

Factors affecting Consumer Impulsive Buying Behavior in Supermarket

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Introduction

Consumers not only buy items because they need them but also because of the sudden desire to purchase them. Consumer behavior analysts and marketing scholars have studied the purchasing of impulses for decades. The main goal of this research is to provide a comprehensive literature review of impulsive buying behavior (IBB) by reviewing different consumer behavior research studies and works. In this research paper, the origins of the idea of impulse shopping, consumer impulse, and the relationship that exists between IBB and retailing are explored.

According to MyTotalRetail.com consumers have changed their use and buying preferences during this crisis, from toilet paper in the early pandemic to bleach and flour. But, after the pandemic, what would the market be like? As a result of the recession, many customers have had to put e-commerce to the test, and they've likely discovered how convenient and safe it is for them. Confinement has turned those over 55-60 years old, who are the least likely to buy online, into the community that needs it the most, particularly those over 70, who are the most vulnerable to the virus. Although customers tended to purchase those items in-store, if the products they purchased at home exceeded their needs, they will likely continue to shop in this manner after the crisis.

Keywords: Impulse Buying Behavior, Store layout, Product Promotions, Mood of Customers

I. Definitions of Impulsive Buying Behavior

Impulse purchasing behavior was most often divided into two views, which were the idea of psychology and the notion of consumer behavior. In academia, the idea of the psychology of impulse behavior began to gain attention in the 1920s; nevertheless, from the biblical story of Adam and Eve, the conceptual context of impulsive behavior (“Rook, 1987:189; Piron, 1991:512; Ünal, 2008:153”).

Clover first mentioned impulse buying in marketing literature in 1950, according to scholars (“Rook, 1987:190; Piron, 1991:509; Tinne, 2010:66; Punj, 2011:745; Muruganatham and Bhakat, 2013:149”). Clover conducted studies in 154 stores in January and February 1948 for his thesis, examining the impulse-buying relationship and the retail climate. Following his paper, the desire to accept market research literature grew in popularity. In DuPont Research, purchases made on an impulse were reported as an unplanned purchase phenomenon. When a customer visits a shop and is enthralled by the

experience, this is termed as Impulsive Buying and Applebaum (1951) was the first to propose that impulse buying exists. During the same time period, West (1951), who was intrigued by Clover's (1950) purchase of impulses, clarified that the purchase of impulses refers to purchases made in the store and that the customer does not intend to make a purchase until entering the store.

According to Nespitt (1959), without planning their purchases, there are people or shoppers, who search for products and seek to maximize in-store sales. They do so to exercise purchasing power. ("Piron, 1991:510; Stern, 1962:60; Kang, 2013:196")

According to Stern (1962), the term "impulse purchasing" is sometimes used interchangeably with "unplanned buying," which refers to every purchase made by a shopper that was not expected. Stern, being the first, ("Stern, 1962:60") distinguished four clear-cut definitions of impulsive buying. These four are described as follows:

- **Pure Impulsive Buying:** *"This is the purchase of freshness or escape that violates a shopper's normal purchasing behavior"*.
- **Reminder Impulsive Buying:** *"This form of impulse purchase happens in the store when the shopper discovers the product specifications"*.
- **Suggestion Impulsive Buying:** *"Without any product awareness or experience, the shopper demonstrates impulse buying suggestion by purchasing a new product with a desire for it visualized"*.
- **Planned Impulsive Buying:** *"When shoppers enter the store intending to purchase some items and also to make other purchases, this form of behavior occurs. This is because the form of sales promotions, new products/brands that are on offer in the store, might not be known to a shopper beforehand"*.

II. Factors that Influence Impulsive Buying Behavior

Following the Rook analysis, consumer behavior and those who carry out market research started to focus on identifying the most-common variables that had an impact on increasing impulse purchases (1987). A variety of variables influence a shopper's buying behavior, including the retail environment, the consumer's personal characteristics, the characteristics of the products, and various demographic and socio-cultural factors.

Rook proposed in 1987 that, there are merchandising stimuli, to name a few, where we keep certain items and shelf space influenced impulsive buying. Purchase impulses are often influenced by consumer demographics and lifestyles. Variables like a customer's financial situation and time constraint, according to Rook and Fisher (1995:306), can be the trigger needs that need to be fulfilled by buying impulses.

Consumer moods and emotions, age, sex, formative assessment of consumers, and culture are all factors that influence impulse behavior, according to Kacen and Lee (2002:165). Impulse buying, according to Koski (2004:24), is caused by a number of factors like easy accessibility of a store, product variety, and various promotional activities.

There are studies that stated the conditions or circumstances, under which the consumers buy products without preparation and studied the influence of the demographic, social circle and lifestyle of customers.

Product specializations, price, mass product delivery, promotional practices, consumer moods and emotions, store climate and atmosphere, demographics, social parameters—store workers, other customers in the service environment, economic structure—income level, items for hedonic use, and situational factors—all influence impulse purchases (“Beatty and Ferrell, 1998:172; Unal, 2008:159; Mattial and Wirtz, 2008:563; Pentecost and Andrews, 2012:45; Hulten and Vanyushyn, 2011:377; Dursun et al., 2013:247 Duarte; et al., 2013:1237”). Non-economic parameters like pleasure, fantasy, or emotional-feel good, etc may also cause impulsive purchases.

Most researchers divide the variables that influence impulse buying behaviour into two categories. These two categories are "internal factors" (shopper-dependant factors) and "external factors" (marketer-controlled factors) ("Youn and Faber, 2000:179; Karbasivar and Yarahmadi, 2011:175; Duarte et al., 2013:1236"). Furthermore, revenue, time, and the involvement of others are classified as "situational variables" by scientists (“Tinne, 2010:71; Muruganathan and Bhakar, 2013:154”). Consumers are greatly influenced by both, a combination of internal and external factors that cause them to buy on impulse.

Though impulse buyers have no particular purpose in mind when purchasing a product or visiting a shop, they are aware of the goods while looking at and being exposed to stimuli, and this urge can be activated by either internal or external stimuli.

III. The External Factors Affecting Impulsive Buying Behavior

According to many studies, impulse buying is the result of an unplanned purchase triggered by triggers inside the store. In-store triggers are the product displays, and shelf positions, become very relevant than pre-planned purchasing decisions when it comes to impulse shopping. External driving factors for impulse buying include relevant triggers closely interrelated with similar variables and the shop floor arrangements.

Store Environment- Shopkeepers are responsible for creating an enriching shopping environment in the hopes of eliciting beneficial customer behaviors like increased willingness to buy, decide to spend more time at the store (“Xu, 2007:40”). The store environment does have an impact on impulsive buying behavior, especially when the store has an attractive stimulus, which when perceived by customers, makes them to make an Impulsive purchase. Mattila and Wirtz (2008:564)

1. **Store Layout-** “Layout refers to how products, shopping carts, and aisles are arranged: the size and shapes of those products and spatial relationships among them. To enhance the customer experience in the store, the layout can play an important role in the buying of consumer goods. A good store layout can increase the impulsion of buying”.
2. **Store Atmosphere-** According to Stern (1962:61), “there exists a meaningful relation between impulsive purchase and marketing techniques. Various in-store ambience factors such as fast beat and high-volume music increase the stimulation levels, warm colors such as yellow, red and orange are related with elated arousal and ambient scents such as sweet fruit and citrus fragrances also tend to boosts stimulation levels of buying. In a research, it was reported that shops with some music playing in the background performed better than stores with them”.

3. **Store Type-** Customers in various stores are prone to making rash decisions. For example, a study by Iyer and Ahlawat (1987:244) found that in the grocery store, customers are more stimulated to buy than in any other shop. Noohasbadi's research (2012:3) provided convincing proof related to store's shape affecting impulse purchases, which is thought to boost sales potential.
4. **Salesperson-** An experienced salesperson may alleviate dissatisfaction by leading and assisting the customer during the shopping process, as well as inducing impulse buying behavior (Tine, 2010:71). The friendliness of store employees has beneficial effects on the purchasing behavior of customers. The helpfulness of salespeople in helping customers affects the desire of consumers to purchase.

Product Characteristics

1. **Product Category-** There are two types of goods, according to marketing literature: hedonic and realistic. Practical goods are mainly consumed for their utility ("Tinne, 2010:71"). Hedonic goods are primarily consumed for their hedonic properties. Hedonic transactions are more likely to be made on the spur of the moment because of the symbolic value they represent. Consumers are willing to spend money on cosmetics that improve their appearance and self-esteem by making them feel attractive ("Lucas and Koff, 2014:114"). Market understanding of new goods affects purchasing intent, according to Harmancioglu et al. (2009:34).
2. **Product Price-** It's a big deal when it comes to assessing buying impulses. Price has an impact on purchasing decisions, and a bargain item may lead shoppers to believe they spent less than they intended ("Stern, 1962:61"). On offering of discounts, the customers seem to be more impulsive when it comes to buying. Food prices have a significant impact on food choices and impulsive purchases, especially among lower-income groups like students and young consumers. ("Duarte et al., 2013:1238")
3. **Product Promotions-** This also plays a vital role in Impulse buying because customers tend to buy products that have attractive promotions and sometimes they buy products that they never intended to buy in the first place. This could be an offer on price, buy one get one or credit points which could be redeemed later in the store itself. Product promotions attracts consumers from different age groups and promotion on products such as household items tends to be more bought under impulsion than other product categories.

Statement of the Problem

A review of the literature on impulse buying behavior revealed that much of the study has concentrated on almost one or two-character indicators in addition to other situational and peripheral signals. This exposes a weakness in former research. So the aim of this study is to balance former research by critically analyzing and developing a framework of theoretical model that will include several elements focusing on individuals. There will be a strong emphasis on the five substantial customer characteristics, namely self-esteem, shopping gratification, impulse buying affinity, and fashion association which will influence the IBB.

Research Objectives

This research is aimed at finding which factor influences Impulsive Buying Behavior (IBB) the most out of several factors such as Product Category, Product price, Product Promotions, Mood of Customers, Store Layout, Store Environment.

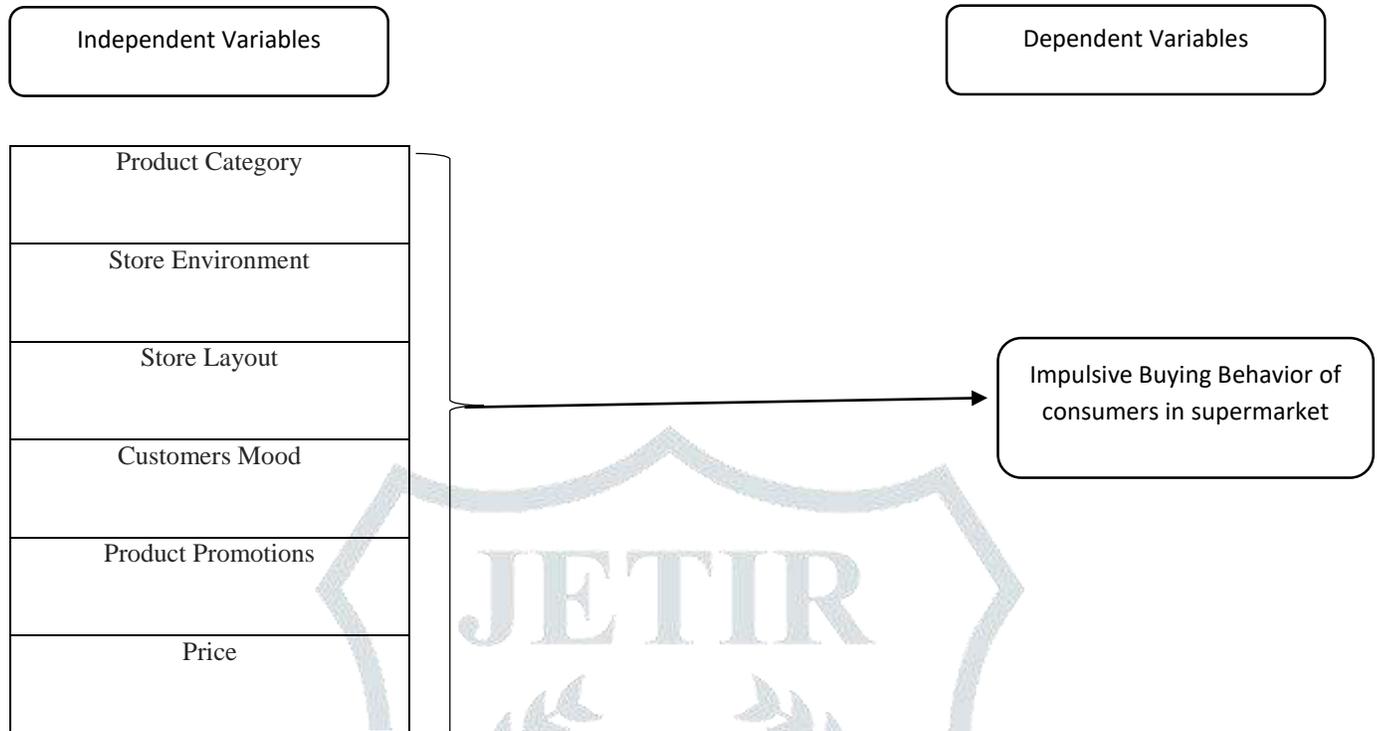
Methodology

The study's theoretical framework is constructed on various research paper being published in the field. The framework consisted of various Independent Variables such as Product Category, Product Price, Promotions, Mood of customers, Store environment, Store Layout. Our conceptual framework also had moderating variables such as Age, Gender, Occupation, Income and Marital status. These moderating variables played little to no impact on our findings as the sample was limited to a college student which means that factors such as Marital status and income had no meaning. The limitations due to ongoing pandemic could be further addressed in a research and taking a wider array of sample size.

Since IBB has different aspects such as IBB in supermarkets and IBB in e-commerce. We decided to go with supermarkets in our research paper and collect the data accordingly.

Data Collection- Various papers on impulsive purchasing are read and analyzed in order to conduct this study. Various previous researchers' observations are related to and properly understood. Primary data will only be used due to limitations caused by the pandemic. A questionnaire with the title "Impulsive Buying Behavior" was rolled out to understand this behavior among the consumers in the Bangalore region. The questionnaire which was used to collect data has also been put in the research paper. The sampling technique used was *Non-Probability Sampling* as it was not a random sample.

We received a total of 142 responses from various regions mainly Bangalore and that would be the main limitation of our research as the sample was relatively small and of the similar age group. We used SPSS to analyze the data and understand the findings and from the data analysis we would be able to find which of the factors is the most prominent among all.



Conceptual Model

Buyer behavior is the study of people, clusters or administrations and the study of mechanisms used to select, reserve, use and position of items, services, interactions or designs to meet the consumer and cultural needs and impacts of these structures. The components of psychology, sociology and social life, anthropology, marketing and economics are combined. This effort to explain, both individually and in groups, the decision to build buyer cycles, such as how sentiments influence IBB. It examines individual consumer attributes in an attempt to understand people's preferences, such as demographics and behavioral influences. It also attempts to assess consumer variables from categories such as family, associates, activities, groups of reference, and community.

Customer buying conduct is the whole of a consumer's perceptions, expectations, and tastes. Intents and choices concerning the customer's behavior in the market where a product or service is bought. A decision model for buyer buying was formulated. Engel, Blackwell and Kollat developed the technique in 1968. It is composed of five phases; problem/needs recognition, knowledge search, alternative assessment, purchase decision and post-purchase action to fulfil this need. The conceptual structure used in this study is updated according to the contextual variance and improvised as follows:

Product Category: “The category of items applies to various kinds of products, such as FMCGs, appliances, clothes, kitchenware, groceries, personal care products, toiletries, footwear, accessories, etc.”

Mood of consumers: “Consumer mood refers to both positive and negative mental states of customers at the time of shopping. Enthusiasm is associated with positive mood, happiness, while anxiety, depression, and aggression are related to negative mood”.

Price: It applies to various goods' psychological pricing. Attractive price amounts such as Rs199, Rs498, Rs999, for example, hit the psychological component of clients to which results in accidental purchases.

Store Layout “of a supermarket refers to the display of products, size of the display and directional signage”.

Product Promotion: Product promotion involves ads, promotional offers such as discount, sale of clearance, deals (buy one get one free, limited stock and time) and coupons/credit points earned on buying a certain amount or quantity. Here, customers might be unaware of the promotion schemes before they visit the store.

Store Environment Factors such as customer service, employee attitudes and ambience are included in the store setting (color, interiors, background music, ventilation, lighting, etc.).

Moderating variables are demographic variables or particular figures that include the details considered for this research study, such as age, gender, salary, profession and marital status. Other independent variables are influenced by such moderating factors.

Hypothesis Development

Product Category

H1: Brand category and impulse buying behavior have a good relationship.

Mood of consumers

H2: There is a confident relationship b/w customer mood and impulse buying behavior.

Price

H3: Price and impulse purchasing behavior have a good relationship.

Store Layout

H4: There is a connection between store layout and impulse purchases.

Product Promotion

H5: Product Promotion and Impulse Buying Activity have a good relationship.

Store Environment

H6: There is a connection between the store environment and impulse purchasing behavior.

Data Analysis and interpretation**Reliability Analysis:**

Construct	Cronbach's Alpha Value	Criteria
Product Category	0.925	>0.7 (Nunnally,1994)
Store Environment	0..835	>0.7 (Nunnally,1994)
Store Layout	0..878	>0.7 (Nunnally,1994)
Mood of Consumer	0.874	>0.7 (Nunnally,1994)
Product Promotions	0.897	>0.7 (Nunnally,1994)
Price	0.859	>0.7 (Nunnally,1994)
Impulse Purchase	0.846	>0.7 (Nunnally,1994)

		Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Hypothesis
		B	Std. Error	Beta			
1	(Constant)	.508	.412		1.233	.220	
	Product Category	.253	.057	.232	4.444	.000	H1
	Store Environment	.174	.067	.141	2.590	.011	H2
	Store Layout	.217	.059	.205	3.641	.000	H3
	Mood of Consumer	.285	.060	.259	4.756	.000	H4
	Product Promotions	.429	.059	.419	7.325	.000	H5
	Price	.107	.062	.103	1.710	.089	H6
a. Dependent Variable: Impulse Buying							

Interpretation

H1: There is a substantial association b/w product category and impulse buying with $\beta=.232$, $\rho<0.05$ and t-statistics= 4.44

H2: There is a substantial association b/w Store Environment and impulse buying with $\beta=.141$, $\rho<0.05$ and t-statistics= 2.59

H3: There is a substantial association b/w Store Layout and impulse buying with $\beta=.205$, $\rho=<0.05$ and t-statistics= 3.64

H4: There is a substantial association b/w Mood of Consumer and impulse buying with $\beta=.259$, $\rho=<0.05$ and t-statistics= 4.75

H5: There is a substantial association b/w Product Promotions and impulse buying with $\beta=.419$, $\rho=<0.05$ and t-statistics= 7.325

H6: There is a substantial association b/w Price and impulse buying with $\beta=.103$, $\rho=<0.05$ and t-statistics= 1.710

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.652	.636	.79447

a. Predictors: (Constant), Product Category, Store Environment, Store Layout, Mood of Consumer, Product Promotions, Price

The model summary demonstrates the R-square (Coefficient of determination) value = 0.652 which indicates that the model is having a medium effect on the dependent variable. As per Hair et al (2012) the R-square value ranging from 0.25-0.49 is considered as weak, 0.50-0.74 is considered as medium and > 0.75 is considered a strong effect on the dependent variable.

Findings

The data collected from the questionnaire showed various interesting results. As many as 35 responses were clearly indicating that they are likely to buy household items out of impulse. 62 respondents which is 44.3% of the total responses showed that Store Layout affects their buying decision or major factor in Impulsive Buying.

35% of the responses showed that they tend to impulse buy products if it is in the range of Rs.100-199 and 32.9% were likely to buy products in the price range of 200-299. One of the most important factor related to IBB is the mood of the customer, in our research we found that 37.7% which is 52 respondents associated happiness (happy mood) with their Impulsive Buying.

25.9% of the respondents were neutral about product promotions being an important factor in their Impulsive Buying.

Conclusion

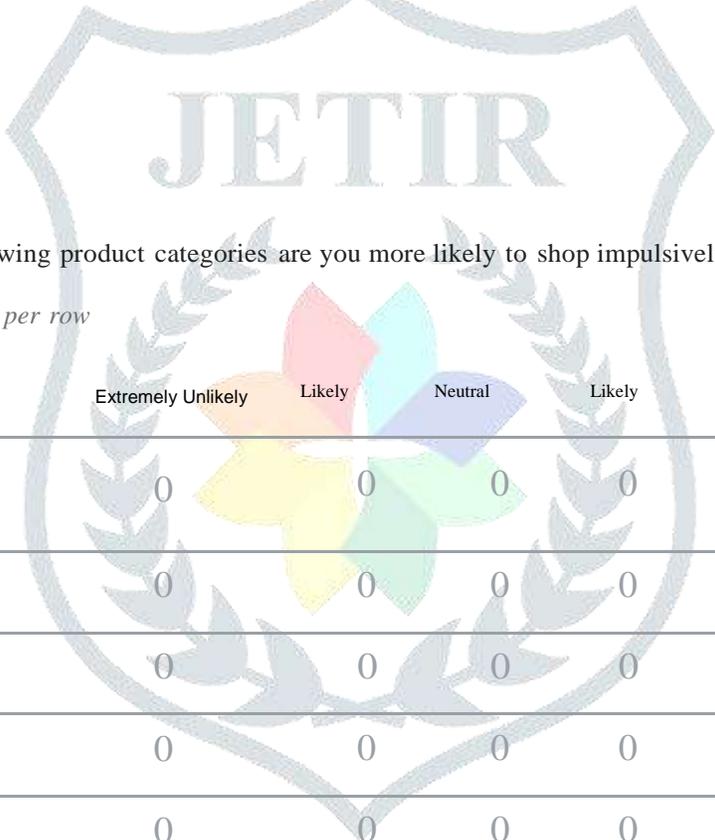
Impulsive Buying Behavior has been a daunting task for Market Researchers to measure and analyze. However, Impulsive Buying does influence sales (a large volume of products) every year. Though it is challenging to measure and quantify Impulsive Buying Behavior, what can be studied is the various parameters that influence it. The recent developments in Technology, Marketing Practices, increases in income and expenditure, lifestyle of consumers, and credit availability have been enablers for Impulsive Buying Behavior.

Retailers may take learnings from this research paper and put it into practice, where it will be most beneficial to them. A proper combination of these mentioned parameters like Store Environment, product category, Store Layout, Mood of Consumer, Product Promotions and Price can be used to drive sales and bring profits to the retailers. As this field is dynamic, impulse buying may prove to be an interesting and engaging area of research, finding its application across the various forms of retailing.

Questionnaire

1. Which of the following product categories are you more likely to shop impulsively? *

Mark only one oval per row



	Extremely Unlikely	Likely	Neutral	Likely	Extremely Likely
Electronic Accessories	0	0	0	0	0
Grocery	0	0	0	0	0
Household Items	0	0	0	0	0
Clothing	0	0	0	0	0
Footwear	0	0	0	0	0

2. On the basis of your past shopping experience, does Store Layout affects your buying behavior?

	1	2	3	4	5	
Extremely unlikely	<input type="radio"/>	Extremely likely				

3. Does store environment affects your buying behavior

	1	2	3	4	5	
Extremely unlikely	<input type="radio"/>	Extremely Likely				

4. What price range products attract you most in case of impulsive buying.
- 0-99
 - 100-199
 - 200-299
 - 300-399
5. Does your mood influence impulsive buying?
- Sad
 - Happy
 - Depressed
 - Curious
 - Excited
6. Does Product Promotions affect your buying behavior or do you buy a product onimpulsion if it is advertised by your favorite celebrity

1 2 3 4 5
 Extremely unlikely Extremely likely

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