying intention and the cognitive part as new product knowledge.

It is expected that new product knowledge that is gathered by consumers affect their impulse buying intention. When consumers heard about new products, they mostly form an intention to buy at least to see if the product is consistent with their needs by trial or the exposure to the new product information may trigger their uncovered/unknown desires. Surprisingly, our results showed that new product knowledge is not related with the intention but it affects impulse buying behavior itself. So, we can say that consumers are directly motivated to take action when they are exposed to new product information.

The reason that our study has encountered these situations and differences might be related with the respondents' perceptions about purchasing decision and its relation with self-esteem, respect and conformity to social norms. Apparently, the respondents of our study do not relate their impulse purchasing decisions to these factors and think much more simple way. As a result, the study has explored several factors that are proposed to explain the impulse buying behavior of consumers.

## 8. Limitations

Like most of the studies, this study has also some limitations. Above everything, the survey has a limited range of respondents due to the time limit. In further studies, multiple measurement methods such as shopping behavior observation, personal interviews could be used for justification purposes of the variety and intricacy of this specific type of purchasing behavior. In addition, in the future studies, researchers may be careful about what their respondents understand from the term impulse buying. Therefore, it will be convenient to make a study about impulse buying behavior of different types of products.

Future research might also discover online impulse buying performance. There are new trends in consumers' shopping environment; new shopping websites are developing which offer numerous discounts and consumers may get product or shopping information from online social networks, blogs and other sources. Researchers may also study the post purchase analysis of impulse purchases whether the consumers are happy with their choices or are they disappointed and regretful.

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