

# Critical Analysis of Factors Affecting Impulse Buying Behaviour among Consumers in Retail Sector special reference to Gorakhpur, Uttar Pradesh

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**Abstract:** *Impulse buying is unplanned buying and this involve quick decision making. It is actually a kind of shopping without any prior objectives. This paper is discussing about impulse buying behaviour of consumers in retail sectors at Gorakhpur. A sample of 200 customers is taken and data collected and analysed with the help of SPSS software. The paper reveals the demographic impact on impulse buying, also the reveals the factors, which is considered important in impulse buying. This paper also finds out relationship among various factors of impulse buying and famous product categories in impulse buying at Gorakhpur.*

**Key Words:** *Retailers; Impulse buying; Demographic; Store Environment; Product Category; Behaviour.*

## 1. INTRODUCTION:

Retail market in India is growing very fast and become so competitive. Retailers are constantly finding new ways to make their offerings diverse and different to other. For this retailer trying to provide new experience which is only one of its kind for their customers. Not only compulsive buying but impulsive buying behaviour also attracts retailers and they constantly trying to enhance impulsive buying behaviour. Many researchers develop various factors which enhance impulsive buying and also how a retailer can make a differentiation in shopping situation. They also reveal how to customize the factors and variables to meet the needs of purchaser, and also provide enjoyable and stimulating shopping environment to customers (Morrison, Gan et al. 2011) it is also recognise that Retailers make a significance impact by store environment as a tool of customer's satisfaction and demarcation (Vieira 2013).

## 2. LITERATURE REVIEW:

Rizwan and Ahmad (2019) conducted study on retailers by focusing on group shopping. They discovered that discount, apparel store environment, cleanliness and space for relaxing attract more customers in Pakistan. They also suggested employee's personal attention also attracts more purchasers. Their study also revealed that females with positive emotions are more likely to be involved with impulse buying.

Unsalan M (2016) suggested situational factors responsible for impulse buying in consumers which included Time, Presence of friends and colleagues, Money and in store browsing mainly.

Vyas (2015) revealed that shoppers provide some value to product packaging based on their shape, color, form and ingredients or material used. This is the reason how different packaging factors have useful and purposeful implications on users' mind. Also, different demographic variables like gender characteristics, age group, specialized involvement and educational standing persuade the retort in packaging. He also emphasis that how packaging influences purchase and repurchase with impulse buying. It influences consumer response towards the Product, lead to impulsive buying and differentiate the brand. Packaging strategies apply an influence on time taken for brand promotion, buy, and also it converse about the brand.

Cho and et al. (2014) in their paper discussed how in-store presence and browsing with affirmative disposition of consumers is the most powerful facilitator of impulse buying behavior. Consumers with affirmative mood motivate them to visit more sections in-store and encourages individual consumers to have referenced groups (friends, peers, family members) with them in shopping expedition in order to increase the level of shopping experience, making them keyed up and delighted, and responding more positively to the environs and products evaluation stimulus exposure.

Azim (2013) discussed in his study on impulse buying states that customers who have exploratory attitude and like good dynamic store environment may go for impulse purchases. He also discussed about attitude of customers towards Promotional schemes and sales discount by store.

Bashir and et al. (2013) reveals about Impulse Buying Behavior in Pakistan and discussed how a positive impact of Cultural Values and Lifestyle create an impact on Impulse Buying Behavior in Pakistan. They revealed a considerable relationship among all the variables of cultural values and life styles with addition of security, life fulfillment, role of gender, financial contentment among Pakistani consumers.

Vishnu and Raheem (2013) diagnose the buying pattern of Pakistani consumers which reveals that they

buy impulsively when they see price discounts and additional product offers by a store in case of FMCGs. They also revealed the factors like income level, window displays, visual merchandising and a festooned, amusing and calm store environment along with colorful surroundings enhance impulsive buying behavior. They also added that female consumers tend to be more impulsive.

Muruganatham G & Bhakat R S (2013) disclosed that four Factors are responsible for impulse buying behavior and they are internal stimuli, external stimuli, situational and product related factors and demographics and socio-cultural factors.

Thakor and Prajapati (2012) draw findings related to beauty products and discussed that impulsive buying behavior's factor contains fashion & trend, window displays, Offers, a festooned, brand and calm store environment.

### 3. Factors of Impulse Buying:

With the help of Literature review, it is considered that Impulse buying of the shopper is influenced by number of factors which could be related to the shopping environment, shopper's personal traits, product itself and the diverse demographic and socio-cultural aspects

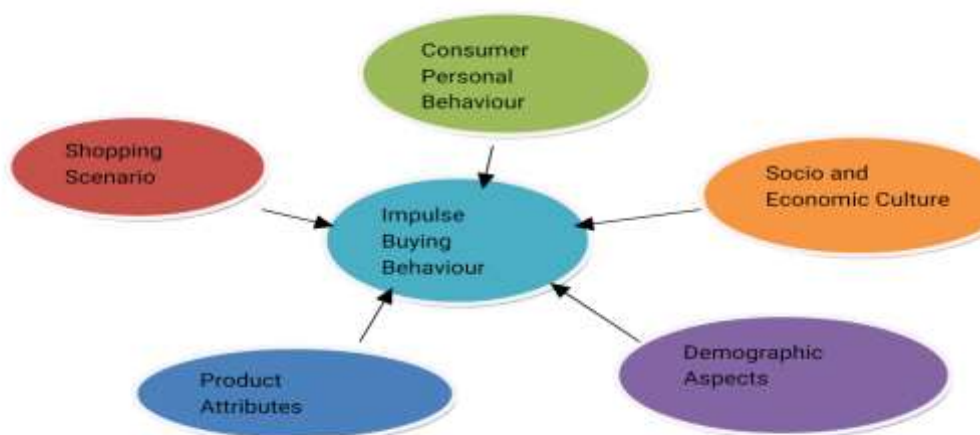


Figure -1 Factors affecting Impulse Buying Behaviour

### 4. Research Methodology:

Research design is taken as descriptive research. Primary Data collection is done by questionnaire and sample size is 200 respondents. Sample area is Gorakhpur city and sample frame is retail shop available at Gorakhpur city like Big Bazar, Spencer, V-mart and Vishal Mart. Pilot study is also done to know the feasibility of questionnaire.

### 5. Objectives :

The objectives of this study are-

- To identify the key factors which influence impulsive purchase decisions of consumers;
- To find out the pattern and demographic characteristic's impact on buying behavior of consumers;
- To identify various factors that trigger consumers in making impulsive purchase decisions while in supermarkets;
- To examine if there is any relationship between the various factors and impulsive buying behavior.

### 6. Data analysis methods:

The data collected have been presented, tabulated, analyzed and interpreted with the help of most suitable statistical tools such as five point Likert scaling (Frequencies), tables and graphs. Descriptive statistics such as averages, co-efficient of variance, correlation and standard deviation were used to find out conclusion. One sample T-test also discussed to accept or reject null hypothesis. This all were done through most advanced software package SPSS. The conclusion and recommendations are devised based on these findings.

### 7. Findings and Discussion on Result:

The purpose of this study is to find out whether or not different factors taken into consideration affect impulsive buying behavior of respondents. In addition, this study also emphasizes on the relation among the different variables affecting impulsive buying behavior.

**Table- 1, Profile of respondents (summery)**

S.N.	Demographic Variables	No. of Respondents (200)	Percentage
1	Gender		
	Male	105	52.5
	Female	95	47.5
	Transgender	Nil	
2	Age Group		
	15– 20	40	20
	21 –25	40	20
	26 – 30	40	20
	31-35	40	20
	36 and Above	40	20
3	Occupation		
	Student	42	21
	Self Employed	51	25.5
	Private Sector	52	26
	Public Sector	38	19
	Housewife/husband	17	8.5
4	Marital Status		
	Single	118	59
	Married	82	41
5	Monthly Income/Pocket Money		
	Less than Rs 10000	46	23
	Rs 10000-30000	43	21.5
	Rs 30001-50000	54	27
	Rs 50001 and above	57	28.5

Table no. 1 summarizes demographic information of the 200 respondents. As per their gender, number of respondents is 48.5% female and 51.5% male. Equal number of respondents in the category of each age group of 16-22, 23-27, 28-34 and 35and above are taken into consideration. The distribution of respondents as per their occupation showed 28.0% are students, 15.5% are self-employed or has a business, 49.0% are professionals or job holders and 7.5% is housewife/husband. Of the total respondents, 55.0% are single, 43.5% are married and 1.5% is separated. As per their monthly income or the amount that they receive as pocket money, 25.0% earn less than Rs 10000, 15.0% earns between Rs 10000-20000, 31.5% earns between Rs 20000-50000 and 28.5% earns more than Rs 50000.

**Table-2, Product preferences in Impulse Buying**

Product type	Number of respondents	Percentage
Grocery	78	39
Kitchenware	59	29.5
Electronics	25	12.5
Apparel	147	73.5
Footwear	102	51
Accessories	58	29
Personal Care	145	72.5

Table 2 shows the number of respondents as per the selection of products that they buy unintentionally or impulsively. In this a respondent can choose more than one item. Out of total respondents, majority buy impulsively Apparel items with 73.5 %. After that personal care and footwear items are more preferred in impulsive buying with 72.5 % and 51% respectively. The least preferred in impulsive buying is electronics items, which have 12.5% only.

**Table-3, one sample T test to find out p-value to check significance level for factors responsible for impulsive buying**

Factors	Mean	Std. Dev	t-value	p-value	Remarks
Attitude	4.0100	0.87964	16.238	0.000	Significant

Dependence on others	3.0800	1.49155	0.759	0.449	<b>Insignificant</b>
Store Environment	2.8400	1.38709	-1.631	0.104	<b>Insignificant</b>
Product class	3.5700	1.46829	5.490	0.000	Significant
Point Of Sale terminal	4.0000	0.85066	16.625	0.000	Significant
Price of Product	3.9800	0.85042	16.297	0.000	Significant
Friends & Peer Group	4.0200	0.83852	17.203	0.000	Significant
Product class	3.0100	1.31856	0.107	0.915	<b>Insignificant</b>
Availability of cash	3.9500	0.97584	13.768	0.000	Significant
Availability of time	4.0000	0.91882	15.392	0.000	Significant
Promotional tools	3.9800	0.98205	14.113	0.000	Significant

From table no. 3, an average of the factor ‘Dependence on other’ has p-value of 0.449, an average of the factor ‘Store Environment’ is 0.104 and an average of factor ‘Store Layout’ has p-value of 0.915 which is greater than 0.05. This refers that there is no significant relationship between Store Layout and impulsive buying. Also Dependence on other as well as Store environment does not have relationship with impulsive buying.

**Table-4, Correlation between Factors of Impulse Buying**

Correlations											
	V-1	V-2	V-3	V-4	V-5	V-6	V-7	V-8	V-9	V-10	V-11
Attitude (V-1)	1.00	0.44	0.18	0.88	0.98	0.97	0.98	0.02	0.95	0.98	0.94
Dependence on others (V-2)		1.00	0.32	0.47	0.43	0.44	0.43	0.15	0.36	0.43	0.40
Store Environment (V-3)			1.00	0.36	0.16	0.17	0.18	0.06	0.14	0.18	0.17
Product class (V-4)				1.00	0.89	0.90	0.90	-0.01	0.82	0.86	0.81
Point Of Sale terminal (V-5)					1.00	0.99	0.99	-0.01	0.93	0.96	0.93
Price of Product (V-6)						1.00	0.97	-0.02	0.93	0.95	0.91
Friends & Peer Group (V-7)							1.00	-0.01	0.94	0.97	0.93
Store Layout (V-8)								1.00	-0.01	0.03	0.01
Availability of cash (V-9)									1.00	0.94	0.91
Availability of time (V-10)										1.00	0.98
Promotional tools (V-11)											1.00

The correlation is taken among all the factors of impulse buying shown in the table mentioned above (Table No.-4). From the table, the highest correlated value is 0.99 obtained from a correlation between two V5 and V6, also in between V5 and V7. The moderate Correlation value is 0.47 from a correlation between V2 and V4. And, also a negative correlation exist -0.02 from a correlation performed between V6 and V8.

### Marketing Implementation and Concluding Remark

The main objective of this study was to get an insight of impulsive buying among retail customers in Gorakhpur. Also to know some of the factors those are significant to triggering impulsive buying behavior among consumers. Total factors are eleven which are considered responsible for impulse buying behavior. Eight out of eleven variables showed significant influence on consumers for impulsive purchase. Variables are store layout; store environment and dependence on others in term of purchasing power do not have significant impact on impulsive buying.

When we analyzed demographic setting it is easily concluded that male do impulse buying in comparison to female in Gorakhpur but percentage difference is very low. Self employed and private employee at Gorakhpur have majority in impulse buying.

Products like apparel and personal care are most preferred and have high percentage in impulse buying followed by footwear at Gorakhpur.

It is also clear in correlation table that point of sale have highest correlation with reference group and friends suggestion also price of product also is a great variable in impulse buying.

Well according to finding of the study it is clear that retailers must provide a cool and complimentary store layout and pleasant environment to customers. In addition, they must focus on beautiful window display, directional signage, good floor manager and knowledgeable sales person also motivate consumers to buy impulsively. Retailers must know the demographic importance as well as importance of friends and reference group in life of consumers and act accordingly.

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