

## **"A STUDY ON THE INFLUENCE OF IN-STORE FACTORS ON IMPULSE BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO KOTTAYAM DISTRICT"**

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### ***Abstract***

Impulse buying is an unplanned decision to buy a product or service, made just before a purchase. It disrupts the normal decision making models in consumer's brains. Impulse buying behaviour is described as purchase made by consumer that was not planned in advance. It is a widely recognized phenomenon occurs in the mind set of consumers during purchase. A need for proper understanding of impulse purchase in retail environment is growing quickly. Retail managers are at cross road to choose right methods to keep customer coming and purchase from their stores. The informational need of retail manager is to be fulfilled so that they could run their business effectively and efficiently. Impulsive desires to buy may not always emerge themselves and develop into the concrete expressions of impulsive purchasing; apparently there are a number of factors that could influence these urges, many of them are specific to retail environment. The present study investigates the assumption that impulse purchase tendency is influenced by in-store factors. The study is conducted to understand consumer's impulse purchase behaviour in evolving, systematic, professionally managed and self-service retail environment notionally called as 'Organized Retailing'. Organized retail stores are found to be the places which represent large percentage of impulse purchases. The study was carried out among the consumers within the geographical boundaries of Kottayam district. The study aims to explore the influence of in-store characteristics on consumer impulsive buying behaviour. Precisely this paper investigated the impact of window display, promotional schemes, store layout, staff attitude, shelf positioning, shop crowding, self-service etc. on consumer impulse buying behaviour. Study also tries to understand the satisfaction derived by the consumers after making an impulse

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purchase. The present study is useful and will highlight some of its findings which will be useful to marketer or retailers to understand various factors influencing for impulsive buying behaviours. And based on that they can develop marketing strategies which will help them to increase the sales and footfalls.

**Keywords:** *Impulse Buying Behaviour, in-store factors, organised retail stores, window display, promotional schemes*

## **Introduction**

Impulse buying behaviour is becoming usual among consumers today. An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase. It has been recently described as a persuading, greedily complicated buying behaviour in which careful examination of information and alternatives is left out due to the quickness of the decision making process. The urge to consume can arouse emotional responses and is bound to happen without consideration of the consequences.

With the organized retail formats, consumer buying choices increased through a wide product range under one roof and ease of buy through self-service mode. Moreover, these outlets eliminate constraint of visiting different shops to complete the shopping. The smoothening in - store environment helps shoppers to relax and do the shopping. All these put together lead to an increase in impulse buying tendency of shoppers inside organized retail formats compared traditional retail outlets.

Impulsive desires to buy may not always emerge themselves and develop into the concrete expressions of impulsive purchasing; apparently there are a number of factors that could influence these urges, many of them are specific to retail environment.

The main issue in this research is to study the impact of in store factors on impulse buying behaviour.

## **Significance of the Study**

Impulse buying is described as purchase made by consumer that was not planned in advance. It disrupts the normal decision making models in consumer's brains. Impulsive buying behaviour is a widely recognized phenomenon occurs in the mindset of consumer during purchase. A need for proper understanding of

impulse purchase in retail environment is growing quickly. Retail managers are at cross road to choose right methods to keep customer coming and purchase from their stores. The informational need of retail manager is to be fulfilled so that they could run their business effectively and efficiently.

The present study is useful and will highlight some of its findings which will be useful to marketer or retailers to understand various factors influencing for impulsive buying behaviours. And based on that they can develop marketing strategies which will help them to increase the sales and footfalls.

### **Scope of the Study**

The present study investigates the assumption that impulse purchase tendency is influenced by in-store factors. The study is conducted to understand consumers impulse purchase behaviour in evolving, systematic, professionally managed and self-service retail environment notionally called as 'Organized Retailing'. The study was carried out among the consumers within the geographical boundaries of Kottayam district.

### **Objectives**

The study had the following specific objectives:

- To study the influence of in-store factors on impulsive buying.
- To study the satisfaction derived by consumers after making an impulse buy.
- To study the post purchase behaviour of consumers after the impulse purchase.

### **Methodology**

#### **Research design:**

Descriptive and analytical research design have been used in the study.

#### **Sources of Data:**

Both primary and secondary data were used for the study. Primary data were collected through questionnaire. Secondary data were collected from journals, articles, websites or internet etc.

#### **Method of Sampling:**

The population was identified as the consumers from different areas of Kottayam district. A sample of 110 consumers were selected by using Convenience sampling method from the accessible population.

### **Tools of analysis**

The primary data is analysed using MS Office and various statistical tools like Likert's five-point scale, simple percentage and mean are used to obtain the results of the study. Tables and graphs were also used for the presentation of the matter in a simple manner.

### **Review of Literature**

**Ahmed & Parmar (2013)** in their article explored the factors of impulsive buying behaviour for FMCGs goods in Larkana and surrounding territories. There are two variables, i.e. Dependent variable "consumers' impulse buying behaviour", and Independent variables namely promotional approaches, store environment, window display, income level and credit card. The study concluded that consumers' impulse buying behaviour for FMCG's (products) is favourable in Pakistan. Consumers are more likely to buy impulsively when they see free product and price discount offers by a store.

**Ali & Hasnu** identify and explain the in-store shopping environment factors that cause impulse buying among consumers. In-store advertisements, attractive store displays, unexpected coupons and vouchers, cheaper prices and discounts, low shop crowding, friendly sales persons are the variables used in the study. Impulse buying scale was developed in order to measure the impulse buying tendency of individuals. Findings suggest that in-store shopping environment does have influence over the impulsive buying actions among the consumers.

**John (2017)** in his study investigates the impulse buying behaviour in organized retail environment of Kerala. Researcher also assess the influence of various factors on impulse buying behaviour of a shopper, study also enquire the after effect of impulse buying behaviour on the shopper. Impulse buying behaviour and after effect are the dependent variables of the study. Data was collected from 518 shoppers using questionnaire. Data were processed and analyzed using SPSS. The research defined the relationship between the antecedent factor groups and impulse buying behaviour.

**Mittal, Pooja, & Kamakshi (2018)** examine the impulse buying behaviour of females towards cosmetics. The objective of the study is to understand the Cosmetic store environment factors which influence impulse buying behaviour and secondly on the basis of analysis provide suggestions to attract more customers in cosmetic store. Background music, in store displays, sales persons, ambience, convenience, store image, enjoyment, product assortment and shelf positioning are the factors used in

the study. Results of survey have shown that Ambience, Convenience and Shelf Positioning have a significant impact on impulse purchase towards cosmetics. Sharadkumar (2016) in his study examined the external, consumer related factors and situational factors affecting impulsive buying behaviour of consumers in Organized Retail Stores in Gujarat State. External factors like Promotional offer, Price, Window Display, Staff Behaviour and Proximity (Nearness) has been taken into consideration. Consumer Related Factors like Gender, Age, Income, IBT and Hedonic feelings has been taken into consideration. Having Credit card and Impact of peers as situational factors has been taken for the study. The consumers, who shop in general stores, departmental stores, shopping malls, Hyper markets etc. in the area of Gujarat has been taken as the population for this study.

## Data Analysis and Interpretation

Analysis of data means critical examination of the data for studying the characteristics of the object under study and for determining the pattern of relationship among the variables.

Influence of store layout factors on impulse purchase

**Table 1 Store layout factors**

Store layout Factors	Extremely influential	Very influential	Somewhat influential	Slightly influential	Not at all influential	Mean	MPS
Cleanliness of the store	51 (46.4%)	31 (28.2%)	16 (14.5%)	9 (8.2%)	3 (2.7%)	4.07	81.4
Vibrant & decorative interiors	13 (11.8%)	44 (40%)	35 (31.8%)	9 (8.2%)	9 (8.2%)	3.39	67.8
Background music and lighting	15 (13.6%)	23 (20.9%)	39 (35.5%)	15 (13.6%)	18 (16.4%)	3.02	60.4
Mean average						3.49	

Source: Primary data

The respondents state that cleanliness of the store is extremely influential as their mean score is above 75 percent.

### Influence of window display on impulse purchase

**Table 2 Window display**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	MPS
I am more likely to enter the store if it has an eye-catching window display	22.7% (25)	34.5% (38)	31% (34)	5.4% (6)	6.4% (7)	3.62	72.4
I am interested in shopping at well-designed window shops	15.4% (17)	41% (45)	30% (33)	7.3% (8)	6.3% (7)	3.52	70.4
Sometimes I buy products influenced of shop's window display	18.2% (20)	33.6% (37)	31.8% (35)	11% (12)	5.4% (6)	3.48	69.6
Mean average						3.54	

Source: *Primary data*

The respondents agree to these statements as their mean score lies between 50-75 percent.

### Influence of promotional schemes on impulse purchase

**Table 3 Promotional schemes**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	MP S
An attractive price offer affects my impulse purchase behaviour	53.7% (59)	31.8% (35)	11.8% (13)	2.7% (3)	- -	4.36	87.2
Various schemes such as buy one get one free, free trial pack of new products prompt me to buy	31.8% (35)	35.4% (39)	26.4% (29)	6.4% (7)	- -	3.93	78.6
A sign of stock clearance sale prompts me to make an immediate purchase	28.2% (31)	30% (33)	23.5% (26)	11% (12)	7.3% (8)	3.61	72.2
Mean average						3.96	

Source: *Primary data*

Consumers are more likely to buy impulsively when they see free product and price discounts offers as the mean score lies above 75 percent.

Influence of staff attitude on impulse purchase

**Table 4 Staff attitude**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean	MPS
Commitment in service and friendliness of stores' staff affects your buying decision	46.4% (51)	37.3% (41)	10.9% (12)	03.6% (4)	01.8% (2)	100% (110)	4.23	84.6
Staffs' willingness to communicate with customers' positively affects your buying decision	40% (44)	39.1% (43)	12.7% (14)	06.4% (7)	01.8% (2)	100% (110)	4.09	81.8
Convincible recommendation from salespersons triggers your new needs	31.8% (35)	36.4% (40)	19.1% (21)	10% (11)	02.7% (3)	100% (110)	3.85	77
Mean average							4.05	

Source: *Primary data*

The respondents strongly agree to these statements as their mean score lies above 75 percent

Influence of self service facility on impulse purchase

**Table 5 Self-service facility**

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean	MPS
Self-service facility makes me buy more than intended	31.8% (35)	34.5% (38)	21.8% (24)	10% (11)	1.8% (2)	100% (110)	3.85	77

Source: *Primary data*

The respondents strongly agree that self-service facility makes them buy more than intended as their mean score is above 75 percent.

## Influence of shelf positioning on impulse purchase

**Table 6 Shelf positioning**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean	MPS
When I walk along the aisle, I tend to look through the products close to me	39.1% (43)	35.4% (39)	23.6% (26)	1.8% (2)	- -	100% (110)	4.12	82.4
I tend to try purchase products that catch my eye when I pass by	20% (22)	32.7% (36)	29.1% (32)	13.6% (15)	4.5% (5)	100% (110)	3.5	70
The arrangement of products in the store influenced me to make an unplanned purchase	21.8% (24)	36.4% (40)	26.4% (29)	12.7% (14)	2.7% (3)	100% (110)	3.62	72.4
Mean average							3.74	

Source: *Primary data*

The respondents agree that the arrangements of products influenced them to make impulse buy as their mean score lies between 50-75 percent.

## Satisfaction after impulse purchase

**Table 7 Satisfaction**

Factors	Very satisfied	Satisfied	Unsure	Dissatisfied	Very dissatisfied	Total	Mean	MPS
Quality of the product	53.6% (59)	37.3% (41)	8.2% (9)	0.9% (1)	- -	100% (110)	4.44	88.8
Price of the product	42.7% (47)	51.8% (57)	3.6% (4)	1.8% (2)	- -	100% (110)	4.35	87
Usefulness	43.6% (48)	47.3% (52)	6.4% (7)	0.9% (1)	1.8% (2)	100% (110)	4.3	86
After sales service	26.4% (29)	40.9% (45)	25.4% (28)	6.4% (7)	0.9% (1)	100% (110)	3.85	77

Source: *Primary data*

The respondents are very satisfied with the quality, price, usefulness and aftersales services after making an impulse purchase as their mean score lies above 75 percent

## Findings

- The respondents state that cleanliness of the store is extremely influential as their mean score is above 75 percent.
- Consumers can be attracted to a store for purchase by settling up a well-designed window displays as their mean score lies between 50-75 percent.
- Consumers are more likely to buy impulsively when they see free product and price discounts offers as the mean score lies above 75 percent.
- Good behavior of the staff emerged to be the most significant factor in influencing impulse buying among consumers.
- The respondents are very satisfied with the quality, price, usefulness and aftersales services after making an impulse purchase as their mean score lies above 75 percent
- The respondents sometimes felt regret and rarely return the product after the impulse purchase
- They sometimes preferred repeated purchase and also recommend the product to others.

## Suggestions

- A focus on salesperson's training by retailers can be very helpful in increasing the sales through impulse buying
- Retailers can offer price discounts that can push buyers to purchase both essential and optional items on impulse, thus increasing the overall sales.
- Retailers must improve the shopping environment through attractive store displays and in-store advertisements, and make it enjoyable to trigger impulse buying among consumers.

## Conclusion

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. The study revealed that the most influential in-store factor on impulse purchase is staff behavior. Promotional schemes also have a major impact on impulsive buying. The result of the study will be useful to marketers or retailers to understand the influence of various in-store factors on impulse buying behavior. Thus they can develop marketing strategies which will help them to increase the sales and footfalls.

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