



THE INFLUENCE OF IMPULSE BUYING BEHAVIOR IN CONSUMER PURCHASE DECISIONS

AUTHOR 1: EMA FRANCIS (ema26blr@xime.org)

AUTHOR 2: ERA BHATIA (era26blr@xime.org)

XIME, BANGALORE

Abstract

The importance of Impulse buying was first studied over fifty years ago. Impulse buying is referred to as any purchase that a consumer makes without pre-planning. This study focuses on highlighting the visual merchandising techniques that can significantly influence impulse buying behavior. It also provides information on how store reputation influences the buying behavior of consumers. To induce such behavior, retailers should focus more on the consumer's expectations and provide a suitable environment to make impulse purchasing decisions.

The study being conducted is based on primary and secondary data. A total of 150 responses were collected and analyzed. The hypothesis was tested for regression using WARP PLS software. And the results stated that visual merchandising and store reputation allure in making impulse purchasing decisions.

1. INTRODUCTION

1.1. Topic

“THE INFLUENCE OF IMPULSE BUYING BEHAVIOR IN CONSUMER PURCHASE DECISIONS”

In the present, consumer behavior has gained a lot of significance for the retailers. “Consumer behavior is defined as an activity where people engage in activities for selecting, buying, using, evaluating, and disposing of the products and services to satisfy their needs and wants”. It consists of a series of patterns that the consumers follow before making a purchase. Consumer behavior is very important as it influences the buying decisions of the consumers. It also plays a major role in impulse buying decisions. It can be termed as the ultimate buying behavior of consumers.

The study of consumer behavior helps in understanding the expectations of the consumers which thereby helps the retailers in developing various strategies. Overall consumer behavior has played a significant role in shaping the marketing trends. Consumer behavior varies from product to product, consumer to consumer, region to region, and country to country. By studying consumer behavior, marketers understand the likes and dislikes of consumers. The nature of consumer behavior is influenced by various factors such as personal, psychological, social, and cultural.

Personal influences differ due to lifestyle changes such as activities, interests, and so on. Psychological influences mainly affect the final purchase decision. Social factors are those influences that have an external bias on purchase decisions. And finally, cultural influences mainly include the factors that have a value such as culture and subculture. Therefore, consumer behavior is important to the marketers to analyze and study the factors which influence the behavior of their customers.

Consumer purchase decision takes into consideration marketing, personal, social, situational, and physical factors for people to buy, use, and dispose of the products.

There are also reference groups that influence consumer thoughts and feelings. Social surroundings relate to the characteristics of people or the roles they interact with daily. Whereas, physical surroundings include the store location, noise level store design, and layout. Consumer behavior analysis has become a significant tool to analyze the consumer's impulse purchase decisions. The buying behavior is mainly focused on individuals, groups, and organizations and it is necessary to understand the importance of human needs to buying behavior since marketing is all about satisfying needs to customers.

Levy and Weitz (2004) have distinguished consumer purchase decisions into three types. They are extended problem-solving decisions, limited problem-solving decisions, and habitual decision making. Extended problem-solving decisions are those decisions in which a customer spends a lot of time and effort to purchase the product. This process includes financial, physical, and social association with it. Decisions which are very quick with less search for information and product evaluation is known as limited problem-solving decisions. And finally, the habitual decision-making process occurs with limited time and effort due to repeated buying patterns. It is linked to brand as well as store loyalty.

The meaning of impulse behavior has evolved enormously. Impulse buying behavior simply means an unplanned decision to buy a product or service which has no investment time or effort in information search. It is the most appealing aspect of consumer behavior. The person who does such action is referred to as an impulse buyer. More or less every individual has engaged in impulsive buying behavior in several shopping instances. The retail industry has emerged as rapidly growing industries, with various domestic and foreign players entering the market. This study mainly focusses on impulse buying in retail outlets. Regardless of all the consequences of impulse buying behavior, people are still attracted to this phenomenon.

1.2. Background of Study

A study on consumer behavior is an area of ardent interest to me. It helps in understanding the purchasing pattern of behavior. It focusses on what consumers buy, why consumers buy, when, and how they will buy. However, not everyone will follow the same pattern of buying behavior. This deviation causes unplanned and spontaneous buying behavior. Impulse buying is an immediate and spontaneous purchase, without any pre-intentions to buy a specific product or service. If a person is impulsive, it means that they act on instinct or within a spur moment.

There are four important characteristics of impulse buying. It includes unplanned purchases, exposure to stimuli, immediate and emotional reactions. Unplanned purchases simply mean the purchase of a product occurs when prompted and not as a reaction to previous desire. Stimuli act as a catalyst that drives the consumer to make such impulse purchases. Another feature of impulse buying makes the purchases immediately. And finally, emotional reactions occur when the customer regrets the decision made or even a guilty feeling.

Impulse buying is one of the major concerns among the researchers due to its impact on consumer behavior. Impulsive purchasing is purchasing without any forethought or planning. It takes place within a spur of the moment. Besides, it is a person's sudden decision to purchase a product on seeing it. Impulse buying is about excitement and feelings rather than logic and planning. The study of consumer behavior is very important for marketers to understand what influences consumers buying decisions.

Marketers analyze and study the psychology of humans to exploit them. Moreover, it will help the marketers to bridge the gap in the market and identify strategies that will help in generating maximum

impact among the consumers. To identify strategies, marketers study customer purchase patterns and buyer trends to develop innovative strategies that will allure customers to make such impulse purchases. We can see that many companies play a deliberate role in consumer's purchase decisions. They build their strategies from analyzing the consumer behavioral patterns and making the right moves. Such acts benefit the store owners and retailers from those strategies that encourage unplanned purchases.

I feel it is very important to study the nature of impulse buying behavior as it has become more common nowadays. It is mainly because assumptions cannot be made due to the introduction of different trends. Retailers realized its importance only when they started encouraging impulsive buying in stores. The retailing sector has remarkably transformed due to the increasing entrants into the retail organized sector. As a result, there is high competition for customers. The retailing industry is developing rapidly and the retailers are adapting to these changes. Therefore, it is necessary to understand consumer behavior which influences impulse buying to increase the revenue and minimize the fixed cost of retailing.

Due to the rising competition, retailers introduce many tactics to attract customers in impulse buying. The window display is a method used to attract customers to enter a particular shop. Such tactics are used by retailers to make maximum people enter the stores. While floor merchandising is a method in which products are made available for sale to the customers by creating a desire to buy. The most effective tactic is by using striking or eye-catching signs that get the goods noticed by the customers. Mostly they try to use eye-catching hues, placed at the checkout area promoting the day's deal. Since the customers are already at the Point of Sale (POS) area, the chances to buy the products are much higher.

Strategic positioning is another most effective method used by retailers. Placing the products at the checkout area is one of the most tactical ways to incur impulse buying. As the customer is waiting in the checkout area, the chances of making additional purchases are relatively higher. This type of positioning is most common at Body Shop outlets as they have well displayed the products on the checkout counter. Another method is by placing goods next to the best sellers to increase the visibility of the products. Very exciting triggers used by retailers include creating a sense of urgency by displaying limited-time promos; buy two, get two; tester items which will make the customers more attracted to impulse purchases.

To understand the concept of an impulse purchase, at first, it is important to understand consumption impulses. Dholakia (2000) has said that consumption impulse is related to the purchase of a product, for example, buying a bar of chocolate from the checkout area, the use of a product means eating the chocolate which was purchased or even disposing of the product which is replacing a mobile phone with a new model. Secondly, it is important to understand the difference between actual consumer behavior and impulse behavior. Not all types of impulse lead to the purchasing of the product. Customers sometimes resist those types of impulses to save money. This research focuses on the experiences of impulse purchases. And thirdly, it should be distinguished from compulsive purchases because even though they are related, they vary to a great extent.

Compulsive purchases generally mean the inability to control impulse buying. It can be repetitive and considered abnormal. Whereas, impulse purchases refer to a short desire to purchase a specific product. This research also aims to find out individual experiences on impulse purchasing with store or brand reputation. Brand reputation simply means the way a company is being seen and recognized by customers, shareholders, and the whole community. Reputation is a very precious intangible asset for a company.

It is very important to have a strong relationship with a brand or a company. Most of the purchase decisions depend on the trust one has with a certain brand or company. Once there is a high level of trust with a brand, the customers will ultimately be loyal to that brand, by which, the brand develops premium pricing strategies. Eventually, the sales will increase by maintaining their quality and service. This will, in turn, increase employee retention. Stores maintain their reputation by expanding their business to various markets on both domestic level and international levels. If the customers are happy and satisfied, they recommend the product or service to their friends and family. This positive word of mouth increases the company's profits to a high level.

When it comes to purchasing some of the customers look into the price of the products, whereas others focus on the quality of the products. However, most of them will finally end up in purchasing products that they trust and are loyal to. Reputation and earnings work hand-in-hand with each other. Store Reputation plays a significant role in purchase decisions. About 90 percent of customers purchase products based on reviews. Companies like Apple, Disney, Google, Microsoft are examples of brands that have a good reputation. About 58 percent of Fortune 500 Executives have stated that store reputation plays an important role in a company's branding and marketing strategies.

One of the most common strategies they use is creating a strong Public Relations (PR) team for the brand. They work towards improving negative attitudes and also increases online existence. A strong web presence gives more importance to consumers and creates loyalty among them. Various social media platforms improve the accessibility for customers and in turn, plays a vital role in brand reputation management. This will, in turn, increase awareness for the brand across different places. And finally, Search Engine Optimization strategies play a significant role by creating keywords with informative content that will, in turn, increase the access to the websites, thereby increasing profits. Stores or brands improve their reputation by implementing programs and charity works, which thereby improves their morale. They actively take part in social media websites like Instagram, Facebook to engage with the people for creating trust with them. Good companies don't even wait for the complaints to come in. they work ahead to exceed the expectations of the customers.

Numerous studies have been conducted to find out the impulse buying behavior of the customers. Several factors trigger impulsive buying behavior, starting from demographic, individual, cultural to

environmental. These factors can act as a trigger to the unrecognized needs and desires which attract customers to purchase the unintended goods. There are many stimuli inside the retail store which directly or indirectly influence impulse purchases.

According to Tinnie (2010), there are four types of factors which are store characteristics, consumer characteristics, situational factors, and product characteristics. Store characteristics are the store layout, availability of salespeople, store type, store atmospherics, etc. The next factor consists of consumer characteristics which include personality traits such as age, gender, culture, mood, and impulse buying tendency. Another factor is the situational factor, including time, money. The exposure to such factors increases the probability of such buying behavior. The last factor is the demographic factor which includes age, gender, income, etc.

Turley & Milliman (2000) stated that various environmental cues are planned and controlled by retailers to allow consumers to exhibit a delightful shopping experience. This study aims to understand how factors of visual merchandising influence impulse buying behavior among consumer's purchase decisions. According to Duarte et al. (2013), there are mainly external and internal factors that influence impulsive buying. Impulsive buying occurs through external stimuli such as store environment, visual merchandising, strategic positioning, store promotions, and internal stimuli such as mood, age, gender, and so on. Internal factors of impulse buying indicate an individual's internal cues and traits that engage him in impulse buying. Such cues include age, moods, emotion, buyer demographics, and situational factors. These factors are solely related to the customer which the retailers can influence a little but cannot control them.

External factors not only attract customers, whereas it also promotes cross-selling to customers by encouraging them in impulse buying. Impulse buying is triggered by many factors such as visual merchandising, store environment, window display, promotional signage, strategic positioning, ambient factors, etc.

According to previous researches on impulse buying it has been identified that a customer experiences impulse buying when he sees an object and develops and urge to purchase them. The in-store display provides customers with the latest trending fashion and products that encourage the urge to buy. Such as mannequin display and floor merchandising make the customers want to buy the products. Promotional signage attracts most of the customers, as it shows signs or symbols in which offers and discounts are mentioned. This is a tactical approach by the retailers to capture the customers feeling and creating a want or desire among them to perform impulse buying decisions. These type of visual merchandising techniques enhances an image of the company and also encourages in multiple sales thereby increasing the revenues. Internal factors include mood, feelings, emotions play a significant role in impulse buying decisions. Positive and negative moods are motivators for impulse buying. Past research has proven that negative moods result in more impulse buying.

In Consumer buying behavior, social media plays a significant role in unplanned visits or purchases. Various mobile applications such as Instagram accounts are updated with pictures that encourage people to stop and check out the stores. Impulse buying takes place for moderately priced goods and even high priced goods. Efficient training given to the employees to practice suggestive selling plays a major role in high-end products. Many employees develop a genuine connection with the customer and recommend the latest or new products to them and they are open to buying it.

Visual merchandising plays a vital role in impulse purchases. I feel visual merchandising is the most powerful tool which is used by retailers to exploit the consumers. It is anything that the consumer sees, both internal and external, which creates a positive image and results in the desire to purchase the product. It acts as only a factor that motivates in impulse buying, but a smart strategy used by retailers. Visual merchandising occurs for different products starting from chocolate, a pair of shoes, jewelry, or even a car. The most common impulse goods in supermarkets include mints, candy, chewing gum, chocolates, etc. Sometimes, this action may even end up in guilt.

Marketers and retailers exploit the impulsive buyers to boost their revenue, as it's the income the company receives in return. They develop strategies that encourage consumers in impulse buying by fulfilling functional and emotional needs. The positioning of the store in such a way can increase the sales and profits of companies. Moreover, it creates an awareness to the customers by disclosing various products the store has to offer. The marketers should examine the basic motivational component to understand what drives in the consumer decision.

On the whole, four components drive the consumer into such a decision. They are motivational, demographic, behavioral, and attitudinal. Some marketers strategically place goods next to the best sellers to increase the visibility of the goods which in turn promotes to compliment the best sellers. It is also noticed that impulsive buying is also a powerful retail strategy commonly seen in checkout and queuing areas as the customers have time to look at the products. This leads to most Point of Sale (POS) display of products. In addition to this, there are various merchandising strategies to improve impulsive behavior. These strategies help us in identifying what are the influences of impulse buying behavior in consumer purchase decisions.

The transaction building strategy is a method that increases impulse purchases on complementary goods. For example, a consumer comes into the store intending to purchase paint, and then he realizes that he also needs rollers, paintbrushes, sandpaper, and thinners to complete the job. The items in the shop are positioned in a way that induces an urge among the customers. Need recognition is when the marketers understand the needs and interests of the customers and provide them with a product that will fulfill those needs. Cross merchandising occurs when different products from different categories are placed together to generate additional revenue. For example, when a shopper enters a store to buy strawberries and also

sees a box of cream, the customer will decide to buy both to eat it together.

The marketing mix plays a vital role as impulse buying occurs to those items which are of low risk and low involvement category with low price points. The four Ps play a very important role in the marketing mix. For example, features and appearances of the products placed, priced high or low, placing products at an eye level and eye-catching offers or discounts. Traffic building strategies are developed to attract the customer towards a category of products, Profit generating strategies focusses on the capacity of a product to generate profits, Excitement creating strategies encourage urgency for products, and image creating strategies are developed to create an image to customers using quality, price, service, etc.

Consumer impulse purchases are an ever-present and definite aspect that accounts for a large proportion of sales every year. In addition to the increase in sales impulse buying benefits marketers in identifying market segmentation and increasing consumer satisfaction. Consumer impulse purchase decisions can be improved by understanding what defines an impulse purchase. And from that understanding retailers learn how to maximize the urges in purchasing decisions.

Marketers recognize the science of impulse buying for creating huge profits. Due to changing consumer behavior, retailers use various strategies to attract customers. Therefore, it is necessary to provide great importance to in-store characteristics that directly influence this behavior. Retailers design their stores in such a way, which creates an in-store stimulus among the customers to purchase the products. Most purchase decisions are influenced by the physical attractiveness of a retail outlet. This is mainly because the stores are created in such a way that results in impulsive buying.

In the present scenario, products, customers, and the environment have had enormous changes that have led to numerous amount of choices. Impulse buying generally begins with understanding the customers very well. The environment plays a significant role which opens up opportunities for customers to interact with the retailers. Retailers create opportunities to maximize profits according to the changing environment. Impulse buying is a very familiar topic that adds an element of surprise to each person's wardrobe. It is something that adds to one's personality. I have found impulse buying as a relevant topic because it is a very familiar activity that I come across. Impulse buying is a very relevant topic to understand, as it helps in understanding whether the choices made within a spur of the moment has made us happy or regretful.

Many researchers have found that customers exhibit two types of behaviors in response to their environment. They are mainly approach or avoidance. For this the retailers should understand the customer's environment psychology, to create an atmosphere they will show approach behaviors during their shopping experience. This research aims to understand the concept of impulse buying but limits only to the external factors of impulse buying along with store reputation.

1.3. Statement of Purpose

The main purpose of this research is to study the concept of impulse buying behavior in consumer purchase decisions and to study the factors that influence this type of behavior in consumer retail outlets. It aims to study how visual merchandising influence impulse buying behavior in purchase decisions.

This study aims to examine the impact of store reputation on impulse buying. It also focusses to evaluate whether promotional signage impact impulse buying. To achieve this goal, different external factors are studied using a questionnaire. Therefore, the research will be conducted with the research problem of "how does impulse buying behavior influence consumer purchase decisions?"

2. DESCRIPTION

2.1. Definitions

Many researchers and marketers have studied on the topic of impulse buying and defined it according to their research understandings. Stern (1962) has stated impulse buying behavior by classifying into "planned" and "unplanned or impulse buying". He also suggested that product-related factors play an important role in impulse buying behavior.

Jones et al (2003 p.g.506) stated that "impulse buying occurs when an individual makes an unreflective, unintended and immediate purchase" He also tested that product involvement is significantly affected for product-specific goods and acts as a factor supporting impulse buying tendencies. Engel and Blackwell (1982) quoted "impulse buying as an activity taken up without prior buying intention formed before entering the store".As claimed by Beatty and Ferrell (1998), "it is an unanticipated and rapid purchase with no pre-intentions to purchase a specific product category or to fulfill a particular buying experience". They explained the impulse buying behavior as something which occurs after experiencing a desire by the shopper.

Thompson & Prendergast (2015) described impulse buying as "spontaneous ownership of products without any profound thinking".

2.2. Concept of impulse buying

Impulse buying has become a very common concept today, because of the increasing attention of researchers. It has emerged as a universal phenomenon. Initially, according to Freud (1911) and Bower (1959), impulse buying behavior was termed as "childishness, immature and lack of intelligence". After a while, Rook (1987) redefined impulse buying as an occurring "when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately". The impulse to buy is an epicurean pleasure and may stimulate emotional conflict. According to Rook (1987) also mentioned that impulse buying is prone to occur with diminished regard for its consequences. According to him some of the recent innovations like marketing and credit card purchases made impulse buying a lot easier.

Stern (1962) considered unplanned and impulse buying to be similar because at times impulse buying behavior is accepted as unplanned. Although they are not the same.

According to Tuttle (2012), 52% of the millennials suffer from impulsive buying, and among them, 75% of shoppers feel better after an impulse purchase and only 8% feel worse about their decision. Consumers are the main sources of revenue for marketers. Many customers spend a good deal of time for shopping. Impulse purchases take place because of how products are placed on their shelves. It occurs when a person experiences an urge to purchase the product and not when seeking a particular product for purchase.

Zou & Gu (2015) stated that impulse buying does not always end up in satisfaction, sometimes consumers regret taking such a quick decision and wasting money. Those individuals are the ones who get highly emotional about the products. There are various models of consumer purchase behavior proposed by researchers such as Utility maximization, decision making, hedonic, and behavior influence. Mostly products like clothing and accessories, encourage impulse buying.

Solomon (2000) has defined impulse buying as "an abrupt urge to buy". He further classified consumer impulse buying behavior into planning consumers, partially planning consumers, and impulse consumers. Planning consumers are those who decide in advance what to buy, which brand to buy, and how much they will buy. Partially planned consumers are those who planned or purchasing a product or planned the amount to be spent on the purchase. And finally, impulse consumers are those who purchase without any intention to shop.

2.3. Concept of impulse buying in retail outlets

The importance of understanding impulse buying in retail stores was introduced for over fifty years. Researches have stated that about 70% purchase decision are made in the retail outlets. It is said that the retail industry has a great opportunity for growth. The extended use of sales promotions attracts customers. Many retailers use visual merchandising to induce impulse buying behavior. According to Bayley and Nancarrow (1998), impulse behavior is stated as a hedonic, compelling, and sudden behavior with a rapid impulse decision process that prevents deliberate and thoughtful analysis of possible information and choices. Therefore, various studies propose when a person makes an unintended, unreflective, and immediate purchase it is termed as impulse buying.

Intended or unintended purchase occurs mostly in stores. It is unintended because it occurs due to a sudden urge to buy a product that makes an impulse purchase. It is unreflective due to the less thinking and evaluation of the product. And finally, it is also an immediate decision because the period between seeing and purchasing the product is very less. Thus we can conclude that impulse buying is an involuntary and spontaneous action.

In previous researches, in-store appearances play a significant role in impulse buying in supermarkets. The store image plays a significant role by creating positive and negative affect of an urge to buy impulsively. Due to which, retailers mainly focus on enhancing the store image. The various other factors include vouchers, store display, visual merchandising, advertisements, the behavior of staff, and so on. Due to the cut-throat competition in the economy, only those retailers who surmount the expectations of the customers become successful and survive in the market. Retailers ensure that the stores are appealing to the customers. They find it extremely difficult to create an advantage based on visual merchandising.

Another factor that has a direct effect on impulse buying behavior is sales promotion. It motivates a consumer to purchase immediately by boosting them with discounts or offers temporarily available. Many surveys have proved that consumers purchase the products when they have a Feeling of Missing out. According to research, 88% of the impulse buy occurs due to the sale of the item in the stores. In India, the retail industry is on the edge of transformation from unorganized retail to an organized retail industry. And this transformation is going to bring about high overhead costs and working capital which is mainly due to expenditure on the information system, infrastructure, and human resources.

Ekeng and et al. (2012), demographic features have great importance on impulse buying. There is a difference in impulse buying between male and female shoppers. Female shoppers are most likely to shop more. About 60% of women have purchased at least once in the last year. Likewise, age is inversely related to impulse buying as they don't have many responsibilities on the way of spending money. Similarly, the income of the customers is highly influential in unplanned buying. And also educated

people are most likely to purchase due to their position and status in society.

Retailers attract customers by engaging their attention around the store. Ogilvy Action says that many shoppers enter the store with an open mind on what to buy. About 28% of customers won't even decide which brand they want to buy until they enter the store. To attract customers, at first, the retailers analyze the customer's shopping behavior to understand which part of the shop they spend the most in. Then they optimize the layout of the store for making it easy for the customers to find the category of products. They also use prominent signages to draw attention to deals. Retailers arrange the products by placing relevant items and accessories next to the top sellers. The store staffs play a very significant role as they suggest the right products to customers according to their needs and interests.

Another way to create an impulse behavior among customers is by providing them offers which they can't refuse to miss. Retailers promote their exclusive products by running limited offers and discounts to create urgency among the shoppers. By emphasizing value for money offers such as 'buy one, get one half-price' or 'three for two' increases shoppers urge. Retail display is one of the most significant marketing tools which motivates customers to make impulse purchases.

The study limits the external factors of impulse buying which is visual merchandising. These are controlled by marketers to entice consumers into purchase behavior. The retailers have full control over these factors. According to Floh & Madlberger (2013), the marketers attract customers by planning strategies from creating an awareness of the product to the placement of it. In this way, the impulse buying behavior boosts up sales, Amos et al. (2014). The pleasing atmosphere, friendly staff, product display, appealing prices play a significant role in customer's impulse buying behavior.

Tinnie (2010) stated that store characteristics include store layout, store atmospherics, presence of salespersons. According to Bell (2010), about 60%-70% of purchases take place as a result of store characteristics. According to Hoyer and Maccinner (1999) highly appealing and pleasing store environment leads to impulse purchases. The factors that trigger customers the most are customer service, staff behavior and ambiance (color, temperature, lighting, musical environment, odor, etc.)

2.4. Types of Impulse buying

Stern (1962) classified buying behavior as planned and unplanned or impulse. Planned purchase refers to purchasing a product after analyzing the pros and cons of the product. It includes a very time-consuming process. Whereas, impulse purchase refers to the right opposite of planned purchasing and the customer has very limited knowledge about the product.

Han et al (1991) modified the classification and divided impulse buying in retail outlets into four types.

They include pure, reminder, suggestion, and planned impulse buying.

a. Pure Impulse Buying

It is the typical purchasing behavior where the consumer experiences a strong desire towards it. It is also called as escape purchase. They usually object that trigger emotional purchases. This type of impulse buying occurs when the products are noticeable and eye-catching to catch the attention of the customers.

For example, a customer who rarely buys chocolates sees new chocolate with attractive packaging while waiting in a queue and desires to purchase it based on its flavor or packaging.

b. Reminder Impulse Buying

Reminder Impulse Buying is a kind of impulse buying is when the consumer is reminded of the need upon noticing the product in a store. In this type of purchasing the customer had no intention to purchase the product, on seeing the way the products were placed triggered to make that purchase. It includes small-sized products so that the consumers stock up with many products. For example, a customer who was going to purchase a detergent finds a fabric softener and recollects it from an advertisement seen the other day and is reminded by the features of the product may also purchase the fabric softener.

c. Suggestion Impulse Buying

Suggestion Impulse Buying is a type of impulse buying which occurs when a consumer sees a product first time without any knowledge or experience and decides that they need it. Visualization increases suggestion impulse buying. Another technique is by offering the consumer a product to use at home for a trial run.

For example, when a customer sees a lemon squeezer displayed and reads the instructions on it and visualizes the need of it.

d. Planned Impulse Buying

Planned Impulse Buying is a kind of buying behavior is often triggered by low price or offer. It may be partially planned, but not decided by the customer. This is because the customer was unaware of the sales promotions and ends up purchasing more than he needs.

For example, when a customer who was going to purchase the basic items on the shopping list notices that the cereal displayed is on sale, she also knows that she has a packet at home. Regardless of which she adds it onto the cart because the product is on sale.

2.5. Process of Consumer buying behavior and Impulse buying behavior

To study consumer impulsive buying behavior, we should first understand the consumer buying behavior process. Churchill and Peter (1998) developed a generic model i.e. five-step decision-making model helps us to understand consumer buying behavior.

This model is also shaped by marketing, social, and situational factors. The buying process started with the need of recognition where the buyer recognizes the need for the product. It is the difference between the desired need and the actual condition. For example, hunger encourages a person to need to eat food. Once the need is identified, it is followed by an information search. It can either be internal or external. By asking friends and relatives or any public sources or even recollecting from the memory for places to eat will help in information search.

At this point, the consumer collects all available information and checks for alternative sources for information. The consumer then checks all the alternatives to satisfy the criterion for eating the food. After checking the alternative sources of information, the consumer processes the information by making the purchase decision. Finally, the consumer evaluates the satisfaction or dissatisfaction towards the product, and the consumer is satisfied, he or she will then mature loyalty towards the product being purchased.

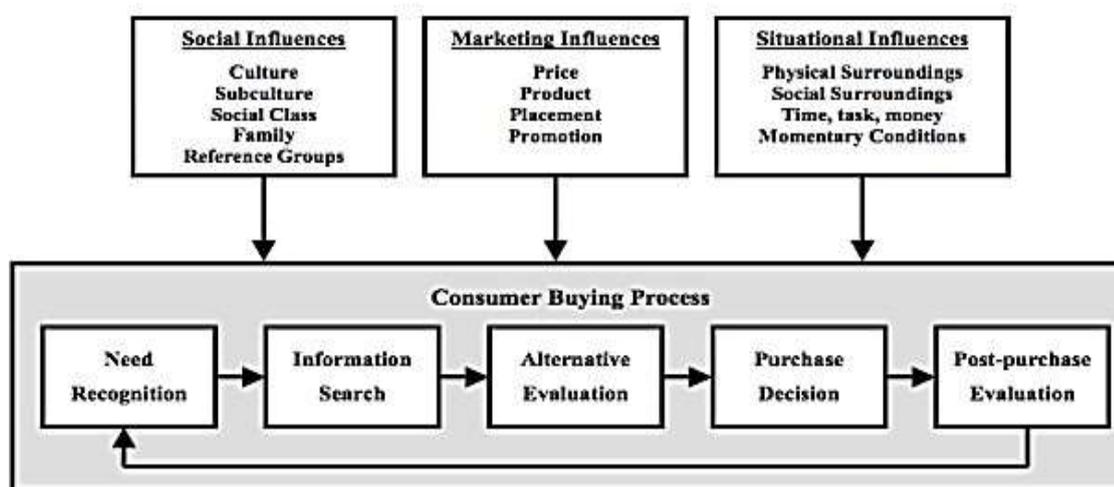


Figure.1. Consumer Buying Process

Source: Adapted from Churchill & Peter (1998). P142

The marketing influence on the consumer buying process which effects the 4P's (such as price, product, place, and promotion) in the consumer buying process. Few other influences include situational factors mainly social and physical surroundings, time tasks and money, and momentary conditions (Churchill

and Peter, 1998). And finally, social influences consist of the reference group, and culture directly affects a consumer's emotions and feelings.

In contrast to the consumer buying process, impulse buying is not a result of the known information as it is an urge created inside oneself which drives to make such purchases. Kim (2003), modified the consumer buying process to explain the impulse buying process. The process involves four stages. It starts with browsing in an outlet or online to create an awareness of the product. During the time of browsing, the consumer might incur a stimulus that will trigger an urge to purchase on impulse. The more time consumers spend on browsing, the more they tend to make impulse purchases. When a consumer generates high stimuli on a product, the desire to purchase that product also increases at a high rate.

In the generic model of consumer buying, we check for alternatives and evaluate them. Contrasting the generic model, the consumer might straight away make the purchase decision without even evaluating the alternatives available. This happens because the consumer is in a compulsion to buy the product. After purchasing the product, the consumer tends to make a post-purchase decision. Ultimately, it is understood that the process of impulse buying is formed by external and internal factors that trigger consumer purchase decisions.

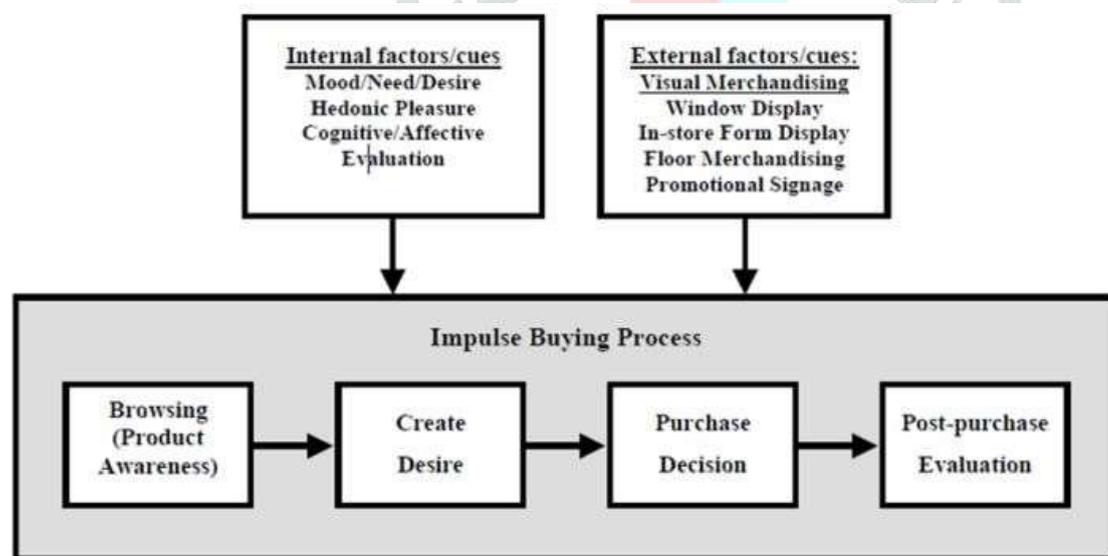


Figure.2. Impulse Buying Process

Source: Adapted from Kim (2003)

This model of the impulse buying process is shaped by internal and external factors. Internal factors include demographic factors, mood, hedonic pleasure, and emotion. Whereas external factors include store environment and atmospherics, visual merchandising, and promotional signage.

2.6. Visual Merchandising

Visual merchandising is a visual presentation of organizing a product in an order which highlights product availability which will ultimately transform them into customers by encouraging buying behaviors and building brand loyalty. It is a process of developing floor plans and three-dimensional displays to maximize sales. Visual merchandising is the display of a store or brand and its products to the customers by the means of a window display, promotional events, and offers to sell the goods and services offered by them. Many retailers give very high importance on visual merchandising to distinguish their offers and discounts due to the similarity of goods.

Retailers are well aware of the fact that visual merchandising in retailing makes a significant impact on purchase decisions. Their main aim is to "attract", "engage" and "retain" customers to buy the product. According to Ebster and Garaus (2011), visual merchandising is defined as 'an art or science to present various categories of products at the store in a way which is visually appealing to the customers'.

Bastow-Shoop et al. (1991) stated that 'any product a consumer sees inside and outside the store which creates an alluring image about the product results in generating an increase in interest, desire and attentiveness among the consumers'. Visual appearances enable the retailers to attract the customers to spend more time and enabling them to select a product of their choice. The main motive of visual merchandising is to educate and enhance the customers on the company's image. Therefore, the retailers try to build an image for their outlets through visual presentations that are appealing to the customers by building loyalty and encouraging them in impulse buying behaviors.

This study focuses on a few factors of visual merchandising, starting from window display to store layout to promotional signage. Retailers like IKEA use an immersive technique of displaying products in their stores, which increases the possibility of impulse or unplanned buying.

2.6.1. Window display

Well designed and eye-catching window display is commonly used to influence the perceptions of store or brand image, which will eventually lead to a decision about whether to enter a store or not. These types of strategies are used to increase the number of customers entering a store. Research findings have stated that window displays have the strongest influence on impulse buying as it is a visual presentation designed to draw the attention of consumers. As a result of increasing visual presentations, entering a store increases because shoppers tend to evaluate attractive store windows more positively and finds the items on display more interesting.

Window displays aim to showcase their advertisements on seasonal sales or to even to inform customers passing by on their current offers. Mannequins displayed at the entrance of the stores, accessories aligned in a way that catches the eyes and theme-based products i.e. seasonal or trending products are used for display purposes. Today, mannequins have become the most prominent item used for visual merchandising in fashion.

Those customers who undergo impulse buying are very much attentive towards the display in-store as well as those products that are under combo offers. The trolleys used for carrying the products to be purchased are adjusted to a specific height to not misplace any display which plays a major role in influencing the purchase decisions. The most notable function of a window display is to attract attention by creating interest among the customers to generate sales. Mopidevi and Lolla (2013), described window display as 'the most attractive measure in an outlet'. They also explained that a retail store image is built by the display and the customer's preference for walking into the store is highly dependent on the window displays.

Mehta & Chugan (2013) claimed that due to high competition, unique and distinct displays are the only way to take the attention of consumers. Window display also plays a fairly large role in traditional advertising methods. Thus, this way of showcasing the products aesthetically allures the desire among the consumers and is known as visual merchandising.

2.6.2. Store Layout

Morgenstein et al (1992), mentioned that a good store layout provides unhindered access to customers and staff in case of replenishment of goods. Levy and Weitz (1998) stated that the nature and demand for an item should regulate where those items are positioned. Perfumes, cookies, and cosmetics are mostly kept near the front entrances of retail outlets so that the consumers will see the products and the arousal will be created to purchase them. Retailers design their outlets in such a way that consciously or unconsciously direct the shoppers to generate high sales by creating impulsiveness among them which results in improved efficiency and productiveness. McGoldrick (2004) stated that the front third of a store has more than three times the selling power than the back third. A perfect layout should allure the customers to make most of their impulse buying decisions.

Ebster (2011) stated that the customers moving 'counter-clockwise' in a store is encouraged by the retailers. It is also being observed that the products which induce impulses are displayed so that customers can reach them without any barriers. Previous researches have proved that the human eye moves in a Z pattern i.e., from the 'left end to the right end of the room', followed by 'front left side to the front right side of the room'. The layouts designed to evoke ease in understanding the nature of the customers and also to distribute the various categories of products among them.

Retailers choose among the various layout while designing their store. There are Grid Layouts and Free-Flow Layouts. Grid Layouts are those store layouts in which counters are arranged in a rectangular shape. It creates a feeling of convenience among the customers to locate the products they need with easiness and also to browse through the store to avoid crowding. For example, supermarkets and drug stores use this type of layout the most. Whereas free-flow layouts are layouts where the merchandise and fixtures are grouped into free-flowing patterns. It also provides a crystal clear path to make free movements due to their irregularity in patterns. This type of layout gives more emphasis on shelf spacing according to the availability of space in the outlets.

2.6.3. Promotional Signage

Promotional signages are signs or symbols used along with store displays to convey promotional information to the customers offered in the store. Signages are used to attract the attention of consumers for impulse buying. Offers like 'buy two get one free', 'scratch and win', 'lucky draws', '50% off', and coupons or points are used to manipulate consumers into value and cost-saving which will, in turn, increase the buying tendency.

Lusch (2011) has categorized signage into two categories. The first category being fixed signage including permanent signs showing areas and facilities of the stores. For example, fire exits, checkout counters, trial rooms, etc. The second category of signage includes more flexible information promoting the purchase of products such as Point of Purchase items. For example, posters, tickets, coupons, etc.

Abratt (1990) has defined promotional signage as the method used to increase unplanned purchases of products. Retailers use promotional signage's to cut prices, thereby allocating more shelf space. Price cuts are mainly classified into three types i.e. features, displays, and pure price cuts. Rebating of price and the announcement of such price cuts on leaflets are called as features. Secondly, the reduction in price in a particular product or group is termed as displays. And finally, pure price cuts are usually used by retailers to slash the price when compared to an actual price.

2.7. Store Reputation

Dodds et al. (1991), quoted that the consumers are partner's understanding of a retail outlet". Much research proved that the positive reputation which is associated with the store is one of the most important antecedents of consumer purchase intentions. Most of the impulse purchases are made in retail outlets, thereby allowing various brands to promote impulse purchases.

According to Wong and Zhou (2003), impulsive purchases also depends on the store type. Following Semeijn et al. (2004) stated that store reputation is 'a direct criterion of store brands'. Collins, Dodd & Lindley (2003), added that store image will eventually lead to a social image which finally leads to the quality of store brands. Delvin et al. (2003) have mentioned that it is expressed in terms of store attributes witnessed and mentioned by the consumers. Many researchers have examined store reputation and stated that it is a key variable of brand equity. According to Veloutsou and Moutinho (2007), brand reputation is a way consumers analyze and evaluate a brand. The companies develop their store or brand image by continuous marketing of the products. Researchers propose that consumers develop a relationship with the brands based on the perception of an image created by retailers.

Store reputation is a very significant tool that includes both emotions and feelings a customer encounters with a store. There are several ways to keep up the reputation of the stores. At first, the store owners should provide their customers with a comment diary at the billing area so they can write down their concerns or disappointments about their shopping experience. Eventually, it will help the retailers to understand their reputation among the customers and also to improve their weaknesses. Secondly, create a good customer care service to attract customers. And finally, ask for recommendations from family and friends about the store.

Park et al. (2010), companies create powerful emotional connections with consumers to increase their profits. Researchers have noted that few companies manipulate the customers by promoting advertisements that would bring them to an 'ideal self'.

3. METHODOLOGY

3.1. Research Question

How does window display, store layout, promotional signage, and store reputation influence impulse buying behavior among consumers?

Objectives

- To understand the concept of impulse buying behavior of consumers in retail outlets.
- To find out how window display influences impulse buying behavior.
- To find out how store layout influences impulse buying behavior.
- To find out how promotional signage influences impulse buying behavior.

- To find out how store reputation influences impulse buying behavior.

3.2. Hypothesis

The following denotes the hypothesis for the study conducted on the influence of impulse buying behavior in consumer purchase decisions: -

H1: Window Display has a positive influence on impulse buying behavior. H2: Store

Layout has a positive influence on impulse buying behavior.

H3: Promotional signage has a positive influence on impulse buying behavior. H4: Store reputation has a positive influence on impulse buying behavior.

3.3. Variables

The variables that are used to perform the study are: - Impulse Buying

Behavior (Dependent variable) Window Display (Independent variable)

Store Layout (Independent variable) Promotional Signage

(Independent variable) Store Reputation (Independent variable)



3.4. Conceptual Definition of Variables

Impulse Buying Behavior

According to Vohs & Faber 2003; Parboteeah (2005) impulse buying behavior is defined as "an unplanned purchase which the consumer makes without assessing the product".

Window Display

According to Park et al. (1986), "window display is an aid to the advertising, that helps in creating and maintaining the image of the retailers".

Store Layout

Morgenstein et al (1992), defined store layout as "positioning of fixtures items and store equipment so that the customers are free from traffic around the store".

Promotional Signage

According to Barnes and Lea-Greenwood (2010), signage is described as "an important element in visual merchandising which provides a short cut to the communication relating to a product in a store".

Store Reputation

Keller (1993), defined store reputation as "a group of associations which are linked to a store or retailer which creates the store or brand image".

3.5. Conceptual Model

The main idea behind this research is to analyze the effect of store reputation and visual merchandising variables such as window display, store layout, and promotional signage influence impulse buying behavior among consumers.

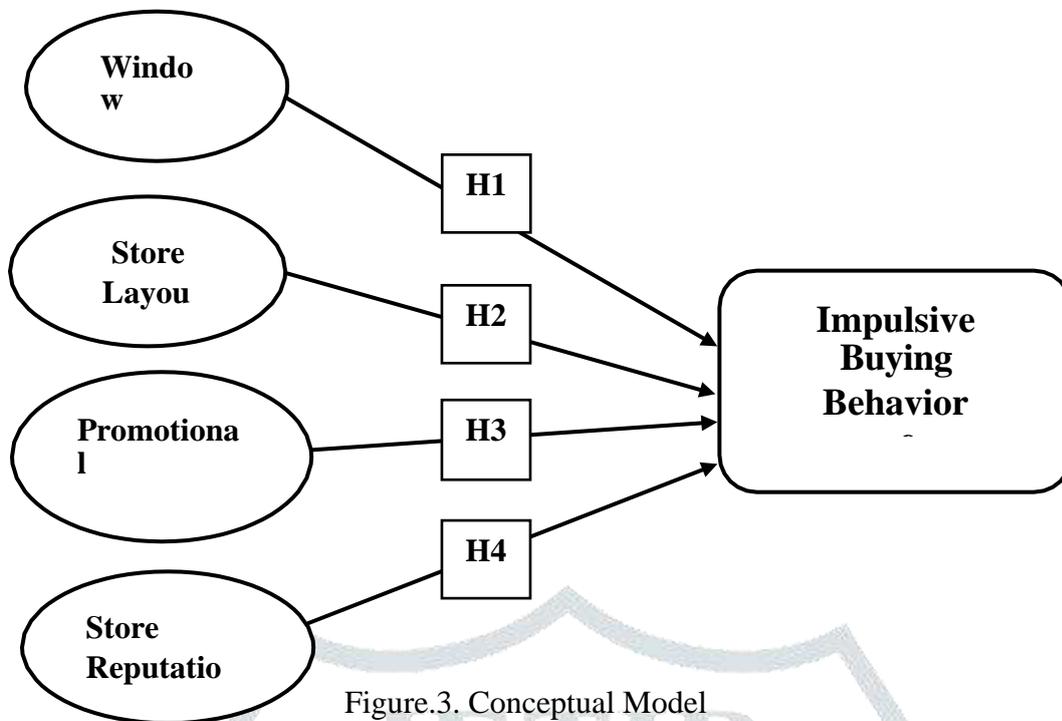


Figure.3. Conceptual Model

Source: Created by the researcher

3.6. Research Methodology

Research Design

This is exploratory research and therefore the survey method was used. The primary data for the research was collected by distributing google forms online.

Population

Consumers of retail outlets.

Sample

The age group of 18- 44

Sampling unit

College students and Professionals

Sample Size

A sample size of 150 respondents is covered in the study.

Sampling Technique

Convenience (opportunity) Sampling method was used to collect data.

Data Collection Tool

Questionnaires

Data Collection and Sampling

The data is collected by the means of questionnaires consisting of five different sections of dependent and independent variables. The questionnaire included twenty-four items to measure the impulse buying behavior of customers. It was developed using a five- point Likert scale of 1 to 5 starting from strongly disagree (1) to strongly agree (5) to analyze the factors that influence impulse buying behavior among consumers in retail outlets.

Furthermore, the questionnaire also included questions to measure demographic characteristics. The data was collected from 150 respondents between the age group of 18-44 who purchase impulsively. The target population was general consumers.

Data Analysis Tool

To analyze the reliability and relationship in the model, structural equation modeling with WARP PLS 7.0 is used. SPSS was used to measure the descriptive statistics of the sample.

4. DISCUSSION

4.1. Factual Review

Demographic Statistics

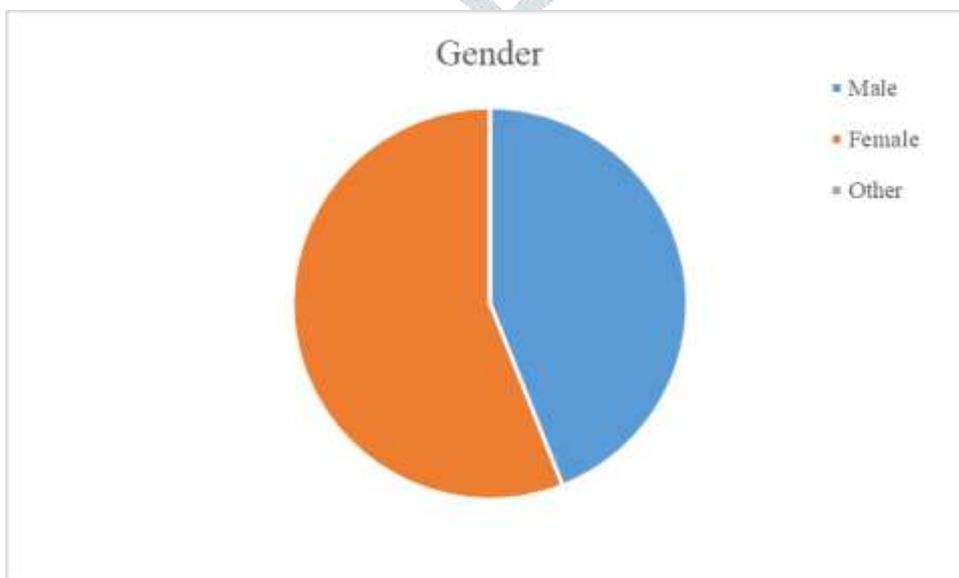


Figure.4. Gender

Source: Created by the researcher

Gender	Frequency	Percentage
Male	66	44
Female	84	56
Other	0	0
Total	150	100

Table 1- Gender Characteristics

Source: Created by the researcher

Interpretation

Dittmar et al (1995); Lucas and Koff (2014) have stated that gender plays a significant role in impulsive buying behavior. They also said that impulsive purchases among women are more than men. Women are more likely to shop based on emotions and their look in social class. Whereas men shop based on comfort, price, and value.

In this study, there were about 150 responses, in which the number of female respondents is 84, and the number of male respondents is 66. From the above table, it is observed that the majority of respondents constituting around 56 percent of the sample were females and the remaining 44 percent of the respondents were males.

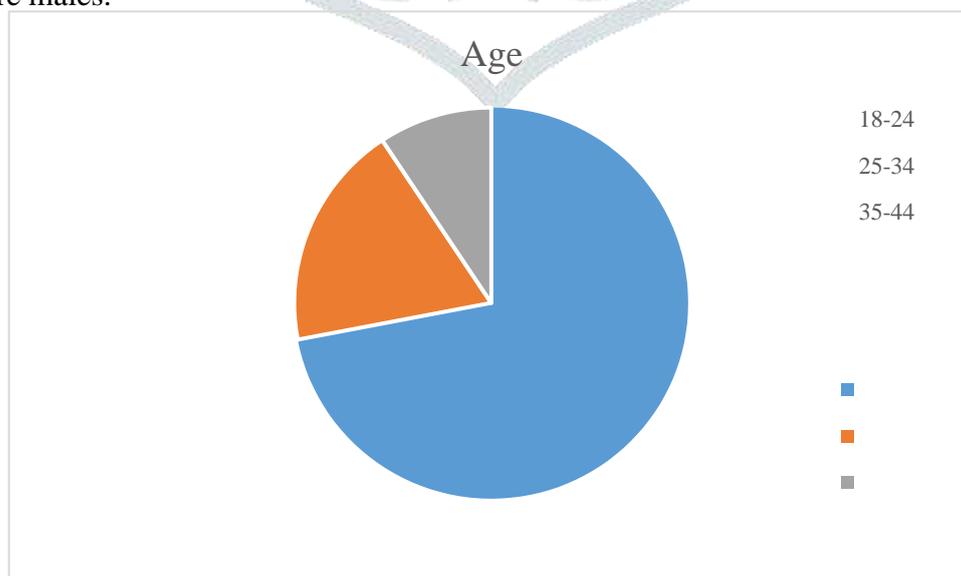


Figure.5. Age

Source: Created by the researcher

Age	Frequency	Percentage
18-24	108	72
25-34	28	18.7
35-44	14	9.3
Total	150	100

Table 2- Age

Source: Created by the researcher

Interpretation

According to Wood (1998), impulse purchases take place at a higher level between the age of 18-39. This is because they show higher levels of impulsivity than older people. Solomon (2013) proved from his research that members of generation 'Y' also known as millennials tend to spend their cash quickly and purchase impulsively comparatively more than other generations.

From the 150 responses, it is observed that the majority of the respondents constitute about 72 percent from the 18-24 category. About 18 percent from the 25-34 category and finally only 9.3 percent from the 35-44 category. Therefore, the above table indicates that the majority of the respondents fall under the 18-24 category.

Descriptive statistics

Variables	Number	Minimum	Maximum	Mean	Standard Deviation
Impulse Buying Behavior	150	1	5	3.968	0.193
Window Display	150	1	5	3.463	0.144
Store Layout	150	1	5	3.908	0.046
Promotional Signage	150	1	5	3.769	0.116
Store Reputation	150	1	5	3.740	0.267

Table 3- Descriptive Statistics

Interpretation

The above table depicts all the factors that I have taken for consideration, which include impulse buying behavior, window display, store layout, promotional signage, and store reputation. The total number of responses collected is 150. They are each ranked from 1 to 5 respectively, in which 5 represents the most important factor and 1 represents the least important factor. Mean is calculated by taking the average of all the values. In this study mean value ranges from 3.46 to 3.96. This indicates that most respondents claimed that they have a positive influence on store layout as it has the highest mean. Whereas the standard deviation explains the variation that exists from the average value. The standard deviation from the above table ranges from 0.04 to 0.26.

Reliability and Validity

Reliability was measured using WARP PLS software.

Constructs	Number of Items	Cronbach's Alpha	Average Variances Extracted
Impulse Buying Behavior	5	0.707	0.476
Window Display	4	0.878	0.732
Store Layout	3	0.835	0.753
Promotional Signage	4	0.827	0.661
Store Reputation	8	0.835	0.565

Table 4- Reliability and Validity

Source: Created by the researcher

Interpretation

The above table explains the reliability of the data collected. Nunnally (1978) quoted the minimum acceptable value for Cronbach's alpha as 0.7. The reliability test was applied for the study and the results show that impulse buying behavior has a reliability of 0.707 which is above 0.7, therefore the reliability

is good. The second variable is window display which depicts reliability of 0.878 which is extremely good as it shows the highest reliability. Store layout and store reputation show the reliability of 0.835 which is good. And finally, promotional signage indicated the reliability of 0.827 which is good. Since all the variables show the reliability exceeding 0.7, these variables are valid and reliable for further analysis. As the values of average variances extracted exceed 0.5, this shows that the variables are valid.

Regression

R-squared coefficients

 IBB WD SL PS SR 0.342

Adjusted R-squared coefficients

 IBB WD SL PS SR 0.324

Interpretation

R squared value indicates the percentage of variance caused by the dependent variable by independent variables. From the results obtained it is observed that 34.2 percentage variance is explained by the model.

4.2. Structural Equation Modelling Path Model

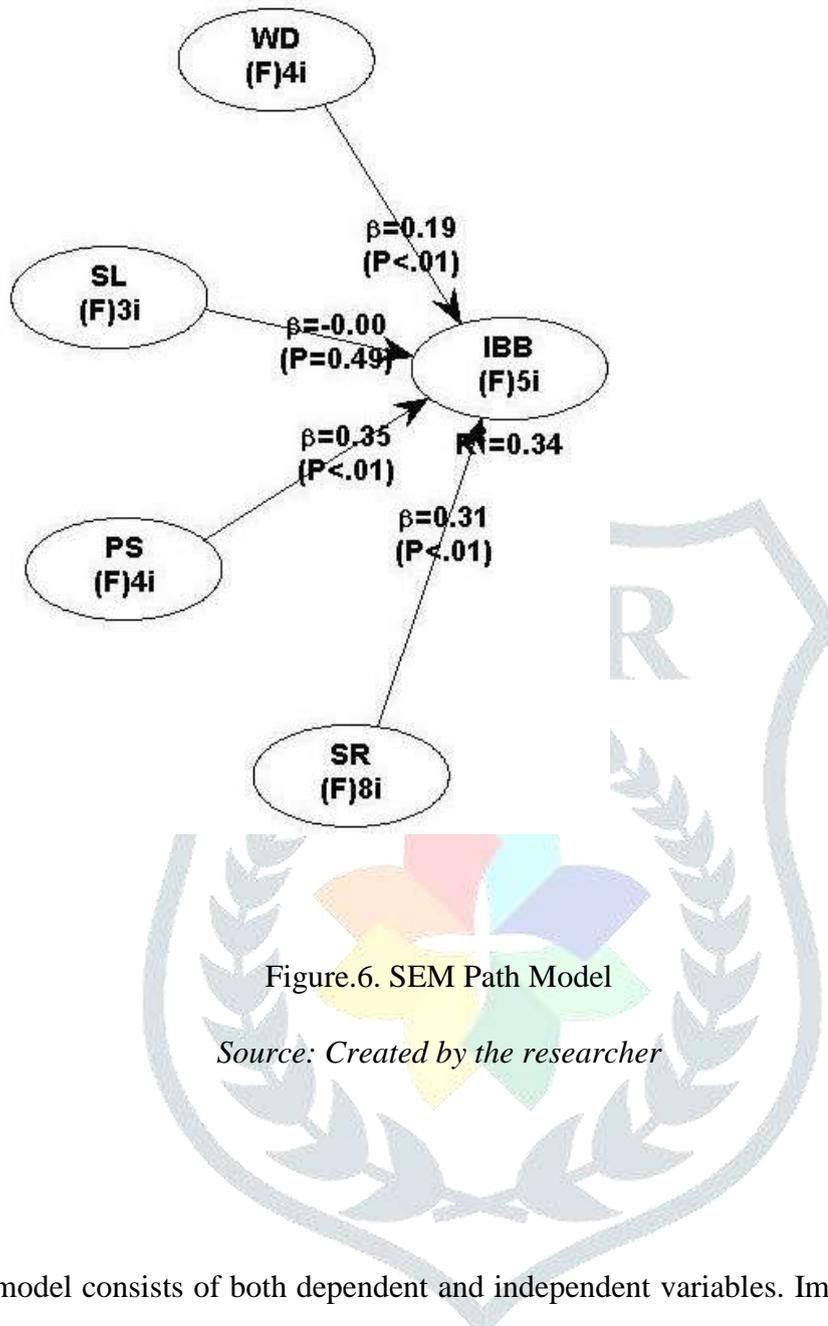


Figure.6. SEM Path Model

Source: Created by the researcher

Interpretation

The conceptual model consists of both dependent and independent variables. Impulse buying behavior is the dependent variable and all the other variables are independent. Beta value signifies the positive or negative relationship between the variables.

The beta value of window display and impulse buying behavior is 0.19, which indicates that a unit change in the variable window display can affect the variable impulse buying behavior by 0.19 units. One unit scale change in-store layout shows -0.00 unit scale increase in impulse buying behavior. One unit scale change in promotional signage shows a 0.35 unit scale increase in impulse buying behavior since the value of beta is

0.35 units. Finally, the beta value of 0.31 for store reputation and impulse buying behavior shows that a unit change in-store reputation can affect impulse buying behavior by 0.31 units.

Hypothesis Testing

Hypothesis	Statements	P-value	Beta Value	Result
H1	Window Display has a positive influence on impulse buying behavior.	<0.01	0.19	Accepted
H2	Store Layout has a positive influence on impulse buying behavior.	0.49	-0.00	Rejected
H3	Promotional Signage has a positive influence on impulse buying behavior.	<0.01	0.35	Accepted
H4	Store reputation has a positive influence on impulse buying behavior.	<0.01	0.31	Accepted

Table 5- Hypothesis Testing

Source: Created by the researcher

4.3. Personal Assessment

Impulse buying behavior influences purchase decisions in different ways. The study was conducted to analyze and evaluate the impact of factors influencing impulse buying decisions. Visual merchandising elements and store reputation plays a significant influence on the retail experience of shopper's decision process. This competitive advantage helps the retailers to build an overall image for their retail outlets.

P-values are used to accept or reject the null or alternate hypothesis and beta is used to represent a positive or negative relationship between the variables. From the above table, H1 is accepted because the p-value is <0.01 and the beta value shows a positive relationship between window display and impulse buying behavior. H2 is rejected because the p-value is greater than 0.01 and beta shows a negative relationship between store layout and impulse buying behavior. H3 is accepted because the p-value is <0.01 and shows a positive and strong relationship between promotional signage and impulse buying behavior. And finally, H4 is accepted because the p-value is <0.01 and there is a positive relationship between store reputation and impulse buying behavior. Therefore, the results indicate that there is a significant influence on the window display, promotional signage, and store layout on impulse buying behavior among consumers in retail outlets.

The results of the research proved the relationship between the dependent and independent variables. The findings of this research can be used by retailers to enhance their outlets to provide customers with a convenient shopping experience.

4. CONCLUSION

According to Barley & Nancarrow (1998), researchers mainly focus on the various factors that impact impulse buying decisions. Further, they have to understand the customer's expectations and provide them with an environment to induce customers. Marketers utilize impulse buying behavior to increase their revenue by carefully studying the habits of the customers.

Impulse buying is an unplanned urge to buy a product within a spur of the moment. This empirical study is aimed at analyzing the effect of store reputation and visual merchandising factors such as window display, store layout, and promotional signage that influence impulse buying behavior among consumer purchase decisions in retail outlets. The research analyzed the concept of impulse buying behavior and the significance of how visual merchandising strategies to influence impulse buying behavior. And the results of the study proved that there is a significant relationship between impulse buying and various factors. Certain products that are frequently bought impulsively are grocery and personal care products. The impulse buying behavior displayed by consumers in retail outlets may not apply to every environment. This indicates that the environment is a significant factor leading to impulse buying.

The study concludes that store reputation and visual merchandising factors such as window display and promotional signage play a vital role in attracting consumers buying decisions. Hence, it is significant for strategic marketing decisions to increase sales.

Findings

From the study, it is understood that gender plays a significant role in impulse buying decisions. More than 50 percent of women prefer impulse buying than men. Women are more inclined to impulse buying than men, due to their relation with hedonic consumption. Women who suffer depression and anxiety performs impulse buying. Age is the most essential factor among the demographic factors. From the survey, it can be concluded that about 70 percent of the respondents fall under the category of 18-24.

The results state that most of the consumers choose to enter an outlet because they are attracted to eye-catching and attractive window displays. Window display acts as a visual stimuli for customers to enter a particular store. From the study conducted we accept H1 because window display shows a positive relationship with impulse buying behavior.

Whereas, the layout of the stores is designed in a way that makes the consumers stay a bit longer and also to reduce have a rush free shopping experience. H2 is rejected because the store layout shows a negative relationship with impulse buying behavior.

The promotional offerings play a very important role in consumer impulse purchase decisions, as many tend to buy a product when it has a promotional tag. Therefore, H3 is accepted as there is a significant relationship between both the independent and dependent variable i.e. promotional signage and impulse buying behavior.

And finally, store reputation plays a very important role in impulse buying decisions. Since the p-value shows a positive relationship between the variables, we accept H4. Thus, visually pleasing stores do influence the respondents to create a brand image on the minds of the consumers. Once a retail outlet or a brand develops a relationship with its customers, they tend to make unplanned purchases.

Limitations

The research had the following limitations:

- The sample size of the research should be increased to gain a better insight into the factors influencing impulse buying behavior, as the sample size was limited to 150 responses.
- There were time constraints.
- Due to lockdown, personal interviews were not able to be conducted and, also their reactions to the questions couldn't be analyzed.
- Another major limitation due to the lockdown was that the respondents had to recall their shopping experience and it is not certain that they took the survey seriously.

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ANNEXURE**QUESTIONNAIRE*****“THE INFLUENCE OF IMPULSE BUYING BEHAVIOR IN CONSUMER PURCHASE DECISIONS”***

This survey focuses on understanding the various factors that influence consumer’s impulse buying behavior in retail outlets.

Answer these questions by recalling your last visit to a retail store.

1. Name**2. Age**

- 18-24
- 25-34
- 35-44

3. Gender

- Male
- Female
- Other



4. Impulse buying behavior (Rate from 1-5 on Disagreeableness or Agreeableness with the statement)

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5
I avoid buying things that are not on my shopping list.					
When I go shopping, I buy things that I had not intended buying.					
I am a person who makes unplanned purchases.					
When I see something that really interests me, I buy it without considering the consequences.					
It is fun to buy spontaneously.					

5. Window display (Rate from 1-5 on Disagreeableness or Agreeableness with the statements)

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5

I choose to enter a store because of attractive window display.					
I tend to choose which store to shop in depending on eye catching window displays.					
Window displays always increase my interest towards those product items being displayed.					
I feel compelled to enter the store when I see an interesting window displays.					

6. Store layout (Rate from 1-5 on Disagreeableness or Agreeableness with the statements)

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5
It was easy to move about in the store.					
It was easy to locate products/merchandise in the store.					

The store had attractive displays.					
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7. Promotional signage (Rate from 1-5 on Disagreeableness or Agreeableness with the statements)

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5
When I see a special promotion sign, I go to look at that product.					
If I see an interesting promotional offer on in-store signs I tend to buy.					
Sales sign entice me to look through the products.					
I am more likely to make an unintended purchase if the product has a sale sign.					

8. Store Reputation (Rate from 1-5 on Disagreeableness or Agreeableness with the statements)

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5

X is a store concerned about environment.					
X is a store committed with society (ex. donations, collaborates with NGOs, etc.)					
X is a store which behaves in an ethical and honest way.					
X is a store that cares about consumers' health and welfare.					
X is a store that has plenty of experience.					
X adapts to local culture and traditions.					
X is a store with great future.					
X strives to introduce new products and services to the market.					