

A study on Impulse Buying behavior of consumers with reference to Brick and Mortar and Online Shopping products

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Abstract:

Impulse buying is called as unplanned buying decision. Most of us make this decision just when we are about to do a purchase of a particular product. People who tend to make such kind of decisions are called as an impulse buyer.

The objective of this research is to study the different factors that influence consumers in their impulse buying decisions at Brick and Mortar and Online shopping sites. The researcher also wants to explore on the different strategies used by the Marketers to influence the impulse buying decisions of the consumers.

The research is empirical in nature. Data has been collected for this research through Primary data and Secondary data through various available sources. Data Analysis has been done through Excel and the tools used are pi-charts. Through this research, it has found that Store environment factors (Physical Ambience of the store, Product placement, Window displays, Visual merchandising, Sales promotions, Product pricing and quality, product branding and product distribution) are the most important external factors in Brick and Mortar and (product offering, discounts, product creative's,) are important factors in online shopping. The researcher has also found that external factors like demographic (Age, Gender and Marital status) and Socioeconomic (Culture, Income and Lifestyle) play and internal factors like Emotion and personality traits play a vital role in impulse buying behaviour.

Key Words: Impulse Buying, consumer buying Behaviour, promotion strategies

Introduction:

Buying behaviour is the decision processes and acts of people/prospective customers involved in buying and using products. This buying helps in understanding reason behind purchases made by the consumer, factors influencing the same and changing factors in the society.

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer.

Buyer's reactions are important to a retailer to create a marketing strategy that satisfies (gives utility to) customers, therefore need to analyze what, where, when and how consumers buy.

Buying behaviour could be either a Planned buying behaviour or it could be Impulse buying behaviour. Planned buying behaviour tries to spread across all the stages of the consumer buying behaviour. (Problem recognition → Information Search → Evaluate Alternatives → Purchase Decision → Post Purchase Decision). Impulse Buying is a spur-of-the-moment, immediate purchase without pre-shopping intentions to buy a specific product.

"Brick-and-Mortar" refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents. Many consumers still prefer to shop and browse in a physical store. In brick-and-mortar stores, consumers can speak with employees and ask questions about the products or services, touch and feel the product. stores have the ability to offer experience shopping whereby consumers can test a product. The other side of the store is not everyone would be accepting all modes of payment, possibility of having long queue at cash counter, issues related to car or two wheeler parking cannot be ignored

Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser. It involves the sale of merchandise from a single point of purchase directly to a customer who intends to use that product. The single point of purchase could be a brick-and-mortar retail store, an Internet shopping website, a catalog, or even a mobile phone.

Non-store retailing/ online shopping refers to retailing that takes place outside traditional brick-and-mortar (physical) locations. As per the data from bcg.com publication 2017-2018 speaks about the reality of purchase in India. 5% of purchases, accounting for 16% of value, are made after consumers have followed a mixed pathway, using online and offline touch points. The purely offline pathway remains dominant, accounting for 78% of purchases and 58% of value. Only 16% of the purchases in our sample followed an online pathway from beginning to end, although those purchases represented 26% of value.

Product can have local coverage, consumer gets discounted deals, brand choices, easy cost comparison, shopping privacy, easy refund but simultaneously scams fraud, long delivery wait, lack of touch and shopping experience cannot be ignored

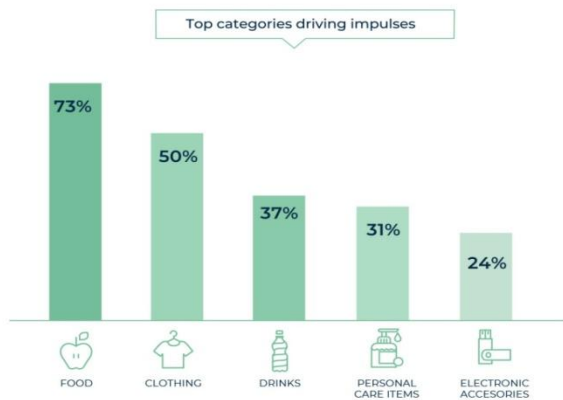
Impulse Buying Behaviour: Impulse Buying behaviour tries to skip the intermediate steps, the first stage is followed by penultimate stage i.e. purchase decision. (Problem recognition → Purchase Decision → Post Purchase Decision)

Impulse buying creates obstacles to the normal decision making models in consumers' mind. Research findings suggest that emotions and feelings; both positive and negative play a vital role in impulse purchasing, triggered by seeing the product or upon exposure to a well-crafted

promotional message. Marketers and retailers tend to take advantage of these impulses which are tied to the basic want for instant satisfaction. For instance, a person may not be specifically looking for daily wear accessories at a fashion garment boutique or a person may not come with an intention to buy candies but does impromptu buying while in a supermarket. However, such items are prominently displayed at the checkout aisles to trigger impulse buyers to buy what they might not have otherwise considered. Alternatively, impulse buying can occur when a potential consumer spots something related to a product that stirs a particular passion in them, such as seeing a certain celebrity's picture at the store or a purse of favorite color.

Impulse buying could be for any category specifically for Food and Groceries, Apparels, Shoes, Bags, Books & Magazines, Beauty products, Perfumes, Mobile Phones, Electronic items and accessories, Jewellery, Takeaway and Home delivery, Toys for kids, Home Décor, Softwares and Apps, Tickets for events etc

Impulse buying is not specific to a particular product category or to a particular class of people. (Impulse buying could be done on any of the above categories irrespective of the class they belong. Companies have products designed for each market with a wide variety of depths and brand choices for the customer.



As per the survey conducted on Capitalizing on Impulse Purchases of Consumer Goods Products 2020 and published on geoblink.com, the research shows that food and groceries are leading category followed by Clothing, drinks, personal care items and last is electronic and accessories.

Literature Review:

Ekeng and et al. (2012), statistic qualities impact impulse buying. Impulse buying varies necessarily among male and female customers, where the wonder is increasingly standard among female customers because of their similarity and unconstrained appreciation for extravagant items. So also the period of customers and impulse buying conduct are conversely related because teenagers have no obligation of raising families and they don't make a fuss over how

they burn through cash regardless of whether it is spontaneous when contrasted with more established individuals. Moreover, an expansion in the pay of consumers makes them extravagant in spending and may impact on purchasing items spontaneously. Increasingly taught, consumers are probably going to shop impulsively as they are impacted by their position and situation in the public eye. Piron (1991) portrayed Impulse buying as an impromptu buy, aftereffect of an introduction to improvement, and chose the spot. Amid impulse buying, there is a substantial and unexpected want to purchase an item absent much consideration, which one didn't mean to buy before entering the store (Rook and Fisher, 1995). Verhagen and Dolen (2011) found that impulsive buying visibly happens in about 40% of every single moment online consumption and further suggested the comprehension of consumer buying conduct in online exchanges is urgent for the online retailing experts. Rawlings (1995) found that youthful shows more grounded impulse buying conduct than the old. By exploring the US grown-up populace, Wood (1998) found that age bears no direct association with the impulse buying conduct. In any case, he understood that individuals matured 18 to 39 have a higher inclination of impulse buying conduct, while individuals matured more than 39 have a lower propensity of it. Fyngenson (2006) liken online shopping to web-based business and propose the definition that web-based business is where consumers get data and buy items utilizing Web innovation. Kathiravan (2013) find and analyze the cause influence variables in basis supportive decision on the predominant cause. It tends to be expressed that the logical way to deal with buying online is related to specific client conduct and their variety/aim of buying online.

Objectives of the Study:

1. To understand the impulse buying behaviour of the people.
2. To know the factors affecting impulse buying behaviour of the customers.
3. To assess the impulse buying behaviour of customer emotions.

Research Methodology:

The research conducted is empirical based on primary data collected through questionnaire with a sample size of 100 respondents(Mumbai based) using non probability sampling having time line of 2months from 3rd February 2020, to 3rd April 2020 with objective to understand difference

between impulse and planned buying behaviour of customer also explore different factors of impulse buying behaviour for brick and mortar and Online shopping and finally to analyze factors that led to impulse buying decision of consumers.

Data analysis

Age and Gender			
33-45	Female (20 Nos.)	48%	Female do impulse buying more as compared to male
	Male (18 Nos.)		
25 -35	Female (20 Nos.)	22%	
	Male (12 Nos.)		
Preference to Buy Brick and Mortar or Online			
Brick and Mortar	68%	Majority percent people still prefer to do impulse buying from traditional brick and Mortar	
Online	32%		
Time period taken to buy			
Time taken (impulse buying)	Brick and Mortar	Online Shopping	Ideal time taken for an impulse buying for majority is between 3 to 5 minutes
Less than 3 minutes	32%	16%	
3 to 5 minutes	56%	44%	
More than 5 minutes	12%	40 %	
Number of visits for Impulse purchase			
Frequency of visits	Brick and Mortar	Online shopping	Frequency of visit in both the category is more for more than twice a month
Daily	6%	3%	
Weekly	21%	16%	
Once a month	16%	25%	
More than twice a month	57%	56%	
Amount Spent for impulse buying			
Amount Spent	Brick and Mortar	Online Shopping	Majority spend less than Rs. 500 for Brick and Mortar and for online majority spend upto 1000
Less than Rs. 250	22%	16%	
Less than Rs. 500	56%	28%	
Upto Rs.1000	22%	56%	
Factors influencing Impulse Buying			
Brick and Mortar	Percentage	Online Shopping	Percentage
POS	31 %	discounts and offers online	31%
offers and sales promotion	15%	product availability	12%

Window display,	13%	Prices and quality offered at that price range	16%
Visual Merchandising	12%	creative's shown online for the products	16%
Ambience of the store	12 %	Brands	13%
debit card facility at store	10%		
Celebrity endorsements	7%		
Majority people usually shop because of Point of Sales at Brick and Mortar and shop because of huge offers and discounts online.			
Emotions that triggers impulse buying for both Brick and Mortar and Online shopping		Personality traits while impulse buying for both Brick and Mortar and Online shopping	
Sudden emotion	41%	Self control Trait	70%
Exciting emotion	40%	Stress reaction	15%
mesmerizing emotion	16%	Absorption	15%
Emotional conflict	4%		

Conclusion:

Through this research it can be concluded that Women's do a lot of impulse buying. They prefer to shop from Brick and Mortar because they can buy many things from one stop shop and maintain good relationship with the marketer as well. They hardly take 3-5 minutes while doing impulse buying and prefer going more than twice a month for their purchase. At a Brick and Mortar they would buy items that are not more than Rs.500 and online they wouldn't spend more than Rs .1000 for their impulse buying. For many of them POS is the influencing factor at a Brick and Mortar while Discounts and offers and product availability are the factors of purchasing online. This study also found that Income, culture has nothing to do with Impulse buying. This research can be concluded that emotions and personality traits play a very vital role in impulse buying as we found that majority of them see the products at the store or online and they loose their self control and suddenly or in excitement of buy the product. Thus Mood i.e. stress reaction is also taken into consideration while doing impulse buying. Thus Impulse buying if it is Rational is good but if irrational it can be dangerous.

This study can be further done for Non Store Based Retailing like e-commerce sites and direct selling and at different geographical locations.

Limitations of the study:

1. Sample Size was limited to 100 consumers
2. The Study was limited only to Mumbai
3. Limited factors of influencing impulse buying is taken into consideration
4. The study is limited to only impulse buying products

Future Scope of the study:

The future scope of the study could be done to study the impulse buying behaviour using different forms of Non Store Based Retailing like e-commerce sites and direct selling and at different geographical locations.

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