

## Impulse Buying Behavior and its Influential Factors

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**Abstract:** Impulse buying is defined as an incident where shoppers forge a spontaneous purchase. Impulse buying behavior is that behavior of consumer in which the consumer purchases unplanned things, or feeling desired to purchase products without findings alternatives. In consumer buying behavior, impulse buying is an essential phenomenon for researchers. This study attempts to study the drivers that may lead to an unplanned purchase. For this purpose we gathered data from 175 shoppers of different classes in Faisalabad region of Pakistan by administered survey questionnaire with five-point Likert scale ranging from 1(Strongly agree) to 2(Strongly disagree). Data is analyzed by running correlation and multiple regressions in SPSS 21 version. Findings indicate that the three factors are emphatically correlated with impulse buying behavior and one of the three factors, in-store environment, play a significant role in initiating impulse buying behavior in Faisalabad. Therefore, retailers in Faisalabad should attempt to enhance in-store impulsivity of consumers to increase the overall profitability.

**Keywords:** Impulse buying behavior, Window display, In-store environment, Promotional signage.

### INTRODUCTION

When someone purchases something without any pre-planning or has a crave to buy something or which catches consumers' attention due to any reason such as; promotional signage or discounts or window display or in store environment etc., it is said to be consumer impulse buying behavior. An Impulse buying is an unanticipated or sudden consumption. Impulse items can be everything like samples, new products or good designed items at surprisingly cheap price. Parbohteeah [1] and Piron [2] said that impulse behavior that something consumer purchased which is unplanned.

"Impulse buying has been contemplated a pervasive and distinctive phenomenon in the American lifestyle and has been encountering increasing attention from consumer researchers and theorists" [3]. Many of the researchers inscribed on impulse buying behavior on account of its escalating. Impulse buying behavior is something a shopper did not scheduled to procure, but instantaneously his/her eye dimension sense something phenomenal and captivate, and for this catching interaction shopper visits the shop and purchase the product. Here shopper manifests the impulse behavior, when impulse buyer discern crave to buy, then shopper made decision without inspecting alternative at high and cheap cost. In this study we attempt to highlight the degree of association of three influential factors: window display; in-store environment;

promotional signage, with consumer impulse buying behavior. This study presents the insights and facilitates the manufacturers and the retailers to construct strategies to enhance sales and profits via consumers' impulse buying behavior.

### LITERATURE REVIEW

#### Impulse Buying Behavior

The radical supposition crucial to consumers' decision-making is the coherent angle of consumers' choices, where after carefully taking the various available alternatives into account and evaluating them selection is made. However, such rational steps don't always followed by consumers. Decisions can also be made without considering the available alternatives carefully, with deplorable information about the product, or without preliminary aim of purchasing that product [4, 5]. This unintentional purchase that is out of the blue of the shopper preceding into the store is impulse buying [6, 7]. Such buying behavior occurs due to swift decision making and individuals crave for instantaneous product possession [8-12]. An impulse behavior that something consumer purchased which is unplanned stated by Parbohteeah [1] based on Piron [2].

#### Window Display

A window display is a casement of a store that is used to show the quality of product which can attract consumers to purchase. Stern [6] admitted prominent window display as causal factor of impulse buying.

Window display may affect emotional expressions of consumers and trigger the impulse buying behavior [13-15]. Shoppers, many times, will go into a shop because something showcased in the window trapped their eye. They may ask the storeowner to see that item or just browse around and perhaps see other goods they're interested in purchasing.

Window display is one of the factors through which retailers are actively seized in increasing the magnitude of impulse purchases [12, 16-21].

Stores inside a shopping mall usually have at least one clear wall beside their entrance or they have a solid wall with a window display that looks out into the inside of the mall and it shows potential customers items that are for sale inside the shop, so that hopefully they will enter the store to purchase these or other goods. Attractive window displays can increase store traffic since the essential quality of a good window display is to allure passers-by into entering the store and this is what storeowners wish their display fulfills.

**In store environment**

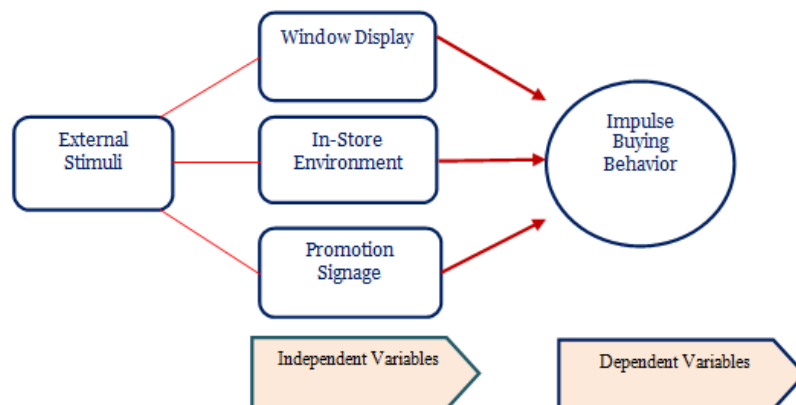
Over sixty years before Clover introduced the in-store environment as an influential factor of consumer buying behavior. The environment of the store has a great impact on consumers' perception, if it is good and captivating then consumers will more likely to attract and willing to purchase. Factors such as in-store background music, store layouts, scent, shop cleanliness, shop density and store personnel all construct the in-store environment. Now a day, retailers have admitted the gravity of such phenomenon, and attempted to enhance in-store impulsivity of consumers through store layouts, in-store promotions and product

packaging [22]. Well organized and modish store environments play a vital role for making impulse purchase. Marketers have employed the potential of impulsive buying over the times to escalate the profits for retailers. Enchanting, delightful and up-to-the-minute store environment effects the in-store purchase decisions of consumers and propels them to make impulse purchasing [21].

**Promotional signage**

In order to attain higher profits via purchases on impulse having sturdy in-store promotional mix coupled with economic and atmospheric engagements became essentials for retailers [18-20]. The chief hallmark of promotional signage is giving discounts and packages such as buy one get one free, and the motive of such promotional signage is to increase the sales volume, so that the firm can compete in a perfect market or play a monopoly. The discount or coupons or any other promotional sign, and the unexpected low-priced affect consumer behavior of impulse buying narrated by [23]. Promotional signage or promotional sign is an interim base to foster the sales of the new product, new management or the new operation or service hours or to foster the exceptional sale. The product price is trigger that letting the consumers make impulse buying and it tends to be more impetuous if the products in sales are in a discount , low marginal need for the item , product life , easy of storage and smaller in sizes [24]. Subjection to in- store marketing stimuli initiates impulse buying, primarily when store is stipulated for "low prices" and "attractive promotions" [25].

**THEORETICAL FRAME WORK**



**Fig-1: Theoretical Frame Work**

**HYPOTHESIS**

**H<sub>1</sub>:** There is a positive significant association between consumer impulse buying behavior and window display.

**H<sub>2</sub>:** There is a positive significant association between consumer impulse buying behavior and in-store environment.

**H<sub>3</sub>:** There is a positive significant association between consumer impulse buying behavior and promotional signage.

## METHODOLOGY

### Participants

The study is based on primary data. Data was gathered from 175 shoppers in different shopping centers of Faisalabad randomly by administered the survey questionnaires in the presence of the researcher to clarify questions in which the respondents feel problems in understanding and hence increased the response rate.

### Data Collection Instrument

The research instrument used to gather the data is closed ended questionnaire. The questionnaire comprises of four parts. First part includes four questions relevant to window display; the second part explores the affects of in-store environment on the impulse buying behavior of the respondents while the third part investigates the influence of promotional signage; and the last part examines the impulse buying behavior of the shoppers. Impulse buying scale was constructed with the intention to quantify the propensity

of individuals on impulse buying. Ensured the reliability of the instrument by using Cronbach's alpha. Table 1 depicts the reliability of the instrument.

## RESULTS AND DISCUSSION

The data gathered via questionnaires was analyzed through Statistical Package for Social Sciences (SPSS) version 21. Multiple regressions were run in SPSS 21 to see the strength of association among the variables and to measure the influence of window display, in-store environment and promotional signage on impulse buying behavior. Table 2 represents that all the three factors are positively associated with impulse buying behavior which indicates that all the three variables have enough potential to influence the impulse buying behavior. Among the three variables in-store environment has the greatest influential factor.

Table 3 indicates that thrice of the variables significantly contribute in generating impulse buying behavior at  $p$ -value 0.000. This significant relation of the window display, in-store environment and promotional signage with impulse buying behavior suggest that one must take into the consideration to trigger impulsivity of consumers.

**Table 1: Reliability of (N=175)**

Variables	Items	Cronbach Alpha
Window Display	4	0.791
In Store Environment	4	0.745
Promotional Signage	5	0.732
Impulse Buying Behavior	8	0.717

**Table 2: Pearson Correlation Analysis**

Dimensions	Window Display	In-Store Environment	Promotional signage	Impulse Buying Behavior
Window Display	1	0.750**	0.720**	0.723**
In-Store Environment	0.750**	1	0.782**	0.738**
Promotional signage	0.720**	0.782**	1	0.668**

\*\* . Correlation is significant at the 0.01 level (2-tailed)

**Table 3: ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6.349	3	2.116	5.032	.000 <sup>b</sup>
Residual	71.914	171	.421		
Total	78.263	174			

a. Dependent Variable: IBB; b. Predictors: (Constant), WD, ISE, PS

## CONCLUSIONS AND RECOMMENDATIONS

This study aimed at spotlight the degree of association of the three influential factors with impulse buying behavior of consumers. Three influential factors are window display; in-store environment and promotional signage have been taken in this study.

Findings stipulate that all three factors are positively associated with impulse buying behavior so we don't reject H<sub>1</sub>, H<sub>2</sub> and H<sub>3</sub>. Moreover, the findings reveal that in-store environment escalates the chances of impulse buying among consumers more than the other two factors. Therefore, by developing strategies to make the

in-store environment more delightful and enchanting one can trigger the consumers' impulse buying behavior and hence escalate the sales and profits.

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