



A Study on Factors Affecting Impulsive Buying Behaviour

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ABSTRACT

The objective of this research is to determine how a customer gets influenced by factors that result impulse buying. In this research paper, we will find out the impression of impulse buying on customers and the factors which affect it. The study also tackles factors of impulse buying and also describes its internal and external factors which triggers impulsive buying behaviour. These also go after the filters of controllable and uncontrollable urge leads to the different buying patterns of the consumers. This paper has unearthed the much-neglected relation between the customers buying behaviour, decision making process, the catalyst that makes people buy impulsively, it also relates to shopping environment, gender, the personality of individual, psychological behaviour etc. The paper is also targeting customer and what effects impulsive buying leaves indents on them. This paper's information was gathered from both primary and secondary sources. Survey method is been used for better understanding from a customer's perspective. Convenience sampling has been used to collect data from the informant using a Google forms survey. The goal was to capture various emotions and the factors that influence a consumer's decision to purchase a product impulsively. There are different levels which bring about urges or desires for a customer to buy or purchase impulsively. Mood plays an important role in impulse buying, but the mechanism through which mood affect impulse buying has not been thoroughly explored till now. The topic of shopper behaviour models, or models of customers' impulse buy decisions, is explored in this work. Aside from that, this research discusses elements that influence buyer behaviour.

KEYWORDS – impulse buying, behaviour, customers, impulsive, mood, purchase, shopping, decision

INTRODUCTION

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment. This called impulsive buying behavior. Impulse acquisition is considered as quick and absorbing, hedonic purchasing behavior in which the time taken for a process of impulsive decision delays the thought and planned consideration of searching for an alternative information and choices. Most brands strive to establish an emotional connection with their customers in order to gain their loyalty and retain their customers. Customers starts window shop for products without any intention to purchase or buy it, by which incentive of consumers gets triggered to buy on impulse. After a while they get used to it, when a desire occurs there is usually less estimate or no information of alternatives whether they need it or not. This inclination boosts up the income, availability of increase of credit facility, dual income families, and nuclear families. Lifestyle and projection of self image and impulsive purchasing in today's retail is being considered as major leisure time activity. Impulsive buying behavior is driven by self-indulgent or pleasure of buying which causes the consumer to experience desire of buying products. Customers are not only interested in acquiring but also enjoy displaying it and make it known for their involvement. This kind of behavior was observed when customers were faced with by instant, affective-oriented and quick purchasing. Whenever the consumers have unplanned purchase attitude, they do not bother to analyze and go deep into the details. Such behaviors are usually triggered by situational factors which have the capability to enhance the willingness of individuals for shopping. Unplanned buying is a persuaded influence due to an individual's background and past experiences. There are factors which control or trigger the impulse buying behavior. Certain factors have been identified by various researchers that trigger the impulse buying. Broadly these triggers are divided into two types external cues and internal cues. External cues involve marketer-controlled environmental and sensory factors like advertising, store displays, etc. Internal cues include consumers' self-feelings, moods, and emotional states. Studies have found that atmospheric factors in the retail store (i.e., sights, sounds, and smells) are important triggers that can also influence a desire to purchase impulsively. Not all the products influence impulse buying, for example, cell phones, holiday packages, insurance et cetera are rarely bought impulsively. It has been spotted that there are certain features associated with the products that leads to impulse buying.

- The products with low fiscal involvement like everyday utility objects like personal care, groceries etc.
- The items with high personal attachment like stationery books, gadgets, etc.
- Personality enhancement products like jewelry apparels, accessories, home décor etc.
- Instant satisfaction which mainly consists of eatables like fast food items, experiences chocolate etc.

There are several factors which trigger an impulsive purchase from a customer. Some of the key reasons why impulse buying happens are listed below:

1. Placement of products

Stores frequently display products that entice customers to buy them right away. For example, if a person wants to buy a toothbrush but also sees toothpaste next to it, they will purchase both. When a customer is intercepted by a product and ends up buying it, this process is known as impulse

intercept merchandise.

2. Attractive displays

People are typically influenced by window displays, in-store decorating, boards, and signage to make impulse purchases since they are drawn to the goods at the time.

3. Purchasing capacity & mode of payment

A person with a high income is more likely than someone with a low income to make an impulsive buy. People who have debit and credit cards are also more likely to make a rapid purchase because they don't have to worry about carrying a large amount of cash.

4. Affinity towards a brand

Customers who have a soft spot for a brand are more likely to be drawn to it and purchase it. This has more to do with a customer's brand loyalty to a certain brand or corporate product.

5. Impulsive buying behavior

Some clients have a tendency to buy things on the spur of the moment without giving it much thought. They make the decision to buy right away since they have an immediate need for it.

6. Human Emotions

Human emotions such as happiness, rage, and loneliness can lead to rash purchasing decisions. For example, if a person is lonely, they might purchase an audio CD containing sorrowful tunes.

As a result, the preceding paragraphs describe a few elements that influence impulsive purchasing.

LITERATURE REVIEW

There is limited literature available particularly for factors affecting impulsive buying behaviour. But all over the world many researches have been done to identify role of different factors affecting consumer behaviour. Sum of the similar researches have been discussed below:

1. The descriptions of impulse buying before the study of Rook (1987) were focused on the product while determining an impulse purchase. The earlier studies did not include the consumer and his personal traits as the factor influencing impulse purchases. The later year's researchers aimed on the personal impulsiveness by investigating the various behavioral aspects of impulse buying. Rook (1987) argued that during impulse buying, the consumer experiences an instantaneous, overpowering and persistent desire. He characterised the impulse buying as unintended, non-reflective reaction, which occurs soon after being exposed to stimuli inside the store. Rook and Gardner (1993) defined impulse buying as an unplanned behavior involving quick decision-making and tendency for immediate acquisition of the product. Rook and Fisher (1995) introduced impulsiveness as a personality trait and defined as consumer's tendency to buy spontaneously, nonreflectively, immediately, and kinetically.
2. Block and Morwitz (1999) enunciated the definition of impulse purchase as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. Kacen and Lee (2002) stated that impulsive behavior are more arousing and irresistible but less deliberative when compared to planned purchasing behavior. According to Engel and Blackwell (1982) impulse buying is an action undertaken without previously having been consciously recognised or a buying intention formed prior to entering the store. Based upon the different description, we conclude that impulse buying involves hedonic purchase decisions which are made inside a store and excludes the reminder purchasing activities.
3. Iyer (1989) further distinguished that all impulse purchases are unplanned, but unplanned purchases are not always impulsively decided. Han et al. (1991) modified the Stern (1962) classification of impulse mix in context of fashion products and developed as four types of impulse buying: i) Planned impulse buying ii) Reminded impulse buying iii) Suggestion or fashion-oriented impulse buying iv) Pure impulse buying. Planned impulse buying is partially planned but specific product or categories are not decided by the shopper. They are further determined on the basis of the different sales promotions inside the shop. Reminder impulse buying occurs when the buyer is reminded of the need of the product noticing it in the shop. Pure impulse buying is a novelty or escape purchase which a shopper breaks the trend of usual shopping.
4. Stern (1962) Defined impulse buying behavior by classifying as planned, unplanned, or impulse, also suggested that some product-related factors that might predict impulse buying.
5. Customers plot impulse decisions, where they know they want to purchase a merchandise, but are not sure about the particulars. Impulse buying theories display a jillion of opportunities for marketers. Every facet of a merchandise, from the way the packaging hooks the eye to the way the merchandise is put out in the store, has a blow on a customer's impulse control. Marketers who can grab the impulsive thought and close the sale will have the most eminence. Impulsive behaviour has an extensive history of being correlated with crudity, primitivism, absurdity "deformity of the will," lower intelligence, and even social aberration and criminality (Bohm-Bawerk [1898] 1959; Freud [1896] 1911; Mill [1848] 1909).
6. Lately, impulsive behaviour has been described as deceptive reasoning (Ainslie 1975), which leads to near-sightedness and erratic nature (Stigler and Becker 1977; Strotz 1956). In the consumption dimension, impulsive behaviour has been associated with "being bad," and with unfavourable ramifications in the areas of personal finance, post purchase satisfaction, social reactions, and overall self-esteem (Rook 1987;

Rook and Hoch 1985). Yet, it is feasible to conceive of consumption situations in which impulse buying would be viewed as normatively neutral, or even positively sanctioned behaviour. For example, a spontaneous gift for an ill friend, a sudden decision to pick up the tab for a meal, or simply taking advantage of a two-for-one in-store special are impulse buying instances that may represent, respectively, kind, generous, and practical activities.

7. When impulse buying is more virtuously motivated, it is likely to elicit more positive normative evaluations. The need to recognize impulse buying in retail stores was first analyzed in the marketing literature over fifty years ago (Clover, 1950). Baum (1951) forwarded that consumer was stimulated to impulse buying after they came into the shop.
8. Stern (1962) was the first scholar to proposed four specific types of impulse purchases namely - reminder, pure, , planned and suggestion. Impulse buying. Rook (1987) dispute successfully that impulse buying should be characterized it as extraordinary, hedonically complex ,exciting and compelled buyer action. Over the years, impulse buying has also been made easier by innovations, such as credit cards, telemarketing, and home shopping networks (Rook, 1987). Thomas (1997) pointed to two emotional shifts that affect the buying manner as - an increase in stress levels because consumers are out of their daily habit and an increase in levels of apprehension and excitement.
9. Beatty and Ferrell (1998) argued that situational variables - time available and money available and individual difference variables were found an impact on a set of endogenous variables, including positive and negative alter and so on. Hausman (2000) declared that negative evaluation of impulsive buying behavior that rise from negative interpretation of impulsiveness in psychology such as immaturity and lack of behavior control or irrationality, risk and waste.
10. Hausman (2000) explained that customers buy goods because of non economic reasons, such as fun, fantasy, social and emotional comfort which help them to ignore the negative consequences of impulse buying. Sellers realizes the importance of this aspect, and through store layouts, product packaging, and in-store.

RESEARCH METHODOLOGY

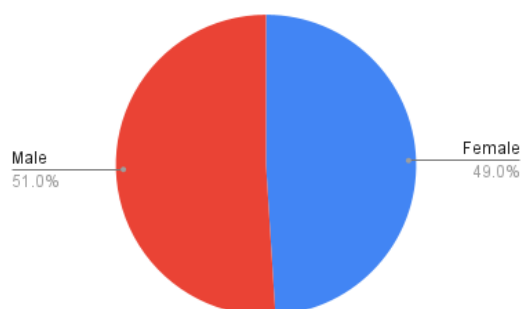
Marketing research is nothing more than gathering and analysing marketing data in order to reach a positive conclusion. The goal of this research is to describe the research procedure. Data collection is an essential component of research because the entire study is dependent on it. There are numerous methods for gathering data, each with its own set of advantages and disadvantages in terms of time, cost, and convenience. The importance of research methodology in determining the working process/course of action to achieve the ultimate goal cannot be overstated. It is extremely important and determines the survey's success. The survey method was used to achieve the research objective because it is essentially exploratory in nature. The survey is carried out using Non-Probability Convenience Sampling and a structured Questionnaire as a research tool.

OBJECTIVES

- To study the factors influencing impulsive buying
- To understand the level of satisfaction of the customer after impulsive buying
- To understand emotional influence on impulsive buying
- To understand the psychology behind impulsive buying

DATA INTREPRETATION

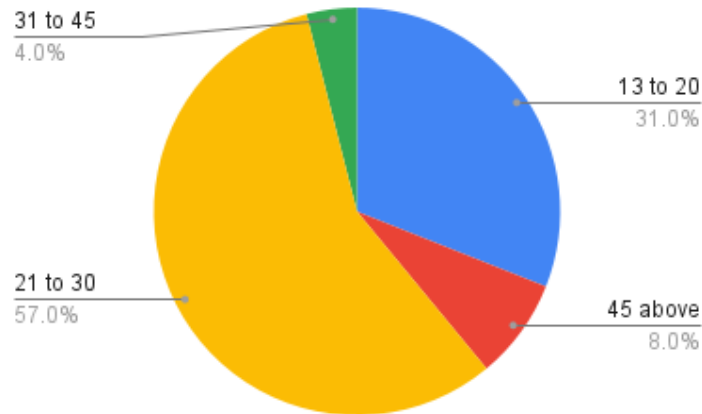
Gender



FINDINGS :

In the above question it is shown that from 100 respondents, there were **51** males and **49** females.

Count of Age



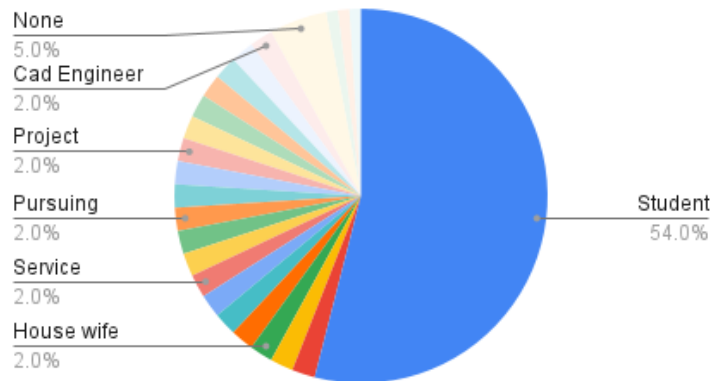
FINDINGS :

In the above pie chart it is shown that

- **31%** of respondents belong to the age group of **13 to 20**.
- **57%** of respondents belong to the age group of **21 to 30**.
- **4%** of respondents belong to the age group of **31 to 45**.
- **8%** of respondents belong to the age group of **45 Above**.

this shows that the people who do impulsive buying the most is between 21 to 30 age group.

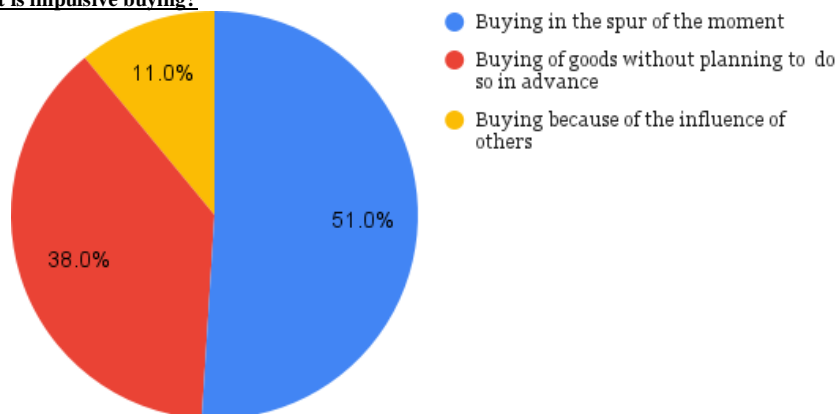
Count of Occupation



FINDINGS :

In the above chart it is shown that **54%** of respondents belong to the category of student and does impulsive buying often.

1)According to you, what is impulsive buying?



FINDINGS:

In the above chart taken from 100 respondents, it is shown that:

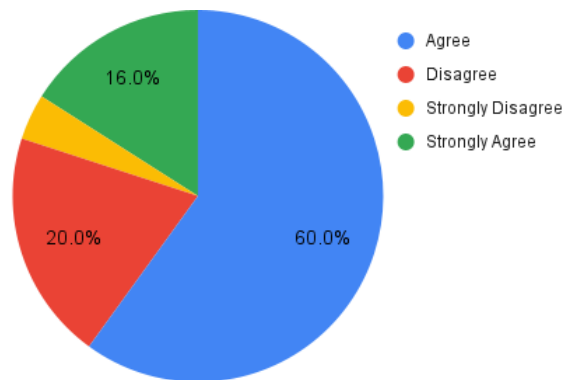
OPTIONS	PERCENTAGE
Buying in the spur of the moment	51%
Buying of goods without planning to do in advance.	38%
Buying because of the influence of others	11%
TOTAL	100%

- **51%** of respondents have chosen buying in the spur of the moment, which means that people tend to buy things in the moment by not giving it a thought.
- **38%** of respondents have chosen buying of goods without planning to do so in advance, which means that people tend to buy things without any planing or having a thought behind it.
- Lastly, **11%** of respondents have chosen buying because of the influence of others, which means people tend to get influenced easily by others in buying things which they didn't intended to.

2) I am drawn to a product when I see a good advertisement

FINDINGS :

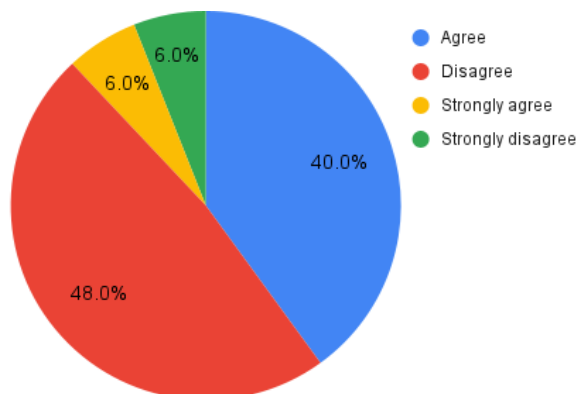
In above pie chart we can see that



OPTIONS	PERCENTAGE
Agree	60%
Disagree	20%
Strongly agree	16%
Strongly disagree	4%
TOTAL	100%

- **60%** of Respondents agree to buy after seeing a advertisement.
- **20%** of respondents disagree do not have any tendency or desire to buy any products by seeing an advertisement.
- **16%** of respondents strongly agree, which means that they get drawn towards the advertisement.
- **4%** of respondents strongly disagree, which means that they are not intrigued by any advertisement when buying products.

3) When I come across a merchandise that I like, I buy it even if it is expensive



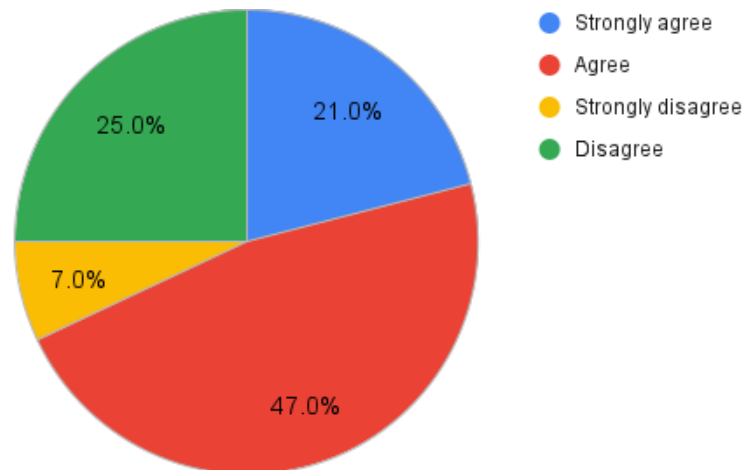
FINDINGS :

In the above pie chart taken from 100 respondents it is shown that:

OPTIONS	PERCENTAGE
Agree	40%
Disagree	48%
Strongly agree	6%
Strongly disagree	6%
TOTAL	100%

- 48% of respondents have disagree, which means that people do not buy the merchandise if they are expensive even if they like the brand.
- 40% of respondents have agree, which means that they tend to buy regardless the price of the merchandise if they like the brand.
- 6% of respondents have strongly disagree, which means that they are not interested in buying the merch which it is expensive.
- 6% of respondents have strongly agree, which means that they often buying the merch without giving a thought about the price.

4) I'm more likely to enter a store if I'm drawn in by an appealing window display.



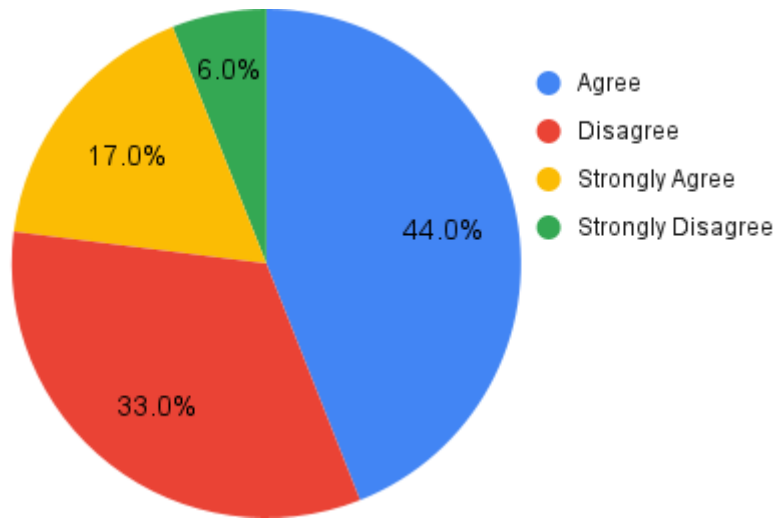
FINDINGS:

In the above pie chart taken from 100 respondents it is shown that

OPTIONS	PERCENTAGE
Agree	47%
disagree	25%
Strongly agree	21%
Strongly disagree	7%
TOTAL	100%

- 47% people who have agreed shows that they tend to get attracted by a window display and does impulse buying.
- 25% people who have disagree shows that they do not get attracted by a display.
- 21% people who have strongly agreed shows that they are get attracted by the display and tend to do impulsive buying.
- 7% people who have strongly disagreed shows that they doesn't seem to get attracted by any display which makes them do impulsive buying.

5) When I have money, and I like something, I can't help but spend it.



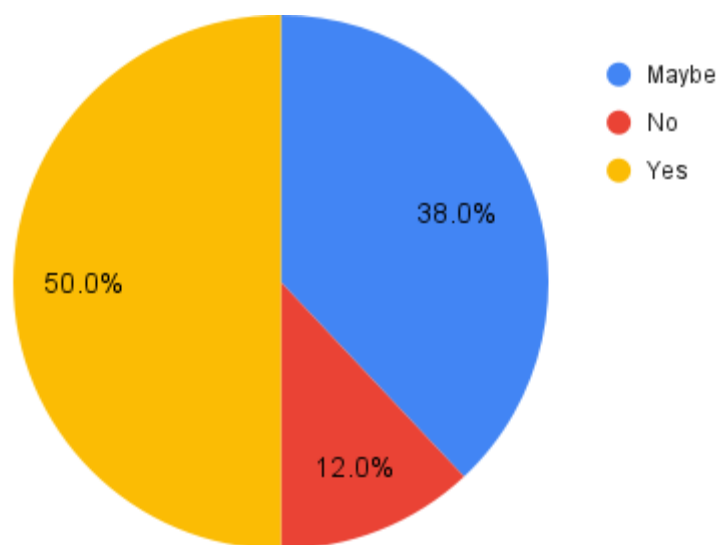
FINDINGS :

In the above pie chart taken from 100 respondents it is shown that

OPTIONS	PERCENTAGE
Agree	44%
Disagree	33%
Strongly agree	17%
Strongly disagree	6%
TOTAL	100%

- 44% of respondents tend to spend money when they have.
- 33% of respondents do not tend to do any buying with the remaining money.
- 17% of respondents does impulse buying whenever they like something with the money left.
- 6% of respondents do not spend any money on anything after they save money.

6) If I see an interesting promotional offer (reduced price, sales promotion, etc.) on an in-store sign, I am more likely to purchase.



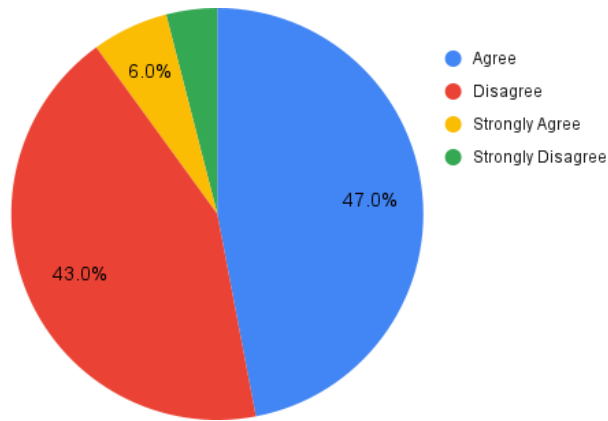
FINDINGS:

In the above pie chart taken from 100 respondents it is shown that

OPTIONS	PERCENTAGE
Yes	50%
No	12%
Maybe	38%
TOTAL	100%

- 50% of respondents tend to do impulse buying when they see any promotional schemes.
- 12% of respondents do not buy do any impluse buying after seeing any promotional schemes.
- 38% of respondents sometimes gets intriged by the schemes and sometimes not.

7) I tend to buy without thinking when I experience strong emotions.



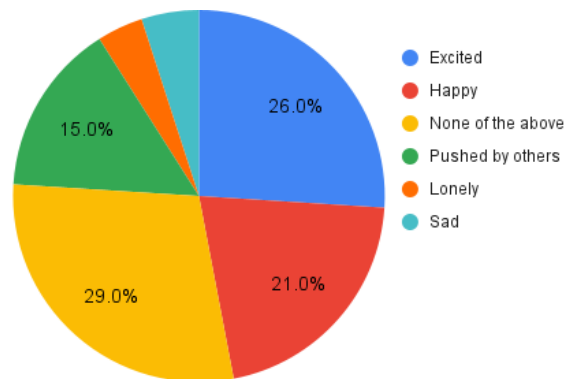
FINDINGS:

In the above pie chart taken from 100 respondents it is shown that

OPTIONS	PERCENTAGE
Agree	47%
Disagree	43%
Strongly agree	6%
Srtongly disagree	4%
TOTAL	100%

- 47% of respondents have agreed, which means that they do impulsive buying when experiencing strong emotions. (eg: - happy, sad, excited, etc.)
- 43% of respondents have disagree, which means that they simply do not get drawn by their emotions.
- 6% of respondents have strongly agree, which means that they tend to do impulse buy in while in their strong emotions.
- 4% of respondents have strongly disagree, which means that they do not buy while experiencing strong emotions.

8) I tend to buy without thinking when I am.



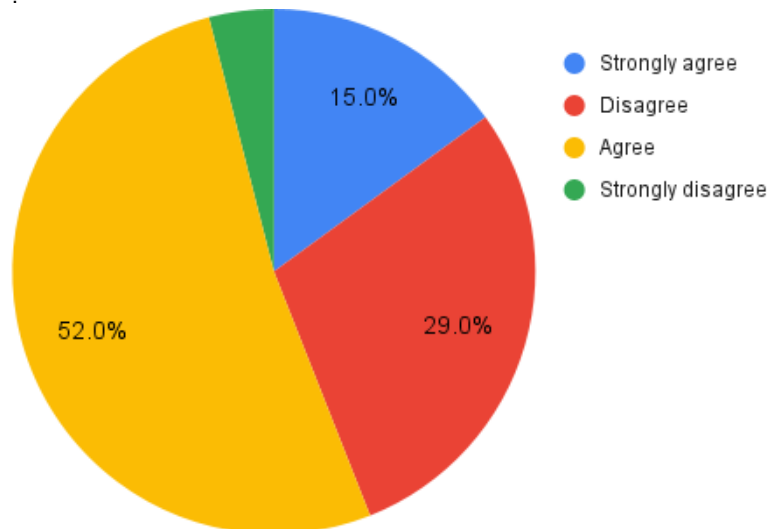
FINDINGS :

In the above pie chart taken from 100 respondents it is shown that

OPTIONS	PERCENTAGE
Excited	26%
Happy	21%
None of the above	29%
Pushed by others	15%
Lonely	4%
Sad	5%
TOTAL	100%

- 26% of respondents experience excitement from which they do impulse buying.
- 21% of respondents experience happy from which they do impulse buying.
- 29% of respondents experience no strong emotions while impulse buying.
- 15% of respondents experience influenced or pushed by others to do impulse buying.
- 4% of respondents experience lonely when they tend to do impulse buying.
- 5% of respondents do impulse buying while experience sad strong emotion.

9) When you decide to purchase a product, you are more likely to purchase that product as well as a product related to it

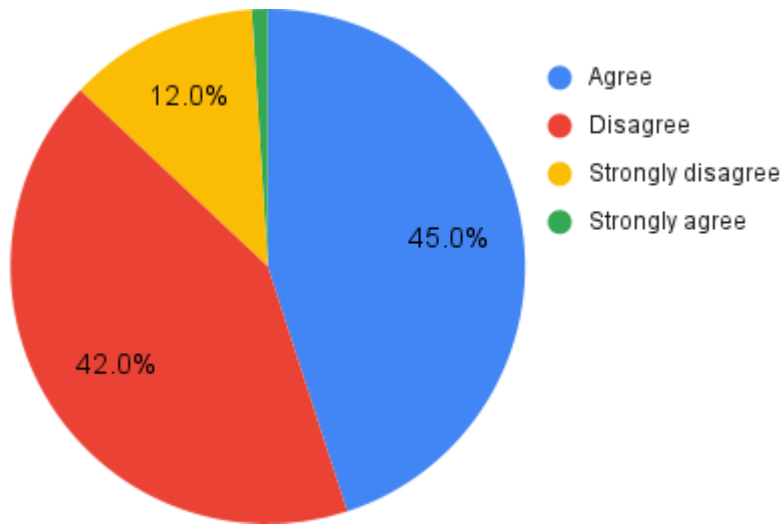
**FINDINGS:**

In the above pie chart taken from 100 respondents it is shown that

OPTIONS	PERCENTAGE
Agree	52%
Diagree	29%
Strongly agree	15%
Strongly disagree	4%
TOTAL	100%

- 52% of respondents have agreed that they tend to buy the product as well as a product related to it.
- 29% of respondents have disagree that they do not buy any other product rather than what they decided to buy.
- 15% of respondents have strongly agree that they often do impulse buying of products which are related to their products.
- 4% of respondents have strongly disagree that they do not do impulse buying of products that they do not wish to buy.

10) If I see a product that catches my eye, I tend to buy it regardless of whether or not I'll use it later.



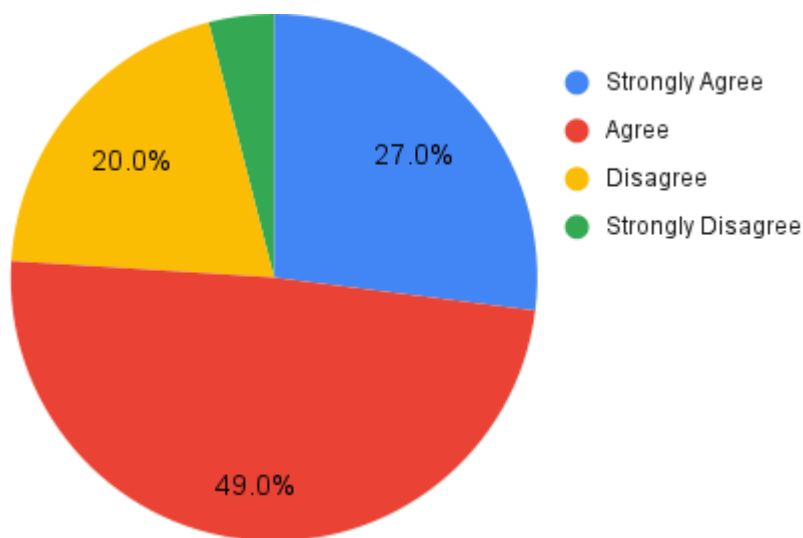
FINDINGS:

In the above pie chart taken from 100 respondents it is shown that.

OPTIONS	PERCENTAGE
Agree	45%
Disagree	42%
Strongly agree	1%
Strongly disagree	12%
TOTAL	100%

- 45% of respondents have agreed, which means that they tend to do impulse buying when they get attracted by a product even though it will be regardless to them.
- 42% of respondents have disagreed, which means that they do not impulse buy when the product is not useful to them.
- 1% of respondents have strongly agreed, which means they do get intrigued by products whether it comes in use or not and do impulse buying.
- 12% of respondents have strongly disagreed, which means that they do not have any desire to buy any products which are not useful to them.

11) I've felt a little guilty after purchasing a product because I appeared unreasonable.



FINDINGS:

In the above pie chart taken from 100 respondents it is shown that.

OPTIONS	PERCENTAGE
Agree	49%
Disagree	20%
Strongly agree	27%
Strongly disagree	4%
TOTAL	100%

- 49% of respondents have agreed that they have felt a little guilty after purchasing or doing impulse buy.
- 20% of respondents have disagreed that they have not felt guilt after purchasing.
- 27% of respondents have strongly agreed that they do feel guilty after have done impulse buying
- 4% of respondents have strongly disagreed that they don't feel any guilt with their purchase which means that they either are satisfied or do not does any impulse buying.

CONCLUSION

Although impulse buying has increasingly been deemed an unethical pitch to customers, marketers see it as a source of cash rather than blame. From the standpoint of consumers, it should not be a significant disadvantage, because those with purchasing power can spend their money how they please. After reviewing numerous studies and models, as well as explaining the proposed model, it can be stated that impulsive buying is a sensitive behaviour that is influenced by a variety of external and internal circumstances. After passing through the filters of controllable and uncontrollable urges, these factors result in diverse purchase habits among consumers.

It can also be inferred that impulse buying does not always include cognitive dissonance; it all relies on the consumer's experience and the circumstances surrounding the purchase. The study's primary goal was to uncover the various elements that lead to impulse purchases, and it concluded that both external and internal factors influence customers' impulses. However, not all of the criteria have the same impact on respondents' impulse buying behaviour. Impulse shopping has become a widespread problem due to dramatic improvements in personal disposable income, lifestyle, and credit availability. It's also crucial to create an appealing physical shopping environment and in-store stimulus to boost sales through accidental purchases.

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