

## A STUDY ON IMPULSIVE BUYING BEHAVIOUR AMONG CONSUMERS IN SHOPPING MALLS

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### Abstract

Theories of consumer behavior and related research have produced a new concept that can influence the cognitive functions of consumers when purchasing a product. A new trend in consumer behavior is called "Impulsive Buying". The process of researching consumer behavior has created new opportunities to study unplanned purchases. Unplanned and emotional purchases have a significant impact on a consumer's perceived financial health. The affordability of impulse buying is an obstacle to the regular purchase of planned products. This not only encourages the purchase of a new product but also affects the existing consumption cycle.

### Impulse Buying

"Impulse buying of the instant, unplanned decision to buy is constantly made immediately before a purchase. Research findings propose that emotions and feelings play an important role in purchasing, triggered by seeing materials or upon exposure to a fine crafted promotional message."

### OBJECTIVES OF THE STUDY

1. To examine the awareness and attitude level of consumers toward impulsive buying behavior
2. To determine the factors influencing consumers the purchasing product through impulsive buying

### LITERATURE REVIEW

**Sagini Thomas Mathai and Dr. R. Haridas (2014)** studied the topic "Personality - Its Influence on Impulse Buying Behavior among Retail Customers in Cochin City" which was one of the main factors influencing the consumer to buy a product on impulse. The study provided a wide range of literature reviews and research rationale on how personality influences consumer purchase decisions. Research has provided various internal and external factors that increase the likelihood of an impulse purchase of a product. It also provided a conceptual framework on which the impulse buying process operates.

**Valérie Lequen (2007)** stated that compulsive buying is defined as repeated impulsive and excessive buying that causes personal and family distress. The purpose of this study is to estimate the prevalence of compulsive buying among "ordinary consumers" and to describe the specific characteristics of the buying style of compulsive buyers. We tried to answer several questions. We successively interviewed five fifty women who arrived at the famous Parisian department store Les Galeries Lafayette. We identified must-buys using standard criteria and a precise rating scale. All subjects answered an additional feedback form that assessed their purchasing behavior.

**Fritz Strack (2006)** described a two-system model of consumer behavior. This model is based on the assumption that all human behavior is a joint operation of reflective and impulsive mechanisms. These mechanisms have different operating principles, but they influence purchasing activity. However, the relative involvement of impulsive and reflexive processes depends on contextual and personal circumstances. The operation and interaction of five systems at different stages of information processing in the dynamics of consumer behavior are described and applied, with special emphasis on impulse buying.

**Roy F. Baumeister (2001)** investigated why people's impulse control breaks down during emotional stress. Some theories suggest that anxiety impairs inspiration or self-control, and some suggest that mood triggers suicidal thoughts. Contrary to these theories, three experiments found that believing that bad weather is frozen (unchangeable) eliminated the tendency to eat fattening snacks, seek immediate gratification, and engage in frivolous procrastination. As a result, when people are upset, they engage in immediate impulses to feel better, meaning that short-term affect regulation takes precedence over other self-regulatory goals.

**Vlasta Rudan (2006)** studied compulsive buying behavior, which has received long attention as a clinical problem. The purpose of this report is to describe the treatment of two female patients diagnosed with an eating disorder. None of the cases met the criteria for the diagnosis of another axis I or II disease. Fluvoxamine has been used in pharmacotherapy and psychodynamic psychotherapy as a psychotherapeutic approach. The study concluded that fluvoxamine and psychodynamic psychotherapy can be effective in the treatment of compulsive shoppers with an eating disorder.

## **Discussion**

Impulse Buying Tendency makes unplanned purchases at once. This allows empirical evidence to be considered when purchasing costume materials and decorations. Consumers with higher IBT are influenced by marketing stimuli such as advertisements, images, or promotional gifts, and thus engage in in-store browsing and respond to impulse purchases more often. A greater impulse buying tendency can lead to a greater impulse buying tendency. The propensity to enjoy shopping is defined as the pleasure a person receives from shopping. A higher level of shopping pleasure leads to a greater positive effect. Consumers who enjoy shopping engage in more unplanned purchases and receive psychological benefits from the shopping process itself. Consumers who show greater shopping enjoyment have a more positive attitude towards pop-up retail, viewing it as a good thing.

## **CHARACTERISTICS OF IMPULSE BUYING**

- 1) A sudden and spontaneous desire to act,
- 2) Psychological disequilibrium,
- 3) Psychological conflict and struggle,
- 4) Reduced cognitive evaluation and
- 5) Lack of regard for the consequences.

These characteristics are also reflected in the description of impulsivity in the psychiatric literature, which includes a lack of planning, quick reactions, a tendency towards immediate gratification, and weak inhibition.

## **STORE ENVIRONMENT IN IMPULSE BUYING**

Retailers are known for their god, designing the retail environment in a way that evokes positive emotions in consumers. This would lead to the desired consumer behavior, such as a greater willingness to buy or stay longer in the store. The shopping environment has a positive effect on impulse buying behavior, especially if the shopping environment is perceived as overstimulating.

### **i. Store Layout**

Layout refers to the arrangement of products, shopping carts, and aisles, the size and shape of these products, and the spatial relationship between them. Maximize consumer convenience in the store. Merchants can improve the appearance of the store. Providing a good store layout can increase impulse buying behavior at the airport.

### **ii. Store Atmospherics**

Applebaum (1951) was one of the first to suggest that an impulse purchase should be made in such a way that the consumer associates his shopping experience with an environmental stimulus. In addition, Stern (1962:61) expressed a significant relationship between impulsive buying and marketing techniques. These techniques create a favorable environment for impulse buying. Some more recent work has shown that sales mood variables (sounds, sights, and smells) are important stimuli that can lead to impulse buying (Graa et al., 201 :10 ). Fast tempo and loud music increase arousal, warm colors such as orange, yellow and red are associated with intense arousal, and environmental odors such as those of grapes or other citrus fruits also increase purchasing stimulus. In light of Dingfelder (2005), the result of the study of Morrin et al. showed that although pleasant smells and music. This did not affect the mood of buyers. They influenced shoppers' spending, and "unplanned shoppers spent an average of \$32.89, more while playing music than shoppers in the comparison condition.

### **iii. Store Type: Consumers tend to be impulsive in different stores.**

A study by Iyer and Ahlawat showed that consumer purchase motivation is higher in a grocery store than in other stores.

**iv. Salesperson:**

Peck and Childers (2006) began to look at times when touching people led to more impulse buying, they found customers who interacted more with sellers; would increase impulse buying opportunities. Trained salespeople can avoid frustration and lead to buying behavior. Perceived friendliness of store employees.

**3.43. PRODUCT CHARACTERISTICS IMPULSE BUYING**

Some products are bought more on impulse than others. The likelihood that a product will be bought on impulse depends on the product group, the price of the product, the brand and packaging of the product, and the market of the product.

**i. Product Category:** Hedonic products and functional products can be offered as two product groups in marketing literature. Hedonic products are consumed primarily for their hedonic benefits; on the other hand, functional products are consumed for their beneficial benefits. It has been observed that impulse buying occurs more for hedonic products. This is the symbolic meaning that they convey. To increase self-esteem by feeling attractive, consumers are willing to buy products such as cosmetics that improve their appearance and self-image. Information about a new product would lead to impulse buying intention and behavior. It is determined by mouth and adherence to social norms.

**ii. Product Price:** Price is a factor influencing impulse purchases. The surprisingly low prices may leave buyers feeling like they're spending less than they originally planned. Food price is an important factor in determining food choice and impulse buying, especially among poor groups such as students and young consumers.

**iii. Product Brand and Package:** The product brand is one of the impulse buying factors due to the brand message. Consuming food stamps can satisfy four different personal values, which are well-being, friendship and companionship, and fun and enjoyment. The need to fulfill these personal values can trigger impulse buying in the consumer. The type of product packaging related to size or weight affects consumer impulse buying.

**iv. Product Distribution:** The more outlets where the product is available, the more opportunities the consumer has to find and buy it. This should be available to him in as many places as possible where he shops.

**3.44. CONSUMER CHARACTERISTICS IN IMPULSE BUYING**

**i. Age:** Wood (1998) is an important factor in predicting impulse buying. Younger people feel inferior when spending money. Impulse buying is higher at 18-39 and lower beyond that. Additionally, previous research shows that younger people have more impulsivity than older people and less self-control. Thus, are segmented into generational groups which are Baby Boomers, Generation X, Y, and Z. For example, members of the Generation Y cohort, also known as "millennials" or "boomers", were born between 1977, and 1994. Generation Y consumers are likely to use their hands quickly and 68 make general purchases. This cohort is likely to spend, more on impulse than other generations.

**ii. Gender:** Women tend to be more impulsive than men. Women's comparison is elements related to elemental values for emotional and relational reasons, while men's preference is more leisure and finance-related issues for functional instrumental reasons. For example, women tend to buy jewelry, clothes, shoes, handbags, and accessories with impulse buying behavior because there is no need to search for these types of products. If a woman sees a shoe or item of clothing in a store that she likes, even though she has no purchase plan, she is likely to buy it. This would lead to the purchase of high-tech, electronic, and sports equipment, and such items would require a detailed search even if he needed it as soon as possible. The gender variable of the impulse buying factor is, which is related to the product type. At the same time, men make impulse purchases more than women, because in a traditional family women shop and they know more stores and products that help them make a shopping list.

**iii. Mood:** It would be more impulsive, while pleasant mood states such as excitement encourage impulse buying, consumers are also likely to be impulse buyers during negative mood states such as sadness to improve their mood.

**iv. Perceived Risk:** Perceived risk can be defined as the uncertainty that consumers face when they cannot predict the consequences of their purchase decisions. The degree of perceived risk can also influence the consumer's decision-making process. The relationship between perceived risk and impulse buying depends on the degree of desire or desire to buy the product. The feelings and emotions of consumers prevent the perception of risk associated with the product. Perceived risk affects it when the will of the consumer to buy the product is weak.

**v. Materialism:** There is a positive relationship between materialism and impulse buying. The concept of materialism suggests that people who acquire products as a self-fulfillment strategy tend to be impulsive. Richins noted that materialistic consumers are motivated by the desire to achieve social class through material possessions, and thus such consumers impulsively spend money following the trigger of temptation.

**vi. Shopping Enjoyment:** Shopping pleasure is an individual characteristic of the buyer, which represents the tendency to find shopping more enjoyable and to experience shopping more than others. A person with shopping pleasure tends to browse stores longer and then is expected to feel a stronger tendency to make impulse purchases. This is another variable where people view shopping as a form of leisure, don't stick to a shopping list, and therefore make a lot of impulse purchases.

**vii. Impulse Buying Tendency:** Corporate orientation was considered a subset of the general impulsivity construct. "Tendency to react quickly to a given stimulus without considering and evaluating the consequences". This determines a person's tendency to buy impulsively. Several researchers tested and found support between this consumer trait and impulse buying (Beatty and Ferrell, 1998). Consumers with higher IBT scores are more likely to experience impulse and make impulse purchases in retail stores (Mohan et al., 2013). Lin and Chen (2013) argued that understanding and manipulating the IBT of, airline passengers can improve the financial performance of airports.

**viii. Culture:** Culture can be described as the personality of a society. Culture contains basic values, myths, norms, perceptions, needs, desires, and behaviors that a member of a society can learn. Cultural dimensions: power distance (small to large), collectivism versus individualism, masculinity versus femininity, uncertainty avoidance, short- and long-term orientation, and indulgence versus moderation. These dimensions have a significant impact on consumer purchasing behavior. Individuals could be given important group norms and duties and benefit society, and people see themselves as part of a group, like a religious community, while in individualistic cultures people are motivated by their well-being. - existence and success and consider themselves independent. Individuals in collectivist cultures are also likely to hide their feelings; on the other hand, individuals in individualistic cultures do not want to hide their feelings. Furthermore, people in a collectivist culture are encouraged to override their desires to support the well-being of the group. The impulse buying behavior of people from collectivistic cultures is less dependent on impulse buying than the impulse buying behavior of people from individualistic cultures. Individual independence did not affect the impulse-buying behavior of, collectivists, but it did affect the impulse-buying behavior of individualists.

## **RESEARCH METHODOLOGY**

### **1. Objectives**

- To study about impulsive buying behaviour among consumer
- To study about factors effecting impulsive buying behaviour

### **2. Sample Selection**

The researcher has adopted the Convenience Sampling method. The data were collected from the respondents of Vijayawada. The samples were collected through Google Forms from 50 respondents.

### **3. Tools for Collection of Data**

Both primary, as well as secondary data, were collected for the study.

#### **(a) Primary Data**

The Google form was prepared to know the facts like consumer's profile, consumer awareness, and factors influencing the impulsive buying behavior of the consumers.

#### **(b) Secondary Data**

Secondary data is collected from various sources. That refers to the information of facts already published data. Secondary data are collected to a larger extent through reports from books, journals and some information was also downloaded from the Internet and so on.

### **4. Area of the Study**

This research on "Consumers Behaviour towards Impulse Buying of Vijayawada" was chosen for the study.

### **5. Period of Study**

This research work was carried out in October 2022

### **6. Statistical tools used for the study:**

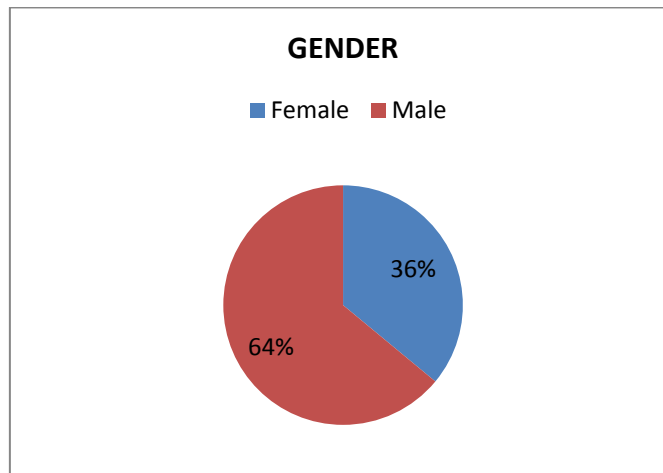
The collected data has been appropriately classified and analysed with the help of statistical techniques such as

Graphs – For graphical presentation of data.

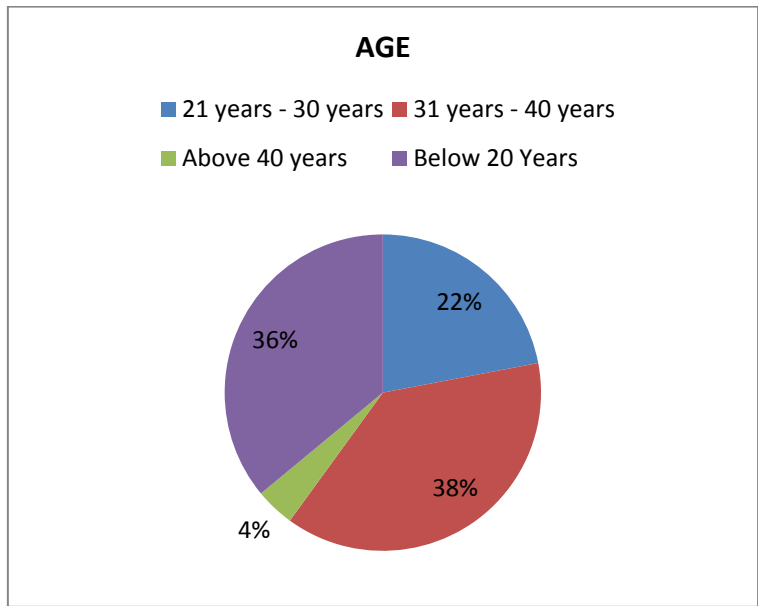
Tabulation – To tabulate data in tabular form for analysis.  
Tools for hypothesis testing such factor analysis

**Data analysis**

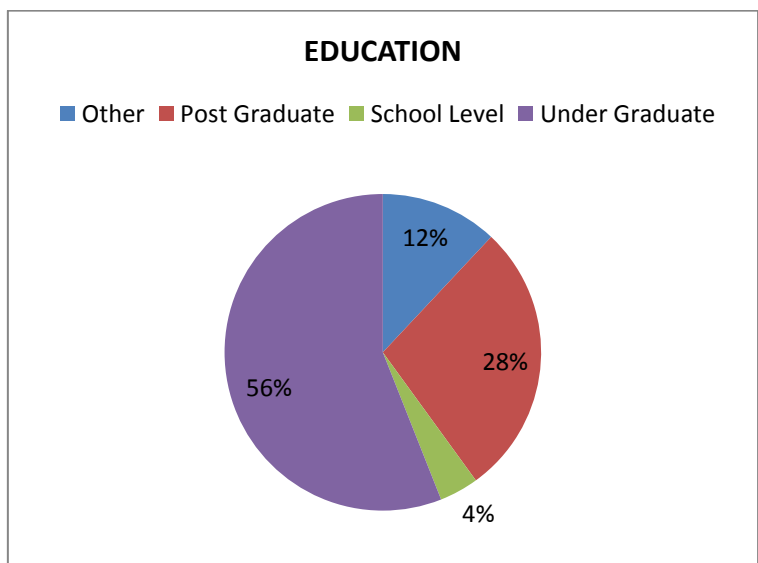
Row Labels	Gender
Female	18
Male	32
<b>Grand Total</b>	<b>50</b>



Row Labels	Count of 3. Age
21 years - 30 years	11
31 years - 40 years	19
Above 40 years	2
Below 20 Years	18
<b>Grand Total</b>	<b>50</b>

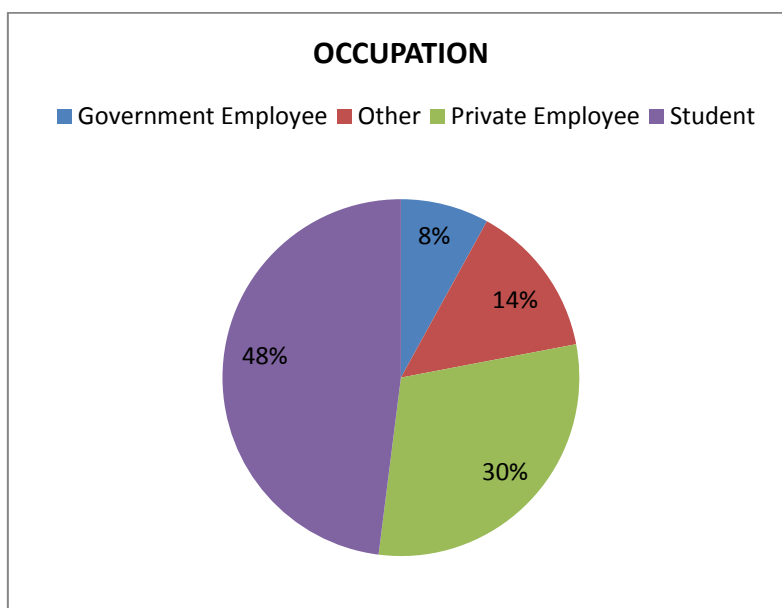


Row Labels	Count of 4. Educational Qualification
Other	6
Post Graduate	14
School Level	2
Under Graduate	28
<b>Grand Total</b>	<b>50</b>





Row Labels	Count of 5. Occupation
Government Employee	4
Other	7
Private Employee	15
Student	24
<b>Grand Total</b>	<b>50</b>



**FACTOR ANALYSIS (FA)**

Factor Analysis (FA) is a statistical process that converts correlated variables (factors) into a set of linearly uncorrelated groups of orthogonal transformed variables (factors) called components.

In FA, sample adequacy should be assessed using one of two tests: the Bartlett's sphericity test and the Kaiser-Meyer-Olkin (KMO) test. The KMO statistic is a measure of proportional variance between variables with similar volatility; it runs from 0 to 1, with 0 being insufficient and close to 1 being sufficient. Using Bartlett's test, the observed correlation matrix is compared to the identity matrix (off-diagonal is zero). If they are similar, the analysis is useless because there will be the same number of factors as variables. KMO scores greater than 0.50 and a p-value for the Bartlett's sphericity test of 0.05 are generally considered.

For certify, Kaiser put the following values on the outputs: 0.00 to 0.49 improper, 0.50 to 0.59 despondent, 0.60 to 0.69 ordinary, 0.70 to 0.79 average, 0.80 to 0.89 estimable and 0.90 to 1.00 wonderful.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	297.973
	df	45
	Sig.	.000

**Conclusion:**

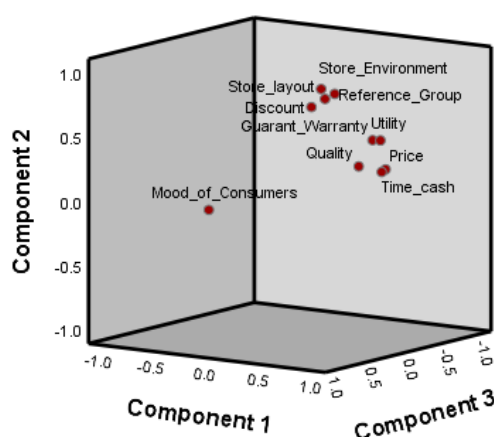
KMO value is larger than 0.5 and a significance level for the Bartlett's test is less than 0.05, then the sample adequate and there is a significant correlation in the data.

Rotated Component Matrix	Component		
	1	2	3
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Price]	.834		
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Availability of Time & Cash]	.820		
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Quality]	.780		
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Guarantee and Warranty]	.706		
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Utility of the Product]	.598		
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Store Layout]		.835	
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Reference Group]		.810	
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Store Environment]		.801	
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Discount Offers]		.757	
Indicate the Level of Opinion towards the Factors that are influencing Impulse Buying Products [Mood of Consumers]			.964
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

**Interpterion:**

From the rotated component matrix, the first component factors are the primary influencing factors, second component factors are secondary and third component factors have least priority.

Component Plot in Rotated Space

**Findings**

1. The greater number of consumer was males 32 (64%)
2. From the sample, the majority number (19) of consumers visiting malls is the 31-40 age groups (38%)
3. First priority Factors that are influencing Impulse Buying Products Price, Availability of Time & Cash, Quality, Guarantee and Warranty and Utility of the Product
4. Second priority factors that are influencing impulsive buying products are store layout, reference group, store environment and discount offers
5. Third priority factors that are influencing impulsive buying products is mood of the consumer
6. Approximately 84% of respondents have 2- members in their family. 14% of the respondents consist of a family of 5-8 members. Only 2% percent of the respondents have more than 8 members in their family.
7. 48% of the respondents prefer to shop in the evening, 10% of the respondents prefer to shop in the evening, 4% of the respondents prefer to shop in the morning and 2% of the respondents prefer to shop in the afternoon. 36% of the respondents do not have a particular time as they like to go for shopping at any time.
8. 38% of the respondents like to shop only on weekends, 32% of the respondents prefer to shop on all weekdays and 30% of the respondents prefer to shop every day.
9. 22% of the respondents strongly agree, 32% agree that campaigns (discount, "buy 1/get 2", etc.) often influence unexpected purchases, 28% are undecided about

- campaigns that influence an unplanned purchase, and only a small percentage. 12% and 6% of respondents disagree and strongly disagree.
10. 14% of the respondents strongly agreed and 30% agreed that a specially organized and particularly attractive display is attractive and can lead to unplanned purchases, while 38% of the respondents were not sure and 18% disagreed.
  11. 6% and 30% of the respondents strongly agreed that they often buy things without thinking. 22% have a neutral attitude. 30% of respondents disagree and 12% strongly disagree because they don't buy things without thinking.
  12. 6% of respondents strongly agree, 36% agree that product popularity is often a residue of unplanned purchases, 36% were undecided on the topic, and 22% of respondents disagree with product popularity as a residue of unplanned purchases.
  13. 10% of the respondents strongly agreed and 34 % agreed that they like impulse buying, 42% were not sure and 14% of the respondents disagreed because they do not like impulse buying.
  14. 6% and 26% of respondents strongly agreed that they have difficulty controlling impulse buying. 38% have a neutral attitude. 22% of respondents disagree and 8% strongly disagree because they control their buying behavior

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