A STUDY ON THE IMPACT OF PROMOTIONAL STRATEGIES ON IMPULSE BUYING

(*With reference to Chennai city)*

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Abstract: In this retail era promotional strategies has a vital role in consumers buying decisions. Most of the time consumer's buying decisions is based on the promotional strategies now days. At the same consumers don't find enough time spend for planning their shopping. Most of the time consumers make their shopping impulsively. The primary aim of this study is know the impact promotional strategy has on impulse buying and the popular promotional strategies influencing consumers towards impulse buying . This research work is descriptive in nature and the primary data has been collected through structured questionnaires by using convenience sampling technique. The outcome of this research paper will be helpful for the retail sector.

IndexTerms **- Buying , Impulse Buying, Planning, Promotional Strategies, Retail Era, Shopping.**

I. INTRODUCTION

The word 'Impulse' refers to "a sudden strong and unreflective urge or desire to act"[i]. Impulse buying is an action of sudden whim of purchasing[ii]. Impulse buying occurs due to the changes in the mental or emotional feelings of the consumer. Human minds are not stable while purchasing, it is affected by certain forces like choice, desire, need, attraction and so on. As a result, impulse buying occurs.

Impulse buying can occur to a person in any situations like when he/she comes across some peculiar things while shopping. It can even happen to satisfy certain immediate needs like thirst, hunger, emotions and so on. It can be due to certain internal and external factors like social pressure, purchasing power of the individual, product attraction and so on. Sometimes, store ambience also influences an individual who is passing by the store to make impulse buying. In certain situations, price of the product might also attract the shoppers to make impulse buying. Above all these things, the marketers also plays a vital role in adopting some promotional strategies like advertisements, sales promotion, personal selling, public relation and direct marketing to create impulse buying among consumers.

A promotional strategy adopted by the marketer has a greater influence on consumers' impulse buying behavior. Strategies like advertisements displayed in front of the shop, pamphlets circulated in and around the shopping zones, recommendation of products by the sales persons, services of the sales persons, direct marketing of the product by the manufacturer, publicity of the product in the medias and sales promotion tools which creates a tempt in the consumers' minds to make a purchase impulsively.

Hence an empirical research was undertaken to know the impact promotional strategies has on impulse buying behavior, factors contributes to impulse buying and the popular promotional strategy influencing consumers towards impulse buying behavior.

II. REVIEW OF LITERATURE

Neha P. Mehta and Pawan K. Chugan in their study, four dimensions of visual merchandising viz. window display, in-store form/mannequin display, floor merchandising and promotional signage were studied and their impacts on impulse buying behavior were found out. The results of the study revealed that certain dimensions of visual merchandising didn't affect impulse purchase[iii].

Wahida Shahan Tinne in his study he identified that impulse buying of the commodities is on a great rise mainly due to pricing strategies, store characteristics, situational factors and promotional activities[iv].

Beyza Gultekin and Leyla Ozer in their research they have found that, hedonic motives and its dimensions such as adventure, gratification, and idea have a positive impact on impulse buying. Consumers' browsing behavior influenced impulse buying positively[v].

Mohan, Geetha, Bharadhwaj Sivakumaran, and Piyush Sharma, in their study they have identified that impulse buying was prevalent among Indian shoppers, though not to the extent that it is in other countries. They have also found that among all the store environment elements, layout had the highest effect[vi].

III. OBJECTIVE OF THE STUDY

- To identify the popular Promotional strategies that influences consumers towards impulse buying .
- To identify the factors that contributes to impulse buying .
- To study the impact of promotional strategies on impulse buying.

IV. RESEARCH METHODOLOGY

4.1 Population and Sample

The sample size of the study is 406 consumers from Chennai city.

4.2 Sampling technique

In this study non- probability sampling was employed. The type of non- probability sampling used is "convenience sampling" where in the samples are drawn at the convenience of the individual, who take up the study.

4.4 Data and Sources of Data

The major sources of data for the study consist of both primary and secondary data. Primary data for the study was collected through survey method using well structured questionnaire containing single and multiple choice questions. The questionnaires were distributed to the respondents of the Chennai city directly and secondary data consist of books, journals, thesis etc...

4.5 Hypothesis of the Study

Ho: There is no significant relationship between promotional strategies and Impulse Buying .
H1: There is a significant relationship between promotional strategies and Impulse Buying .

4.6 Statistical tools

Descriptive Statistics, Factor Analysis, Correlation and Regression Analysis

V. RESULTS AND DISCUSSION

5.1 Results of Descriptive Statistics of study variables

Table 5.1: Shows the popular promotional strategy that influences consumers towards impulse buying

	N	Minimum	Maximum	Mean	Variance
Advertisement strategy	406	.00	10.00	5.0936	9.081
Sales promotion strategies	406	.00	10.00	4.7746	7.020
Personal selling strategies	406	.00	10.00	4.4643	7.397
Direct marketing	406	.00	10.00	4.9926	7.764
Public relation tools	406	.00	10.00	5.2086	6.865

Source: Primary Data

Interpretation:

Table 5.1 shows the Descriptive Mean Statistics for the promotional strategies that influences the respondents the most to make impulse buying behavior. The mean score for various promotional strategies ranges from 5.2086 – 4.4643 and it is found that "public relation tools" is the top promotional strategy having the highest mean score of 5.2086. Hence, it is said to be the most influential promotional strategies for impulse buying behavior by the respondents, followed by that the other promotional strategies like "Advertisement" (5.0936), "Direct Marketing" (4.9926), "Sales Promotion" score of (4.7746) and finally "Personal Selling" (4.4643).

Hence, the objective to identify the popular promotional strategies that influence consumers to make impulse buying behavior is achieved successfully by Descriptive Statistics.

5.2 Results of Factor Analysis

In order to identify the factors that contribute to impulse buying behavior, forty five factors were identified and listed using single and multiple choices. Multivariate factor analysis was conducted on these factors in order to reduce them into prominent factors. The principal component method is used to group the variables. The following tables show the results of the factor analysis conducted on the data that was collected.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test measures strength of the relationship among variables.KMO is used for assessing sampling adequacy and evaluates the correlations and partial correlations to determine if the data are likely to correlate or not on factors. The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. The Bartlett's test evaluates whether or not the correlation matrix is an identity matrix that is 1 on the diagonal & 0 on the off-diagonal.

Table 5.2: shows KMO and Bartlett's Test for the factors that contribute to impulse buying behavior

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	10548.396
	df	990
	Sig.	.000*

Source: Primary Data * significant at the level of 0.05

From Table 5.2, it can be noted that Kaiser-Meyer- Olkin measure of sampling adequacy is 0.935 and Bartlett's Test of Sphericity and approximate Chi- Square value is 10548.396 which is statistically significant at 5% level. Therefore, it can be concluded that the sample size is adequate to derive the factors that contribute to impulse buying behavior.

The next table displays the amount of variance accounted for in the items' variance-covariance matrix by each of the factors and cumulatively by all the factors.

Table 5.3: showing Total Variance Explained for the factors that contribute to Impulse buying behavior

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.166	35.923	35.923	16.166	35.923	35.923	6.046	13.435	13.435
2	2.660	5.910	41.834	2.660	5.910	41.834	5.743	12.762	26.196
3	2.063	4.586	46.419	2.063	4.586	46.419	3.785	8.412	34.608
4	1.629	3.620	50.040	1.629	3.620	50.040	3.764	8.365	42.973
5	1.418	3.151	53.190	1.418	3.151	53.190	3.277	7.281	50.254
6	1.353	3.006	56.196	1.353	3.006	56.196	2.674	5.942	56.196
7	1.291	2.869	59.065						
8	1.099	2.442	61.507						
9	1.043	2.318	63.825						
10	.967	2.149	65.974						
11	.916	2.036	68.010						
12	.852	1.894	69.904						
13	.828	1.840	71.744						
14	.801	1.780	73.524						
15	.694	1.542	75.066						
16	.664	1.477	76.543						
17	.648	1.441	77.984						
18	.603	1.340	79.324						
19	.592	1.316	80.640						
20	.557	1.239	81.879						
21	.539	1.198	83.076						
22	.526	1.168	84.245						
23	.501	1.114	85.358						
24	.469	1.043	86.401						

25	.447	.994	87.395						
26	.412	.915	88.310						
27	.400	.890	89.200						
28	.387	.861	90.060						
29	.378	.840	90.901						
30	.361	.802	91.703						
31	.346	.768	92.472						
32	.342	.760	93.232						
33	.319	.709	93.941						
34	.301	.670	94.611						
35	.290	.646	95.256						
36	.273	.606	95.863						
37	.260	.577	96.440						
38	.254	.564	97.003						
39	.231	.512	97.515						
40	.221	.490	98.006						
41	.218	.483	98.489						
42	.197	.438	98.928						
43	.181	.403	99.331						
44	.156	.348	99.678						
45	.145	.322	100.000						

Source: Primary Data

From table 5.3, shows six extracted factors. The six factors are known to the researcher previously hence six factors are extracted through selection fixed number of variables account for 56.196% of the variance in the items' variance-covariance matrix. It can be noted that the fifteen variables are reduced to six predominant factors with cumulative values percentage of 35.923%, 41.834%, 46.419%, 50.040%, 53.190 and 56.196%.

The rotated factor matrix table shows which items load on which factors after rotation. The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings.

Table 5.4: shows Rotated Component Matrix for factors that contribute to impulse buying

	Component					
	1	2	3	4	5	6
surprise to see a product			.445			
Product Browsing			.452			
Popularity of the product			.481			
Complimentary nature of the product			.481			
The appearance of the products			.494			
Contribution as a part of charity			.544			
Product size			.562			
Brand image of the product			.568			
Free coupons offered				.487		
product packaging				.524		
Cheaper price of the product				.529		
Seasonal offers				.670		
Various schemes				.702		

Attractive discounts				.731		
Individual Status in the society						.491
Customs & culture of the individuals						.512
Influence from neighbours/ peer group						.681
Influence of family members						.736
Individual Purchasing capacity					.445	
Changing trend in the market					.453	
Quality of the product					.485	
Happiness while shopping					.492	
Intention of saving					.506	
Product features					.507	
Trust on the product					.701	
Anxiety		.493				
Direct Marketing by the manufacturer		.501				
Disgust feeling		.537				
Anger/ irritation mood		.571				
Fear of shopping		.597				
Demonstrations		.616				
Pamphlets/ broachers		.633				
Events/ Experience		.693				
Sales person recommendations		.727				
Availability of different varieties/ collections of Product	.410					
Display System of the store	.588					
Music and sounds system of the store	.589					
Fragrance or sweet smell of the store	.613					
Structure or Layout of the store	.619					
Store decoration	.625					
Attraction of Light effects	.648					
Arrangement or Assortment of the products in the store	.676					
Facilities/ services offered	.711					
cleanliness of the store	.732					
Silence of the store	.733					

Source: Primary Data

From Table 5.4, it can be noted that eleven variables create to form the first factor which can be suitably named as "Store Ambience". The second factor with grouping of nine variables can be classified into two and named as "Emotional and Promotional Factors". The third factor is formed with eight variables which can be named as "Product Attribute". The fourth factor can be named as "Economical factors" consisting of six variables. The fifth factor formed with seven variables can be suitably named as "individual Perception factor and finally the sixth factor is formed with a variables consisting of four variables can be named as "Societal factor". This reveals that factor analysis results in four predominant factors.

The Store Ambience Factor portrays that, the Ambience in the store like Product Arrangement, Display system, Light effects, Music and sounds system, cleanliness, Silence, Fragrance, Facilities/ services offered, Structure or Layout and Store decoration influences the individual make impulse buying behavior.

The Emotional and Promotional Factors says that Emotional factors like Fear, Disgust Opinion, Anxiety, Anger and Promotional factors like Demonstration, Events & Experience, Distribution of Pamphlets and broachers, Recommendations of sales Personals, Direct Marketing of the product have a strong influence for impulse buying behavior.

Product Attribute factors include variables relating to product like popularity, Brand Image, Complimentary Nature, Appearance, Sizes, Contribution as a part charity, Product Browsing, Surprise contact with the product influences the consumers to make Impulse buying behavior.

The Individual Perception factors include variables like Purchasing capacity, Quality expectation, Product features, changing trend, Intention of saving some amount, Trust and happiness of the individual are responsible for consumers to make Impulse buying behavior.

The Economical factor refers to the variables product packaging, cheaper price, discounts, Seasonal offers, various schemes and free coupons which influences the consumers to make Impulse buying behavior.

Social concern factor communicates that variables like Influence of neighbours/ peer group, family members, Status of Individual and Customs & culture of the individuals influences the consumers to make Impulse buying behavior.

The factors that contribute to impulse buying behavior are "Store Ambience", "Emotional & Promotional Activities", "Product Attribute", "Economical factor", "Individual Perception and "Social concern". Store Ambience, Emotional & Promotional Activities and product Attributes are the major predominant factors influences the respondents to make impulse buying behavior.

Hence, the objective to identify the factors that contribute to impulse buying behavior is achieved successful with the help of factor analysis.

5.3 Results of Correlation Analysis

Interdependence among variables is a common characteristic of most multivariate techniques and correlation matrix is a table used to display correlation coefficients between these variables. Correlation analysis involves measuring the magnitude and direction of the relationship between two or more variables. Correlation Matrix forms the basis for computation and understanding of the nature of relationships in multiple regressions, discriminate analysis, factor analysis, and many other similar techniques. The study aims at identifying the most important variables which have higher significant association (Karl- Pearson correlation co-efficient) with the dependent variable.

In order to identify the significant relationship between impulse buying behavior (Dependent variable) and promotional strategies (Independent Variable) Correlation Analysis was carried out.

Table 5.5: shows the correlation between impulse buying and promotional strategies

		Impulse buying Behavior	Advertisement	Sales Promotion strategies	Personal Selling	Direct Marketing	Public Relation Tools
Impulse buying Behavior	Pearson Correlation	1	.518(**)	.525(**)	.456(**)	.478(**)	.518(**)
	Sig. (2-tailed)		.000	.000	.000	.000	.000

Source: primary data ** significant at the level of 0.01

Interpretation:

From the correlation matrix in Table 5.5, almost all the variables are positively correlated to each other at the 0.01 level. Correlation coefficient values ranges from 0.456 to 0.525. The correlations between impulse buying behavior and personal selling (0.478) are less when compared to the correlation of other variables. There is a moderate correlation between impulse buying and Direct Marketing (0.478). The variable Sales Promotion Strategies (0.525), Advertisement (0.518), Public Relation tools (0.518) has a high correlation with impulse buying .

From this it is concluded that all the variables have a positive correlation with impulse buying behavior but sales promotion, public relation and advertisement has a strong correlation compared to other variables. Other variables have either low or moderate correlation only.

Hence the Null Hypothesis (H0), there is no significant relationship between Promotional Strategies and Impulse buying behavior is rejected and alternative hypothesis (H1) there is a significant relationship between Promotional Strategies and Impulse buying behavior is accepted.

5.4 Results of Regression Analysis

The model summary contains five models. Model one refers to the first stage in the hierarchy where only 'Sales Promotions' is used as a predictor. Model two refers to the second stage; 'Sales Promotions and Public Relation' is used as predictor. Model three refers to the third stage, 'Sales Promotions', 'Public Relations Tools and Advertisements Strategies' are used as a predictor. Model four refers to the fourth stage, 'Sales Promotions', 'Public Relations Tools', 'Advertisements Strategies' and 'Personal selling Techniques' are used as predictors. Model five refers to the final stage, Sales Promotions, Public Relations Tools, Advertisements Strategies, Personal selling Techniques and Direct Marketing Strategies are used as predictors.

Table 5.6: shows Model Summary for impulse buying and promotional strategies

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525(a)	.276	.274	20.578
2	.600(b)	.360	.357	19.375
3	.635(c)	.403	.398	18.736
4	.650(d)	.423	.417	18.445
5	.657(e)	.432	.425	18.315

Source: Primary Data

For the first model R^2 value is 0.276, which means that *Sales promotions* account for 27.6% or 28% of the variation in *Impulse buying behavior*. Second model, this value increased to 36% of variation in Impulse buying behavior, this indicates that (36 – 27.6) 7.5 % of variation in *Impulse buying behavior* score due to *Public Relation*. Third model, this value again increased to 0.403 or 40.3% of variation in *Impulse buying behavior* indicates that (40.3 – 36.0) 4.3% of variation in Impulse buying behavior score due to *Advertisement*. Fourth model, this value is further increased to 0.423 or 42.3% of variation in *Impulse buying behavior* indicates that (42.3 – 40.3) 2% of variation in impulse buying behavior score due to *Personal Selling.* In final model, R^2 value is 0.432 or 43.2% of variation in *Impulse buying behavior* indicates that (43.2 – 42.3) again 0.9% of variation in *Impulse buying behavior* score due to *Direct Marketing.*

The adjusted R^2 and R^2 for final model is 0.432 and 0.425 respectively. The difference for the final model (0.432 – 0.425 = 0.007 or 0.7%) means that if the model were derived from population rather than sample it would account for approximately 0.7% less variance in the outcome.

Table 5.7: shows coefficients for impulse buying and promotional strategies

		Un standardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta	B	Std. Error
1	(Constant)	53.024	2.107		25.169	.000
	Sales Promotion strategies	4.790	.386	.525	12.412	.000
2	(Constant)	44.364	2.315		19.166	.000
	Sales Promotion strategies	3.214	.423	.353	7.593	.000
	Public Relation Tools	3.108	.428	.337	7.260	.000
3	(Constant)	41.585	2.297		18.104	.000
	Sales Promotion strategies	2.035	.464	.223	4.383	.000
	Public Relation Tools	2.675	.422	.290	6.344	.000
	Advertisement	2.093	.389	.261	5.383	.000
4	(Constant)	39.731	2.316		17.156	.000
	Sales Promotion strategies	1.498	.479	.164	3.125	.002
	Public Relation Tools	2.405	.421	.261	5.708	.000

	Advertisement	1.926	.385	.240	4.997	.000
	Personal Selling Techniques	1.495	.403	.168	3.711	.000
5	(Constant)	38.740	2.331		16.618	.000
	Sales Promotion strategies	1.453	.476	.159	3.051	.002
	Public Relation Tools	1.949	.454	.211	4.295	.000
	Advertisement	1.762	.388	.220	4.542	.000
	Personal Selling Techniques	1.255	.411	.141	3.057	.002
	Direct Marketing Strategies	1.099	.424	.127	2.591	.010

Source: Primary Data

In Table 5.7, promotional strategies are chosen as independent variables and impulse buying behavior as dependent variable to test whether the five promotional strategies, are positively related to impulse buying behavior. The multivariate test provides the information that the regression of all the promotional strategies is positively related to impulse buying behavior. The t-test shows that all the promotional strategies are significant.

In this model, *Sales Promotion*, ($t = 3.051$, $p < 0.01$), *Public Relation*, ($t = 4.295$, $p < 0.01$), *Advertisement*, ($t = 4.524$, $p < 0.01$), *Personal Selling*, ($t = 3.057$, $p < 0.01$) and Direct Marketing, ($t = 2.591$, $p < 0.01$) are significant predictors of *Impulse buying behavior*. The beta value for *Sales promotion* is 1.453, *Public Relation* is 1.949, *Advertisement* is 1.762, Personal Selling is 1.255 and *Direct Marketing* is 1.099. This tells us that *Sales Promotion* contributes 145.3% towards Impulse buying behavior and stands first.

The final model is:

Impulse buying behavior = 38.740+ 1.453 (Sales promotions) + 1.949 (Public Relation) + 1.762 (Advertisement) + 1.255 (Personal Selling) + 1.099 (Direct Marketing)

From this model it is understood that to increase one unit of Impulse buying behavior the marketers has to increase 1.453 units of sales promotion activities, 1.949 units of Public relation tools, 1.762 units of advertisement strategies, 1.255 units of personal selling activities and 1.099 units of direct marketing activities.

From this it understood that since all the variables relating the promotional strategies entered into the model and there was no elimination of variables, it is strongly recommended that all the five promotional strategies have an impact on impulse buying behavior.

Hence, the objective to study the impact of promotional strategies on impulse buying behavior is achieved successfully.

VI. FINDINGS AND SUGGESTIONS

6.1 Findings of the study

In the descriptive mean statistics, it was found that public relation tools is the popular promotional strategies among the five strategies, because it has the highest mean score of 5.2086 compared to other promotional strategies. Other four strategies also influences consumers to make Impulse Buying Behaviour but not to the extent of public relation tools.

The factors that contribute to Impulse Buying Behaviour are “Store Ambience”, “Emotional & Promotional Activities”, “Product Attribute”, “Individual Perception and “Societal concern”. In this Store Ambience, Emotional & Promotional Activities and product Attributes are identified to be the major predominant factor influences the respondents to make Impulse Buying Behaviour.

There is a positive and significant correlation between promotional strategies and impulse buying behaviour. Promotional strategies have an impact on Impulse Buying Behaviour this was found with the help of correlation and step wise linear regression. The outcome of the regression states that, in order to increase one unit of Impulse Buying Behaviour marketer needs to increase 1.453 units of sales promotion activities, 1.949 units of Public relation activities, 1.762 units of advertisement strategies, 1.255 units of personal selling activities and 1.099 units of direct marketing activities. So it is proved that promotional buying has a strong impact on Impulse Buying Behavior.

6.2 Suggestions

In this research work it was found that promotional strategy is also one of the predominant factor influencing consumers towards Impulse Buying Behaviour and it also has an impact on Impulse Buying Behaviour and it was also proved by correlation technique, by both the variables having positive and strong correlation with each other. So the marketers and retailers can use this strategy even better to improve their sales further.

VII. LIMITATIONS OF THE STUDY

- Responses provided by the consumers may be subjected to personal bias.

- The sample area of this study is restricted to Chennai city alone. Hence the results of this study may not be treated as the results of the entire nation.
- The sample size considered for this study is 406 respondents only from the entire population. Hence, it cannot be considered as respondents of the entire city.
- Time period given for the study is limited. Hence, an in-depth study could not able to be done.

VII. CONCLUSION

From this study it can be concluded that there is a positive and significant relationship between promotional strategies and Impulse Buying Behavior. Therefore, promotional strategies have an impact on impulse buying behavior. So the marketers can concentrate more on promotional strategies to improve their sales further through consumer's impulse buying behavior tendency.

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