



Research Paper

Impulsive Buying Behaviour of Consumers : A Review

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Abstract: For decades, impulse buying has been regarded as one of the most important drivers in increasing sales volume for different brands. We have compiled the numerous research works available in the field of Consumer Behavior in order to provide a complete description of impulse buying behaviour. To review the works of numerous researchers, a variety of journal databases and books were used. The classification of literature into different components influencing impulsive buying and the further development of research framework resulted from the content analysis of numerous research publications. The report will aid marketing practitioners and scholars in gaining a better grasp of customer impulsivity. We analysed the literature on impulsive buying behaviour and developed a thorough description of impulse buying behaviour that would be investigated and empirically tested in future research projects.

Keywords: Impulsive Buying, Consumer Behaviour

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I. INTRODUCTION

Consumer behaviour encompasses the acts immediately engaged in getting items or services, as well as the decision-making processes that precede and follow these actions. As a result, it appears that the advertising message might have a psychological effect that encourages people to want and, as a result, acquire a particular product or service.

The tendency of a customer to acquire products and services without preparing ahead is known as impulsive buying. When a buyer makes a spur-of-the-moment purchase, emotions and feelings are frequently the driving force.

It's not unusual for the two fields to utilise the same models to describe consumer behaviour and the factors that lead to impulse purchases. Advertising and the messages it transmits attract consumers, which is reflected in their behaviour and purchase intentions.

There is no way to put impulsive buying into a single product category. Chocolates, clothes, and cell phones are examples of impulsive purchases, as are large-ticket items such as cars and jewellery. Making an unanticipated purchase is referred to as impulsive buying. It is founded on erroneous reasoning. Any purchase you make on the spur of the moment is an example of impulse buying. The majority of impulse purchases are small-ticket things, such as food or sweets, but others are large-ticket products that can be costly. Even if you don't consider yourself a shopper, the amount of money you spend on impulse purchases may surprise you. According to studies, 50% of all consumer expenditure is unplanned. Marketers attempt to capitalise on this customer behaviour in order to increase sales. Customers are very likely to make a purchase after entering the hypermarket, even if they had no intention of doing so. Many mobile phone manufacturers take advantage of this feature in customers by producing devices that may be used as an add-on gadget for their phones, such as fitness bands, watches, and other accessories.

Different brands employ a variety of strategies to persuade customers to spend more money. We receive smaller and smaller packaging at the grocery store for the same price. And the item we came to the store for (milk) is located at the rear, while the item we don't require (the most recent tabloid) is located in the front. Advertisers and retailers are experts at catching impulse purchases, and they know more about emotional buying triggers than anybody else. However, after you've figured out the techniques of the trade, you'll be in a better position to resist their seductions. The following are some of the marketing strategies that brands employ to persuade customers to make impulsive purchases:

The guided layout

Have you ever noticed a pattern in how you buy at specific stores? That isn't an accident. If you've ever shopped at an IKEA store, you're familiar with the process. You may walk in for one bookcase, but chances are you'll end up with a cart full of cooking gadgets and home decor goods. This is because the layout directs traffic through a maze of displays that would otherwise go unnoticed.

Stores put small items and sweets at eye-level

As a result, one will get them while waiting to check out. This isn't a secret, so go ahead and buy that bag of gum if you need it. Just be sure you're purchasing what you want, not what the store wants you to purchase.

Discounts and sales are powerful incentives.

Everyone wishes to save money when making a purchase. When you buy anything on the spur of the moment, you don't realise how fantastic the deal is. The most magical trick of all appears to be sale and discount prices. Everyone loves a good deal, and many people will purchase items solely because they are on sale. "Putting a marked down sticker to \$150 on each jacket with another red mark down tag to \$99," recalls Jack Menendez, who worked for a store that sold out jackets. With the following price tag, researchers can take advantage of a number of these tricks. For example, in the United States, Black Friday has to be one of the most popular days for impulse purchases. If you can come up with a similar sales strategy, you could be able to drive impulse purchases, but you should conduct a comprehensive cost analysis to ensure you don't lose money

Store credit

Frequently, they end up costing you more money than they save you. As tempting as it is to sign up for a shop card to save 15% off your entire purchase, it's crucial to consider the potential downsides. These cards frequently have little lending restrictions, so just because you're approved doesn't mean you should be. Store cards also offer extremely high interest rates, which can add up quickly if you carry a balance. Furthermore, unlike other credit and debit cards, you do not have the same level of purchase protection.

Group Complimentary Items Together

When you put goods together that work well together, it's easy to persuade a buyer to buy the package deal. Place cream next to strawberries, popcorn next to DVDs, salad dressing next to vegetables, and coffee mugs next to coffee jars, for example. The consumer will be prompted to consider purchasing the complimentary item as a result of this.

Increase Accessibility

If you're trying to sell a product, make sure it's easy for customers to get their hands on it. Display it at the store's entrance so that customers can see it as soon as they walk in. Other 'hot spot' locations include the pay register, which should be presented between eye and knee level, and the beginning and end of each aisle. Spread out the product so it's easy to pick up.

Use Technology to Get Customers in the Store

Customers can be enticed into your store using apps, emails, and SMS that contain a time-sensitive sales code. When sending a sales message, make sure the discount or offer is compelling enough to entice them to visit your store. Impulse shopping leads to impulse purchases, so leverage it as a strategy to get clients in the door.

According to a study on shopping behaviour conducted by Ryan Partnership, mobile apps and social media are among the most effective techniques for persuading shoppers to make unplanned store visits and purchases. Many shoppers are willing to engage with retailers and offer information about their interests, preferences, and buying behaviours in today's digital world. This provides a wealth of information that you can utilise to entice them into your store. To entice digitally connected customers inside the store, try the following:

- * Analyze internet and mobile customer data to personalise in-store offers to customers' preferences.
- * Use location-based techniques to identify app users who are close to the store and entice them in with an in-store promotion. It may be a discount coupon, extra loyalty points, or a free coffee - anything your customer wants.
- * Organize an exclusive event for app and social media users, such as a sale preview, to engage with them personally as they browse the store.

Impulse purchasers want to get their hands on a good deal before it's too late. Many e-commerce businesses have found this method to be effective. An entrepreneur in one case study created a restricted quantity of

Groupon package deals that were only available for 100 hours. He added a countdown timer on his landing page to emphasise the sense of urgency: This elicited a strong FOMO response from consumers, resulting in a 332 percent spike in sales.

Here are a few more ways that brands can generate a sense of urgency that motivates impulse consumers to act:

1. **Limited Time, Offer Free Shipping:** For some buyers, shipping fees are a deal-breaker. On their homepage, brands clearly highlight their limited-time free delivery offer. So there are no shipping expenses to deter an impulse shopper, but they must move quickly.

2. **Offer Limited Time Deals :** Many e-commerce shops offer "Today Only" deals. It turns their daily bargains into a two-week festival. It's likely to pique visitors' interest and inspire them to make purchases they wouldn't otherwise make. Customers can also preview future daily discounts, which adds to the excitement. By instilling a sense of urgency in impulse buyers, you can elicit a variety of emotions.

3. **Cross-Sell and Upsell Products:** Impulse buyers are ideal customers for upselling and cross-selling. They are, after all, impulsive and are unlikely to consider the repercussions of adding that extra gratis item to their cart. They only care about getting a good price. And, in the end, cross-selling and upselling are good for business.

4.

2.1 Scope of Study

We have compiled the numerous research works available in the field of Consumer Behavior in order to provide a complete description of impulse buying behaviour. To review the works of numerous researchers, a variety of journal databases and books were used. The classification of literature into different components influencing impulsive buying and the further development of research framework resulted from the content analysis of numerous research publications. The report will aid marketing practitioners and scholars in gaining a better grasp of customer impulsivity. We analysed the literature on impulsive buying behaviour and developed a thorough description of impulse buying behaviour that would be investigated and empirically tested in future research projects.

2.2 Objectives

1. Impulsive buying is part of Consumer Behaviour.
2. Impact of impulsive buying on brands and their sales.

2.3 Hypothesis

H1 : Impulsive buying is part of Consumer Behaviour.

H2 : Impact of impulsive buying on brands and their sales.

2.4 Literature Review

The influence of time availability on impulse buying behaviour was significant, as predicted, and consistent with previous findings (**Jung Chang, Yan, & Eckman, 2014**). According to **Carver and Scheier (1990)**, it usually has a favourable effect and only rarely has a negative effect. Similarly, the impact of family influence on spontaneous purchases was confirmed. These findings are critical for small-town stores because they help them attract more customers, including their family members. Surprisingly, these findings are interesting for merchants in small towns because most people buy with their families in small cities; in big cities, this trend may be low due to non-permanent residents' status. Because the majority of individuals in small communities are inhabitants, these cities' retailers benefit.

Beatty and Ferrell (1998) define impulse buying as the purchase of a thing without regard for the buyer's intention, goal, or purpose. Impulse buying is defined by **Mowen and Minor (1988)** as an involuntary reaction that enhances the need to accumulate the product. Internals Factors (Staff behaviour, Store ambiance, Promotional Strategies) Iyer Externals Factors (Staff behaviour, Store ambiance) (Mood, Emotions, pleasure, affective evaluations).

Impulse purchase, according to **Holbrook and Hirschman (1982)**, satisfies hedonistic emotions. According to **Tinne (2011)**, impulse purchase behaviour occurs when a consumer is exposed to intense product-related cues and want to acquire a product without considering the alternatives.

He defined impulsive buying as a situation in which a buyer buys something without planning or giving it much thought. Both **Parboteeah (2005)** and **Piron (1991)** define impulsive purchase as a random activity resulting from the exposure of any input that is set on the spot, and once shopping for any goods or service is accomplished, the consumer feels primarily two reactions: one is emotive, and the other is rational and principally two reaction one is emotional and another one is psychological reactions.

Physical stores, on the other hand, have the ability to produce sensory experiences, as well as the store's environment, which might make the physical channel more impulsive than the online channel (**Gupta, 2011**).

According to the preceding literature analysis, impulse buying is hedonically complicated and has a high emotional component (**Luna and Quintanilla, 2000**) Sensory stimulation is strongly linked to emotions and hedonic experiences (**Krishna, 2012**).

We may expect consumers to regard the physical channel as more impulsive than the Internet channel to the extent that physical stores are able to activate the senses better than the internet. According to a recent analysis by Kearney (2013), 40% of participants in a poll (3,000 consumers from the United States and the United Kingdom) spent more money than expected in physical stores, whereas 25% did so in the internet channel.

Hausman is a well-known architect (2000) Impulse shoppers go shopping for the sheer pleasure of it, looking for diversity to satisfy their hedonic needs. He also discovered that customers who desire to boost their self-esteem or achieve self-actualization like to make a lot of impulse purchases. His research also revealed that purchasers with a medium level of impulsive buying found their decisions to be less accurate. **Melewar, Crawford (2008)** Impulse purchases have a significant and real impact on the buying process and decision of customers.

According to **Ani and Radas (2006)**, impulsive purchase rises in the presence of companions and children. **Badgaiyan and Verma (2014)** claim that a family-oriented collectivist culture is more impulsive than an individualistic society. According to **Baker, Moschis, Rigdon, and Fatt (2016)**, family influences an individual's impulse purchase behaviours, especially in a developing country cultural environment like Pakistan, where collectivism reigns supreme (**Hofstede, 1991**).

According to **Schiffman and Kanuk (2007)**, an impulse purchase is a purchase decision that is emotional in character and based on a heart's desire. According to **Kacen and Lee (2002)**, impulse buy behaviour is more attractive and forceful than planned purchase behaviour since there is less or no prior purpose of purchasing products.

The ease of utilising websites, website quality, information available on websites, reliability/keeping commitments, and security and privacy of consumer information are all essential aspects in **Javeria Zulfiqar, Gulfam Ambreen, and Mazia Fateen Bushra's** article for online transactions **2018 (Akyuz)**.

According to **Burton et al. (2018)**, impulse purchases occur when a person has a high emotional urge that develops from a reactive response with poor cognitive control. This proclivity for buying on the spur of the moment and without thought can be explained by the buyer's quick enjoyment (**Pradhan et al., 2018**).

In addition to having an emotional component, impulsive purchasing can be prompted by a number of factors, including the retail atmosphere, life satisfaction, self-esteem, and the consumer's emotional state at the time (**Gogoi and Shillong, 2020**). We believe that an unexpected necessity, a visual cue, an advertising effort, and/or a decline in cognitive capacity to weigh the benefits and drawbacks of a purchase can all trigger impulse purchases.

Impulse buying results in an emotional loss of control due to a conflict between the immediate reward and the potential negative repercussions of the purchase, which can lead to obsessive behaviours that can become chronic and pathological (**Pandya and Pandya, 2020**).

2019 (Husnain, Syed, Rehman, and Akhtar) The effect of family members, retail features, promotional activities, store environment, and store employee behaviour all play a role in impulse purchases. Money does not make a difference.

II. CONCLUSION

There are a variety of reasons that contribute to impulse purchases. The topic of behaviour has been examined, and the emotional outbursts that can be generated by any happy or bad state of mind can be blamed for such behavioural results in purchases. It may be a good indication for marketers because it promotes sales, but consumers may be unsatisfied with the goods they purchased thereafter. Overall, if the end consequence is that the customer is dissatisfied with the activity taken, the outcome will be unfavourable. As a result, it may be claimed that impulse buying provides a diverse range of choices. As a result, there are numerous elements that contribute to such behaviour. However, we only covered the basics of impulse buying in this paper, so there are still a lot of questions that need to be answered and opportunities for further research.

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