



## A Literature Review: Factors Influencing Impulse Buying Behavior

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### Abstract

Impulse buying or impulse purchase describes the behavior of buyers or shoppers who purchase things from stores that are not preplanned to buy. Instant purchasing is named as impulse buying. Impulse buying behavior used to be a fascinating issue to be figured out by many researchers and marketers, in consumer behavior studies. This study aims to present a detailed literature review of impulse buying behavior. Development of the impulse purchasing concept, the procedure of consumer's impulse purchasing behavior, and various factors that affect impulse purchasing. The content analysis of the varied research about impulse buying behavior may be carried out to understand the basic distinctiveness of impulse purchasing for upcoming researchers by amplification the diverse factors influence impulse buying. Impulse buying is a pervasive and characteristic aspect of consumers' lifestyles and also a focal point of considerable marketing management activity.

**Keywords:** impulse buying, factors of impulse purchase, consumer behavior, impulsiveness

### Introduction

Consumer behavior has been constantly of great interest to marketers. Beginning about 300 years ago untimely economists, led by Nicholas Bernoulli, John von Neumann, and Oskar Morgenstern, happened to observe the basis of consumer decision-making. Consumer purchasing behavior tends to establish what it precisely is that drives consumers when making buying decisions (Meena 2015). Consumer buying behavior refers to the assortment, obtain, and consumption of goods and services for the satisfaction of their wants. There are different processes distressed in consumer behavior (N Ramya 2016). The factors such as the personal, social or cultural, economic, and psychological for buying a product (Sheikh 2020). With a suggestion to impulse buying one of the earliest studies was DuPont Consumer Habits Studies in the 1940s to 1960s and by Patterson in the period 1960s whose support was Point-of-Purchase Advertising Institute. Diverse countries were enclosed in these studies and it originated that shoppers in the U.S. are extra precipitate as compared to other nations. Approx 80% of the population in definite categories are impulsive buyers. The expansion of new technologies like television shopping chains and innovations in the grassland of marketing like 24-hour convenience stores assist in the probable growth of impulsive purchasing. The measure of convenience and effortless accessibility of these technologies additional adds to the enlargement of impulsive buying (Tibert 2011). Impulsive buying behavior is an unexpected, convincing, hedonically intricate purchasing behavior in which the speed of the impulse purchase decision development precludes considerate, purposeful deliberation of all information and choice alternatives (Jacqueline J. 2002). Impulsive customers' buying behavior accounts for up to 80% of all buying items in definite product categories and it has been recommended that purchases of new products affect more from impulse buying than from prior planning (Abrahams 2009).

In this paper, Researcher analyzed an imaginary structure of impulse buying behavior because of the growing significance of this topic. In the first chapter, the definitions and types of impulse buying literature searched comparing different researchers' views also discussed the concealed factors to generate the consumer to behave impulsively such as social factors, situational factors, and motivational factors.

### DEFINITIONS OF IMPULSE BUYING BEHAVIOR

Hausman (2000) recognized that impulse buying is an ordinary process of product selection, in part, because it provides hedonic rewards. Though this research has completed important contributions to our consideration of impulse purchasing, researchers have not come to an accord on the conceptualization of impulse purchasing. Thus, unsettled issues subsist in the literature preventing an apparent understanding and ensuing in incoherent operationalization of the construct.

Rook and Hoch (1985) state the increasing consensus among researchers when they recommend that defining impulse purchasing as unplanned is neither a enough condition nor a essential condition for understanding an impulse purchase, since consumers use store layout as external memory aid. Consumers may plan impulse buys.

Similar to **Rook's (1987)** definition this definition does not think the position of stimuli in the impulse purchase decision. While early impulse purchase research focused on the product as stimuli, advertisements, articles and word of mouth can likely act as stimuli. In the following section discuss issues that we bicker are uncertain yet important in considerate impulse buying.

**Beatty and Ferrell (1998)** described that Impulse buying refers to instant purchases which are without any pre-shopping objective also to buy a specific product type or to accomplish a specific need. They explained that impulse buying behavior occurs after experiencing a buying yearning the shopper and without much reflection. The buying of an item that is out-of-stock and reminded during encountering the product are barred from the purview of impulse buying.

According to **Engel and Blackwell (1982)**, impulse buying is an act undertaken without beforehand having been intentionally familiar or a buying purpose shaped before entering the store. Based upon the unrelated description, Researcher concluded that impulse buying involves hedonic purchase decisions which are through inside a store and excludes the reminder purchasing activities.

According to **Kacen and Lee (2002)**, most clients end up buying impulsively at one time or another. Therefore, it seems essential to assign time to recognize the factors that cause impulse buying. Investigations conceded by several authors showed that a diversity of factors is related to impulse buying.

An impulse arises right away upon an altercation with a certain stimulus (**Wolman, 1973**). Consumer impulse buying is a significant concept along with product association as they are concerned with a specific product (**Jones et al., 2003**). According to **Han et al. (1991)**, impulse buying was classified into four types:

- (1) Planned impulse buying;
- (2) Reminded impulse buying;
- (3) Fashion-oriented impulse buying; and
- (4) Pure impulse buying.

**Applebaum (1951)** was the first to propose that impulse buying occurs when the consumer came to a store and he or she was inspired by the store environment. At the same time, **West (1951)**, who was interested in impulse buying by **Clover (1950)**, defined impulse buying as the buying decision that occurs in a store and the consumer does not plan to acquire before the store.

**Piron (1991)** planned a definition of an impulse purchase that includes four criteria which are unplanned purchase, disclosure to stimulus, on-the-spot decision, and emotional and cognitive reactions.

**Rook and Gardner (1993)** described impulse buying as an unplanned behavior concerning sudden decision-making and inclination for urgent attainment of the product.

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## FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR

Consumer behavior and marketing researchers have begun to spotlight to recognize the common factors which have effects to amplify impulse purchases. Impulse buying behavior of the shopper is inclined by several factors which could be connected to the shopping environment, the customer's traits, products' characteristics, and the diverse demographic and socio-cultural dimensions (**Rook's 1987**). Merchandising in in-store retail trade is one of the explanation marketing tools that affect consumer behavior and inspire impulsive buying. This article aimed at illuminating what visual merchandising essentials are the most significant for consumers when shopping in specialized clothing stores (**Kerfoot, 2003**). There are numerous factors linked with the product and the retail environment that strength increases the likelihood of a shopper making an impulsive purchase. Factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer to lure consumers into purchase behavior (**Youn and Faber, 2000**). Several studies suggest that impulse buying behavior resulted from the related of unplanned purchasing to the experience of stimulus inside the store. The manipulation of in-store stimuli like product displays, shelf positions, packaging, product line, and price becomes more vital for impulse buying than preplanned purchase decisions (**Ünsalan, M. 2016**).

Retailers identified to intend store environment in a way that enhances consumers' positive feelings, under the postulation that this will lead to preferred consumer behaviors, such as a higher willingness to purchase or stay in the store for longer (**Xu, Y. 2007**). To make the most of the convenience of the consumer in store, the store layout can be improved by marketers (**Crawford 2003**). It was surrounded by the first to propose that the impulsive purchase can be conducted by the consumer's exposition at the time of his familiarity of shopping to a stimulus of the environment (**Applebaum, W. 1951**). Store employees' friendliness has positive effects on customers' impulse buying behavior. The helpfulness of salespeople in supporting customers influences consumers' willingness to buy. Moreover, the supposed friendliness of store employees might reduce the negative impact of perceived crowding on unplanned purchases (**Mattila and Wirtz, 2009**). Certain products were bought more impulsively than others. The likelihood that a product will be purchased on impulse depends on the product category, product price, product brand and package, and product distribution (**Stern, 1962**). Hedonic products and useful products can be planned as two categories of products by marketing literature. Hedonic products are mostly consumed for their hedonic benefits; on the other hand, functional products are consumed for their utilitarian benefits (**Tinne, 2010**).

Price is a factor that affects impulse purchases an item with a suddenly low price can make shoppers feel that they are spending less than they initially planned (**Stern, 1962**). The product brand is one of the stimuli factors of an impulse buy because of the brand's message. Their study showed that

consumption of snack food brands can contain four different personal values which are well-being, friendship and belonging, fun and enjoyment (**Duarte 2013**). The more frequent the outlets in which an item is accessible, the more opportunities the consumer has to discover and buy it (**Stern, 1962**). Promotional activities are a different vital factor that influences impulse buying and include the number of determinants that is coupons, low prices, discounts, and special offers. It had been originated that 70 percent of unplanned purchases made by consumers are due to promotional activities which include point of sale, special displays, and offers. The findings show that the promotional approach has an important manipulation of impulse buying behavior. The finding of this study regarding the promotional approach was supported by the study of Faber and Youn (2000) which exposed that people are buying more impulsively by the persuasion of promotional offers existing in the supermarket. Point-of-sales communication tools and promotional activities (temporary price reductions, coupons, sampling) provide marketing stimuli and help retailers to stimulate consumers' impulse buying behavior (**Duarte et al., 2013**).

Researchers exposed what visual merchandising elements are the most significant for consumers in Lithuania when shopping in focused clothing stores. Nowadays retailers apply visual merchandising elements in their practice more and more generally and inventively. They used exclusive signs and references, various techniques of product demonstration such as matching up the colors, lighting in the store area, and heavy investment into the store environment developed by professionals (**Gudonavičienė, R 2015**). The researcher examined the effect of five intrinsic factors, namely, personality, culture, materialism, shopping enjoyment tendency, and impulsive buying inclination on impulsive buying behavior. The researcher used structural equation modeling in the research paper. The responses from 508 consumers in the different parts of India's National Capital Region were analyzed and results showed that while the three constructs of materialism, shopping enjoyment tendency, and impulsive buying affinity had an important positive relationship with impulsive buying behavior, the cultural build of collectivism and two personality constructs of extraversion and conscientiousness too showed important relationship. With a clear dearth of literature on impulsive buying behavior in the Indian context, the findings from the study could get going with other related efforts in other geographical areas of this huge country (**Badgaiyan, A. 2014**). The investigation was to explore some main factors distressing impulse buying behavior in combination with the clothing market. To examine the offered model after creating a questionnaire, the validity and reality of the data have been tested. Results from SPSS software show the level of self-esteem, irritability (impulsivity), Shopping environment, promotional tools, and gender have an important impact on impulse buying behavior mainly for purchasing cloth. Most of the research which has been completed in the sphere of impulse buying, have investigated the effect of one or more limited factor affecting this behavior, and any research has not investigated the concurrent effect of all demographic, situational, and psychological factors, and also marketing mix. Hence, in recent research researchers used a model that includes all of the aforesaid factors and explains their concurrent effect on impulse buying. Some factors of impulse buying behavior were familiar as special elements with a strong impact on the clothing market (**Hadjali, H. R., 2012**). The researcher examined how external impulses generate cues of a website that affect consumer impulse-buying behavior and also investigated how internal factors of impulse buying are connected to impulse-buying behavior in online shopping. The findings of the study were expected to add to accessible literature by providing imminent into consumers' impulse-buying behavior in online shopping. This study suggested that certain types of consumers are more likely to engage in impulse buying regardless of shopping channels. Thus, consumers who have affianced impulse buying in one shopping channel were also likely to make impulse purchases in other channels because of their internal factors affecting their decision (**Dawson, S 2009**). Researchers investigated the factors which generally influence consumers to coddle in impulsive shopping from e-tailing stores. The total population was recorded at 7,996,830 based on the report of world population view 2020 (worldpopulationreview.com). This study was aimed at getting 385 respondents based on the sample size. Data were analyzed using statistical software SPSS version 25.0 and PLS-SEM version 3.0. At the practical level, the change from consumers' planned purchases to impulse buying behavior inclined by marketing stimulus and product variety provides a significant direction to retailers. Therefore, these findings can be useful to retailers and companies to design their strategies for attracting customers (**Karim, M. W. 2021**)

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## Conclusion

Impulse buying on social media is a current and very important topic, but modesty is known predominantly in the context of online bunch offers and top reviews. Perceived monetary benefits play a fundamental role in bundle offers to stimulate impulsive behavior. In a nutshell, this study is credible to understand the insight of social media advertising and social factors for scholars and professionals with suitable suggestions to influence impulse buying. Unexpectedly, this study found no significant difference among the types of external impulse trigger cues. Perhaps, future research can inspect different types of external impulse trigger cues using a dissimilar situation that provides a more reasonable situation and foster high association with the decision-making process. Future research is needed with the more varied depiction of global online shoppers. The limitation of the research has been the use of short scales for measuring constructs. Thus, it is recommended that the study should be conducted through the physical distribution of research questionnaires.

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