



# IMPULSIVE BUYING BEHAVIOR OF CONSUMERS WITH REFERENCE TO THE FMCG SECTOR IN RETAIL OUTLETS IN INDIA

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**Abstract:** The study focuses on the impulsive buying behavior of consumers with reference to food products in retail outlets and the factors that could potentially trigger this response from the consumers. Impulsive buying is a psychological effect that causes consumers to purchase products that weren't pre-planned.

The study has examined the external store stimuli and the consumer related factors that affect impulsive buying. It has also taken into consideration demographic variables of age and gender. The external factors like Branding of the product, Product packaging, Offer and discount availability, Store layout, Product promotions, Store environment, Time availability, Return and refund policy, Payment option variety, Spending capacity.

**Keywords:** Impulsive Buying Behavior, Consumer psychology, Purchase Intention

## I. INTRODUCTION

The purchasing behavior of Indian consumers has changed drastically over time, mainly due to the entry of foreign products and influence of westernization in their culture and lifestyle.

The introduction of the organized retail sector in India can be traced back to the era pre-independence when the country began to grow rapidly in the retail space through discoveries and entry into various fields. Social changes too have caused the change in the purchase patterns or individuals and have contributed to the increase in personal consumption levels.

The country has seen a lot of progressive changes right from the shift from unorganized to turning into an organized retail sector. This sector contributes to over 10 percent of India's Gross Domestic product (GDP) and it also puts the country on the map for the fifth largest global destination for retail. India population largely consisted of the middle-income groups which is one of the reasons why traditional retailers still contribute to about 80 percent of the total sales in the food retail markets. The sector was is categorized into Food and grocery segments which is then divided into branded, fresh groceries, unprocessed dry groceries and hygiene products and food service segments consists of the catering services.

The success of this sector was seen due to the changes in trends, consumer behaviors and lifestyle changes along with higher levels of disposable incomes.

Another contributing factors towards the boost and growth of the industry happens to be the effect of impulsive buying behavior that contributes towards increasing the purchase intention of the consumer while browsing through the products in retail stores. There are a number of factors that aid in this decision-making process that tends to influence the buying behavior of consumers.

Impulsive Buying Behavior is a part of the study of Consumer Buying Behavior that aims at understanding the tendency of a customer to purchase goods and services without planning it in advance. The decision making occurs based on the influence of certain stimuli which triggers emotions that cause the acts of impulsiveness within the customers.

This research paper aims to understands the factors that contribute towards increasing this behavior so as to allow marketers to tap into this aspect of consumer psychology.

## II. LITERATURE REVIEWS

(Ahmad, 2011) The influence of western culture has seeped into the lifestyle of many Indians which is a result of the increase in the income of individuals which in turn also boosts their purchasing power. These factors along with the pricing strategies used by retailers is a huge contributing factor towards the impulsive buying seen in customers.

The study shows a weak relationship between the factors of consumer lifestyle and post-decision stage behavior, rather the pre-decision stage has a strong relationship with the impulsive buying trait noticed in shoppers. The study also establishes that the influence of age and gender played an important role in the tendency to purchase as a retail outlet.

(Roy, 2016) The study found that the components contributing towards a strong impulsive buying behavior among customers was found to include the factors relating to promotions, the product attributes, store attributes, psychological factors and customer details.

FMCG products come under the segment of Low Involvement products which are used to define the products that do not require as much time and money on a regular basis. This category of products allows retailers to exploit the use of marketing strategies like promotions and incentives in order to induce impulsive buying and at the same time receive high levels of customer satisfaction as well.

Impulsive buying plays an important role in helping with Point of Purchase sales that is a form of visual display. It is seen that the behaviors of decision making it altered when the customer needs some urgently and are willing to let go off a few initially inhibitions in relation to convenience and time.

The factors that affect a store or rather the levels of sales that are recorded can be identified and changes can be made in order to increase the effect that the factors of the store have on its customers in order to be able to stimulate more impulsive buying behavior within its customers. Most retailers have the aim of satisfying customers through various promotional methods and other incentives to help influence the customer's purchase behavior and in order to set them on the path towards increases sales for the company but considerable limits. There are many numbers of factors that are grouped and studied to understand the various aspects of the consumer's buying choices in a retail format.

(Mohd. Rumzi Taushif, Manisha Gupta, 2013) The study was conducted to find a conclusive report on two sets of questions that included if consumers were impulsive in nature while making purchase decisions as well as to understand the various factors that contributed towards this sort of behavior for marketers to be able to use it to increase the overall sales turnover.

Consumers are affected by external and internal stimuli that's provided to them while making impulsive purchases. This behavior is often stimulus stimulation and the marketing cues are put in strategically in order to grab the customer's attention and bring them towards the product in offer to make the final decision.

The influence of external stimuli that strengthen impulsive buying behavior is studied by most retailers who then use this to their advantage to increase the sales through the use of targeting customer psychology in controlled environments through marketing cues.

It is seen that the atmospheric cues that are often seen as the store environment have a significant impact on the consumer behavior in a manner that triggers an impulsive response within the customer viewing a certain product. The store characteristics such as its location, size, layouts, facilities and other physical aspects all showed effects upon the impulsiveness of the customers.

The other factors contributing to this nature included the internal factors of individual characteristics that engaged customer in impulsive buying consisted of the consumer's personality traits, demographic and psychological variables and situational factors.

(Mariri Tendai, Chipunza Crispen, 2009) It is seen that economic variables like pricing and coupon options were determinants with greater positive impact on the impulsive purchases made, in comparison to the in-store atmospheric cues like overall attractiveness, background music, scents and other such elements that act as customer engagement features. According to the study the nature of the sales person, the price range of the products, the attractiveness of the displays and promotional advertisements are all determinants of impulsive buying behavior of the customers visiting the store. While the significance of coupons and vouchers were seen to have a lesser impact on the behavior.

The impact of in-store environment is seen in the sense that it contributes towards providing a wholesome consumer experience as well as caters to the customer segment that views shopping to be a source of entertainment as well. The study's findings help in understanding the development of environmental factors that are essential for the stores that which to boost sales and profits by leveraging upon the impulsive buying tendency of their customers.

Training of the staff as well as providing offers and discounts on the prices helps in motivating buyers to increase their purchase of both essential and luxury or optional products as well. It was also seen the products sold in bundles or in collective packs contributes towards increasing impulsive buying by targeting on the temptation of the customer to receive a good deal.

Retailers must learn to design the store in a way such that it increases the positive impact of purchase experience for the customer that force them into making repetitive purchases and feel comfortable in the store atmosphere. This is an important factor as if the store environment isn't conducive towards creating a better shopping experience customer tend to reduce their purchase time, postpone purchases and deviate from their browsing nature and stick to their shopping lists.

It is important to find a suitable mix of both promotional and atmospheric factors to increase sales of the outlet. Promotional advertisements in retail outlets and display units within the layout of the store also contribute towards increasing the impulsiveness of the consumers.

(Dr.Smita Harwani, Dr. Sneha Ravindra Kanade, 2017) The primary focus of the study is to determine the factors the influence impulsive buying in consumers. All external and internal factors do not have a significant impact upon the customers purchase intent rather, it is all based on economic factors such as disposable income, availability of credit and lifestyle patterns. It is noticed that age has a large impact on this behavior and is usually seen in the groups of 25 and 35-year-old while gender is also seen to have an impact with the results showing that female shoppers tend to be more impulsive with their purchases.

The in-store environment and the various stimuli present in the store also contribute towards increase overall sales through inducing impulsiveness within the customers.

It is also seen that emotional state of the consumer also tends to have an impact on the consumer behavior as some believe that a negative state in the mood of the customer increases their impulsive buying.

According to the study there is a significant influence of gender of this buying behavior as well. It is seen the female responds tend to purchase more impulsively than their male counterparts. The changes in the personal spending capacity and the lifestyle of the consumer also impact the buying behavior in the sense that a higher disposable income allows the customer to go beyond their budget at times and pick up a few products based on their impulsive rather than sticking to a specific budget in mind.

There are a few customers who also believe that the behavior of the sales staff also influences their purchase intention when it comes to impulsive buying.

(G. Muruganatham, Ravi Shankar Bhakat, 2013) Impulsive buying behavior has always been a difficult aspect to gauge due to its high levels of complexity. The study found that there are four key dimensions to be considered while analyzing impulse buying seen in customer which includes the impact of external stimuli, internal stimuli, situational factors along with product related factors and the effect of demographics.

The synergy of the factors that contribute to this sort of behavior can help retailers benefit and have an increased level of sales. The impulsive buying behavior is also highly volatile based on the current trends seen in the market place.

(EBITU, EZEKIEL TOM, 2015) The research showed a positive relationship between the demographic variable of gender against the impulsive buying behavior noticed among customers. Further analysis showed that it was seen to be more evident in females than in males especially in relation to jewelry and cosmetics.

A positive relationship was also noticed between age and impulsive buying in which the behavior was seen to be more evident in the younger set of respondents which lead to the conclusion that younger people were less risk averse when it came to spending on products. The research was able to show that impulsive buying wasn't a rational form of decision making as when a need was felt the consumers made impulsive purchases rather than searching for alternatives. The cause of this impulsive buying nature was traced back to the nature of temptation seen within customers.

Retailers can use the method of visual merchandising that can act as stimuli to entice customers and encourage them towards making impulsive buying decisions.

It was also noticed that social groups and their influence based on their recommendations and habits also help in promoting a product that could later on lead to an impulsive purchase.

Promotional strategies and marketing techniques need to aim at targeting the aspects of temptation that customers face in retail outlets upon viewing product displays. Displays that managed to grab the attention of the customer were also seen to have a positive effect on the customers mood which could then trigger impulsiveness.

(Pradhan, 2016) Retailers also need to keep in mind that the facilities like POS terminal facilities and ATM counters contribute to the ease of shopping which automatically urges consumers to make impulsive decisions. Additions like store layouts and environments, ambience and efficient staff also influence such behavior.

(Nair, 2019) The study showed a high level of association between the impulsive buying behavior and the gender of the consumers with female adolescents showing high levels of impulsiveness which contradicts many other researches which state that males have a higher level of impulsive. The spending capacity has very little impact on the purchase decisions making in the younger populations.

The study puts forth a few potential factors that contribute to this behavior. They include the lack of awareness regarding the effects of budgeting, the influence of family, overwhelming emotions to create an urge to purchase. The research also shows the lack of a significant relationship between age of the adolescent and the impulsive buying tendency which is known to increase with increase in age.

(Aradhana Gandhi , Apoorva Vajpayee , Dewanshi Gautam, 2015) The study was aimed at understand the various factors that cause customers to tend to make purchases at retail stores.

The design factor of these stores such as the spacing of the layout, the music and the environment on a while were seen to have an impact of their shopping behavior. The levels of spending capacity of the customers also contributed towards the increase in the ability or rather the free to make such impulsive purchases.

In terms of the beverages sector in retail stores, age, gender and time spent is seen to be influencing factors in terms of the purchase intent while the number of people accompanying the buyer does not seem to affect the buying decisions It was seen that the customer who had already decided to not go ahead with buying a product has already done so in about three to five minutes which shows that impulsive buying is usually done without taking much time to decide and those customer that cross this time range tend to not make any impulsive purchases.

(SONALI BANERJEE, SUNETRA SAHA, 2012) The study notices that in the recent times shopping has turned into more of an entertainment activity rather than a rational and focus driven one which reduces the number of rational and pre planned purchases that consumer make.

A huge portion of customers that visit retail stores rarely plan their purchases beforehand which makes them more vulnerable when it comes to making impulsive choices. The frequency analysis of the study showed that 55% of the customers felt that sight was the most important sensory organ for them during the decision-making process of buying an item. The sense of sight is more evidently responsible for its contribution towards the purchases while olfactory senses have a lesser impact. Touch and sound impact the time spent in the retail store which may in turn affect the buying behavior.

The research also makes to the conclusion that 42% of their respondents spent more time browsing through the store which showed that the in-store environment played a key role in influence the impulsiveness as well as the customers than touched the products were seen to have a higher probability of purchasing the product as well.

The study shows the relationship between the stimuli present in the store and the general consumer behavior in relation to the impulsive purchase decisions or rather the purchase intention of the customer.

(V R Ragel, K Nirushan, 2017) Under the context of in-store stimuli, lighting and store crowd are found to be strongly influencing factors when it comes to the positive effect of the perception of impulsive buying.

The physical evidence in stores that act as a stimulus create a variation of 22.3% in context of this perception. This positive perception contributes to the urge to purchase and hence increases impulsive behavior.

(Mudassir Husnain, M Waheed Akhtar, 2016) Packaging of the product as an element of branding can help in capturing the attention of the shoppers which assists in the strategies to achieve increased sales through impulsive buying nature of consumers. Attractive packaging can also break the clutter and grab the attention of the consumer in a retail store when the products are kept alongside their competitor products as well. The information on the labelling of the packaging also influences the impulsiveness through the check of the quality aspect as well. It is important for marketers to also use their packaging as a mode of communication along with promotions. It was seen that graphical and visual elements had a positive impact on FMCG products as they are considered to be low involvement goods.

The main aim is to increase consumer engagement which would in turn lead to impulsive buying due to an induced need caused by temptation felt towards purchasing a product. Impulsive shoppers are said to be motivated by their emotions and have hedonic goals or have rational motivation alongside utilitarian goals.

The study also believes that the customer who tent to make impulsive purchase have emotional motivation rather than a more rational approach towards their decision making.

Marketers can capitalize on this by basing their promotions of monetary benefits on the utilitarian benefits and their non-monetary based promotions on their hedonic benefits which can further help customer in making decisions as it was notices that not all customer view impulsive buying negatively and hence, a clear picture through the promotion strategy would influence them in a way that would help the store increase their sales.

It was also recommended that retailers could focus upon making the purchase process more customer friendly by making return and refund policies available and by increase the store hours to facility increase in the time for purchase.

Other factors such as a more sophisticated in-store environment, stocking more products, increase in promotions and information availability and focus on store atmospherics could contribute to a better result in increased impulsive buying behavior of customers.

(Dhurup, 2014) Store atmospherics are a key factor in keeping the customer excited and attentive towards all the product offerings. This also helps in enhancing the mood which in turn influences their emotions which could trigger a certain buying behavior. Markets need to work on creating this urge as it is an essential component of increasing sales in the retail industry. They need to focus on the emotional side of consumers through the various promotions and pricing strategies to influence impulsiveness within the consumers.

Using the right lighting and music, attractive layouts and design patters, the right aromas if needed and creative signage can all contribute towards creating a better shopping experience for the consumer. Positive emotions along with mood management can be induced through various stimuli that would lead to impulsive purchase decision and hence be affective in the process of having increase sales.

(Dr.A.Vinayagamoorthy, P.Kannan, 2015) The study found that the pre-purchase decision of the consumer behavior establishes a strong level of association with impulsive buying behavior of the consumer. The research found that the respondents plan their purchases based on their lifestyle and are not guilty of their decisions even post-purchase. They tend to buy products that capture their attention in a store and that includes the factor of pleasure of purchase.

The study also identified a difference in the behavior of consumers between the gender, age and level of education. It was found that the graduate level of education groups has a lower level of impulse buying behavior that the other levels. There is also a significant impact between the various income levels.

All the information derived is useful in providing strategical decisions towards development actives for the markets to help the industry's growth.

(Silvia Bellini, Maria Grazia Cardinali and Benedetta Grandi, 2017) Pre-shopping tendencies among the consumers influence impulsive buying behavior and reduces the possibilities of the consumers falling prey to temptations especially in the grocery retail industry.

(Priyanka Singh, Harmeen Soch, 2015) The aim of the retailer should not just be to bring crowds as the number of potential buyers isn't responsible for guaranteed profits. This is seen in malls and bigger outlets where most of the people are window-shoppers and do not contribute to the sales in significant manner.

These target formats only help in creating a potential customer base that can be captured through the means of effective visual merchandising in the forms of in-store browsing.

(Ružica Kovač Žnideršič, Aleksandar Grubor, 2014) There are many external factors that contribute to consumer behavior which also include geographical and demographic factors along with economic and sociological factors. Psychological elements which are intrinsic factors that contribute to the behavior of consumers by understanding intrapersonal determinants

(Muhammad Bilal Ahmad, Hafiz Fawad Ali, Maha Sabir Malik, Asad Afzal Humayun, Sana Ahmad, 2019) It is also seen that positive mood of the consumer along with a sense of involvement in the trends of fashion or product lines plays a significant role in the impulsive purchases made by consumers. Retailers can increase the sales of spontaneous buying by increasing the incentives or added advantages that come along with the product such as a return policy or credit hours which targets the more risk averse section the consumers.

The focus of the study is towards the understanding impulsive buying behavior as a focal point of marketing plans. It concludes that visual merchandising plays an important role in initiating impulsive behavior within customers. The store environment, layout and other situational factors contribute towards the impulsiveness. When consumers are exposed to certain stimuli, they tend to shift their behavior accordingly to increase satisfaction as it creates an urge through positive feelings as a response to the environment.

The study also derived a strong relationship between promotional offering and signage.

(Thomas, Loiuse & VP, 2018) Visual appeal of the store helped the customer in developing an image of the sore and the mindset plays an important role in the way they begin to perceive the products. Well-organized stores with promotional offers seen at the entrance of the store tends to entice and attract the customers towards the store which can possibly increase the sales.

The impact of mannequins and window displays along with the creativity with which it is done and the overall aesthetics of the retail out influences the impulsive buying nature of the consumer. Mannequins are noticed to have lesser impact in the visual merchandising method.

(Regina Virvilaitė, Violeta Saladienė, 2012) Consumer psychology in terms of impulsive buying depends on the factors of consumer perception, belief, hedonistic needs, attitude, personality, and the inherent impulse nature of the buyer. All of this acts as intrinsic factors in influencing the purchase intent in a retail outlet.

(Anantjyoti Badgaiyan, Anshul Verma, 2014) This study is primarily focused on understanding impulsive buying behavior in terms of understanding the tendency to purchase based on consumer personality trait and cultural background. It also taken into consideration the effect of materialism and shopping as a form of entertainment.

The research found that people who were more sociable were more susceptible to impulsive buying as they were easier targets towards the marketing efforts. At the same time, marketers need to keep track of post-purchase dissonance.

It was also found that personality traits play an important role in shaping the consumer behavior of an individual as their purchased products need to suit their traits. According to this study it was shows that intrinsic factors and their influence on impulsive buying behaviors aren't influenced by the gender of the respondent.

(Sanjeev Prashar, Chandan Parsad, T. Sai Vijay, 2015) Since external stimuli has a huge impact on the consumers, retailers must keep in mind their target customer while planning to the store layout and arrangement along with the displays, lighting, music, salespersons and other such factors as the customer range is varied and have different outlooks that influences consumer

(Gogoi, 2017) Crowded atmosphere in the store increase dominance and excitement which urges consumers to get influenced by the purchases being made around them and also unknowingly makes them purchase products spontaneously.

This stands relevant in human crowds and not spatial crowding as that has the exact opposite impact where in the impulsive buying behavior reduces due to congestion of having a huge variety of products in a smaller area. It was found that pleasure and arousal was seen to have an impact on consumer satisfaction which explains why impulsive buying behavior leads to happiness of the customer in most cases even after post purchase.

### III. RESEARCH METHODOLOGY

#### 3.1 Statement of Problem

The change in the purchasing patterns of consumers has changed dramatically over time which has in turn reduced the number of planned purchases being made by the masses. Certain characteristics that range from demographic elements to atmospheric cues of a retail outlet tend to influence the impulsive buying behavior of the customers that visit it.

This behavior is seen to reduce the levels of rationality in the choices made as the information processing is influenced to great extremes. This happens to be the main focus of the research which is determined to understand the stimuli that act as cues in triggering impulsive buying behavior within consumers.

#### 3.2 Research Objectives

- To study the demographic factors that influence the impulsive buying behavior of consumers - age and gender.
- To understand the impact of elements of purchase like promotion, effective pricing and store arrangement.
- To understand if environmental cues act as a trigger to create an urge for impulsive buying

#### 3.3 Variables

##### Dependent Variables:

Impulsive Buying Behavior is a part of the study of Consumer Buying Behavior that aims at understanding the tendency of a customer to purchase goods and services without planning it in advance. The decision making occurs based on the influence of certain stimuli which triggers emotions that cause the acts of impulsiveness within the customers.

##### Independent Variables:

3.3.1 Branding: It's a manner of differentiation that companies use in the form of a symbol or design that helps identify the product. It generally holds the reputation of the brand and defines its place in the market alongside its competitors.

3.3.2 Product Packaging: Includes the visual appeal of the product by the means of the way in which it is represented through packaging. It can include the manner of color usage, the texture and design or even the product information labelling.

3.3.3 Offer Availability: This includes that availability of concessions on the price or quantity of the products being offered to the customer that sometimes acts as an incentive to purchase. These could include schemes that may or may not be known to the consumer before the visit to the outlet.

3.3.4 Store layout: This variable includes the floor space plan and the placement of the items at the store. It is understood as the display mannerisms for the products and the size along with the way in which the entire store is arranged and the signage present.

3.3.5 Product Promotions: This means the dissemination of information regarding a particular category, product, product line or brand with the intention of pushing sales and developing a sense of loyalty towards the brand by providing a reminder and recall element. Banners around the stores with information regarding various products acts as a form of promotion of the brand to the customer base.

3.3.6 Store Environment: This includes factors such as customer service, staff behavior and other such elements that are present in the store to add to the consumer buying experience. Specifically, for this study, the elements of lighting and sound have been taken into consideration.

3.3.7 Time Availability: Refers to the amount of time that the consumer has in his/her hands that she finds available to shop at a retail outlet measured in hours. This includes the time spent browsing the area.

3.3.8 Return and Refund Policy: This is a policy where in the customer can return the product or get a full refund or exchange with another product of the similar sort or different if the customer is not satisfied with the product. Each outlet has different policy terms and durations that need to be understood prior to purchase.

3.3.9 Payment Option Variety: This includes the possibility of a retail outlet being able to cater to the needs of the customer by also providing them a variety of payment methods that could include usage of debit cards, prepaid cards, digital wallets and mobile payment, bank transfers, cash payments and other such methods.

3.4.0 Spending Capacity: This refers to the degree to which people can afford to buy certain products and services. In this case, the study takes into account the budget which customers may go with a pre-planned list for their purchase outings.

### Moderating Variables:

These are the demographic variables or personal statistics which in this study include Gender, Age and Monthly Income which have an impact on the other independent variables.

### 3.4 Hypothesis:

#### Null hypothesis:

- H<sub>01</sub>: There is no significant influence seen in the impulsive buying behavior among the customers classified by age
- H<sub>02</sub>: There is no significant influence seen in the impulsive buying behavior among the customers classified by gender
- H<sub>03</sub>: Elements such as Branding, Packaging, Promotions, Purchase time do not have an impact on Impulsive Buying Behavior of customers.
- H<sub>04</sub>: Atmospheric cues in the in-store environment have no contribution in increasing the chances of impulsive buying
- H<sub>05</sub>: Offers and discounts, Return or refund policy, Variety of payment, Budget planning have not had an impact on Impulsive Buying Behavior of customers

#### Alternative hypothesis:

- H<sub>A1</sub>: There is a significant influence in the impulsive buying behavior among the customers classified by age
- H<sub>A2</sub>: There is a significant influence in the impulsive buying behavior among the customers classified by gender
- H<sub>A3</sub>: Elements such as Branding, Packaging, Promotions, Purchase time have an impact on Impulsive Buying Behavior of customers.
- H<sub>A4</sub>: Atmospheric cues in the in-store environment have a significant contribution in increasing the chances of impulsive buying
- H<sub>A5</sub>: Offers and discounts, Return or refund policy, Variety of payment, Budget planning have an impact on Impulsive Buying Behavior of customers

### 3.5 Population and Sample

The data for this research is gathered via a questionnaire that used the primary method of data collection. The Questionnaire included two main categories of questions that included single-choice response questions and Likert-scale questions. The independent factors were analyzed based on the scale of strongly agree, agree, neutral, disagree and strongly disagree.

The pilot study was initially conducted on 40 respondents. The reliability for the same was conducted using Cronbach's Alpha method. After this the questionnaire was further circulated and collected 420 responses which were then analyzed further.

The questionnaire was divided into two sections. The first one was for all the demographic factors and frequency of visiting retail outlets while the second part deals with all the questions pertaining to the independent variables required to understand how the stimuli affects the impulsive buying behavior of the customer.

The independent variables were again designed into questions that deal with product characteristics, the store environment and the cost and spending aspect of purchase decisions.

### 3.6 Data and Data Sources

This study is carried out based on reviewing various articles and publications based on the impulsive buying behavior as seen in customers in reference to food retail outlets. The findings of other research papers have been taken into account.

A questionnaire titled "Study on Impulsive Buying Behavior of Customers in Food Retail Outlets" is prepared and circulated among the population. The respondents include the residents of India

A sample size of 420 has been surveyed.

The researcher has also visited a few selected retail outlets for consumer interactions and to have the questionnaire filled keeping in mind the variety of respondents require, hence, included people from various backgrounds to have a wide range of demographic variables being covered.

### 3.7 Statistical Design

The tests used for the study include correlation, regression, one-way ANOVA with post hoc analysis, independent sample t-test with Levene's test for equality of variances, One-sample T-test. The research is quantitative in nature.

Type of research: Descriptive statistics.

Test conducted	Variables
One-way ANOVA along with Post Hoc Analysis	Between Age and Buying Behavior variable.
Independent sample t-tests along with Levene's Test for Equality of Variances	Between Gender and Buying Behavior
Pearson's Correlation	Between Independent variables – Branding, Product Packaging, Offer Availability, Store layout, Product Promotions, Store Environment, Time Availability, Return and Refund Policy, Payment Option Variety, Spending Capacity and the Buying Behavior
Regression	
One-Sample T-test	

## IV. RESULTS AND DISCUSSION

### 4.1 Results of Study Variables are as follows

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.880	12

Table 4.1: Cronbach's Alpha

According to Table 4, the data is considered to be reliable as the value of Cronbach's Alpha is 0.754.

## 4.2 General profile of Respondents:

Sl. No	Demographic Variables	Number of Respondents	Percentage (%)
1	Gender:		
	Male	200	47.6
	Female	219	52.1
	Others	1	0.3
2	Age:		
	15 – 25	147	35
	25 – 35	60	14.3
	36 -45	81	19.3
	46 – 55	103	24.5
	55 and above	29	6.9
3	Monthly Income:		
	Less than 25,000	127	30.2
	25,000 – 50,000	52	12.4
	50,000 – 75,000	114	27.1
	75,000 and above	127	30.2

Table 4.2: Respondent Profile

**Interpretation:**

The above data summarizes the demographic information of 420 respondents taken in the study.

According to the parameter of gender, 47.6% of the respondents are male, 52.1% are females and the rest 0.3% is defined by the other category.

As per the age brackets, it's seen that 35% of the respondents were between the ages of 15 to 25, 14.3% were between 25 to 35, 19.3% of them are from the 36 to 45 income brackets, 24.5% are from the 46 to 55 range and the rest 6.9% are 55 years old and above.

Based on the data collected regarding to their monthly income from predetermined income brackets, it is seen that 30.2% of the respondents have a monthly income of less than 25,000 INR, 12.4% are between the random of 25,000 – 50,000 INR, 27.1% are between the 50,000 – 75,000 INR and the rest of the 30.2% are respondents who earn 75,000 INR and above.

## 4.3 Descriptive Statistics

## Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Spontaneity	416	1	5	2.57	1.369	1.875	.295	.120	-1.253	.239
Branding	419	1	5	2.38	1.195	1.428	.691	.119	-.464	.238
Packaging	420	1	5	2.52	1.223	1.496	.445	.119	-.881	.238
Offers	420	1	5	2.14	1.231	1.515	.950	.119	-.126	.238
Store Layout	419	1	5	2.59	1.181	1.396	.288	.119	-.953	.238
Promotions	420	1	5	2.60	1.199	1.438	.203	.119	-1.075	.238
In-store environment	420	1	5	2.54	1.257	1.581	.342	.119	-1.015	.238
Purchase Time	418	1	5	2.54	1.269	1.611	.301	.119	-1.166	.238
Return and Return	419	1	5	2.24	1.265	1.600	.750	.119	-.592	.238
Payment Options	419	1	5	2.23	1.241	1.541	.787	.119	-.474	.238
Budget	418	1	5	2.55	1.393	1.941	.455	.119	-1.134	.238
Valid N (listwise)	411									

Table 4.3: Descriptive Statistics



**Interpretation:**

The major result that can be obtained via descriptive statistics with respect to the factors that could potentially influence or trigger impulsive buying behavior of consumers in the food retail sector. The factors are ranked on a comparative basis according to the level of importance.

They are tabulated with ranks and their means as follows:

Rank	Mean	Variable
1	2.60	Product Promotions
2	2.59	Store Layout
3	2.55	Pre-planned Budget
4	2.54	In-store environment and Purchase time

This helps us identify that the major triggers for impulsive buying within customers are the promotions, store layout, the pre-determined budget, the in-store environment and purchase time available.

From the descriptive statistics table we observe the values of skewness and kurtosis. The accepted range for skewness (-1,1) is the acceptable range while for Kurtosis (-2,2) is said to be the acceptable range for normal distribution.

- Skewness values are all positive. Therefore, distribution is right-handed.
- Kurtosis values are mostly negative. Therefore, distribution is flatter than normal

**4.3.1 Frequency Analysis:**

Purchasing behavior is generally unplanned and spontaneous in nature	Frequency	Percentage
Strongly Agree	130	31.3
Agree	88	21.2
Neutral	68	16.3
Disagree	91	21.9
Strongly Disagree	39	9.4

Table 4.3.1: Frequency distribution of impulsive buying behavior

**Interpretation:**

The above table shows that out of the respondents 52.5% of them believed or rather agreed that they had the tendency to shop impulsively in retail formats while 31.3% disagreed towards the Unplanned Purchase behavior. 16.3% of the respondents had a neutral opinion towards the same.

**4.3.2 One-way ANOVA and Post Hoc test**

The test is performed to determine and check for any statistically significant differences between the means of two or more independent groups that are unrelated in nature.

**ONE WAY ANOVA TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE AGE AND IMPULSIVE BUYING BEHAVIOUR**

It is used to test the hypotheses:

H0: Demographic factors of Age do not have an impact on the Impulsive buying behavior of consumers

H1: Demographic factors of Age have an impact on the Impulsive buying behavior of consumers

Coding	Age brackets (in years)
1	15 - 25
2	25 - 35
3	36 - 45
4	46 - 55
5	55 and above

**Descriptives**

IBB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	146	30.34	8.528	.706	28.94	31.73	11	52
2	59	26.03	7.223	.940	24.15	27.92	11	44
3	78	23.81	7.040	.797	22.22	25.39	11	45
4	100	25.66	9.286	.929	23.82	27.50	11	49
5	28	25.11	7.983	1.509	22.01	28.20	14	55
Total	411	26.99	8.611	.425	26.15	27.82	11	55

Table 4.3.2: One-way Anova Descriptive

**ANOVA**

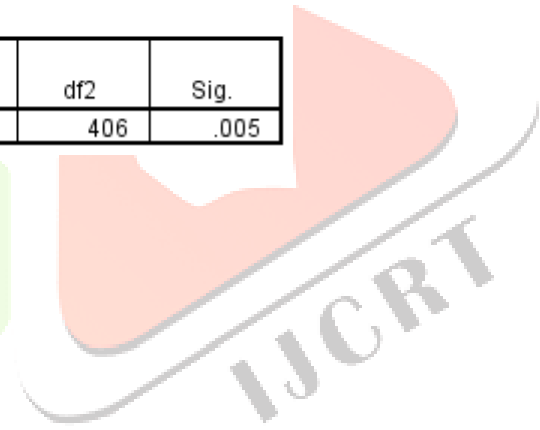
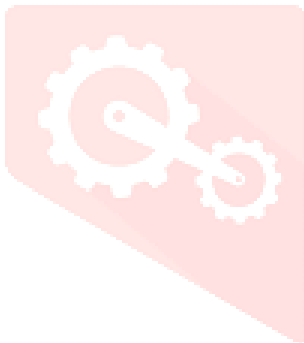
IBB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2754.191	4	688.548	10.112	.000
Within Groups	27645.721	406	68.093		
Total	30399.912	410			

**Test of Homogeneity of Variances**

IBB

Levene Statistic	df1	df2	Sig.
3.796	4	406	.005



**Multiple Comparisons**

Dependent Variable: IBB

Tukey HSD

(I) Age - Coded	(J) Age - Coded	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	4.302*	1.273	.007	.81	7.79
	3	6.528*	1.157	.000	3.36	9.70
	4	4.676*	1.071	.000	1.74	7.61
	5	5.228*	1.702	.019	.56	9.89
2	1	-4.302*	1.273	.007	-7.79	-.81
	3	2.226	1.424	.522	-1.68	6.13
	4	.374	1.355	.999	-3.34	4.09
	5	.927	1.894	.988	-4.26	6.12
3	1	-6.528*	1.157	.000	-9.70	-3.36
	2	-2.226	1.424	.522	-6.13	1.68
	4	-1.852	1.247	.572	-5.27	1.56
	5	-1.299	1.818	.953	-6.28	3.68
4	1	-4.676*	1.071	.000	-7.61	-1.74
	2	-.374	1.355	.999	-4.09	3.34
	3	1.852	1.247	.572	-1.56	5.27
	5	.553	1.764	.998	-4.28	5.39
5	1	-5.228*	1.702	.019	-9.89	-.56
	2	-.927	1.894	.988	-6.12	4.26
	3	1.299	1.818	.953	-3.68	6.28
	4	-.553	1.764	.998	-5.39	4.28

\*. The mean difference is significant at the 0.05 level.

Table 4.3.2: Tukey HSD

**Interpretation:**

Groups are of unequal size as given in the descriptive, the Levene's statistics shows a significant value of 0.05 and the ANOVA significance also shows 0.000, therefore the Welch and Brown test is conducted which shows a significances value of 0.00, hence the Tamhane Post Hoc test is performed.

According to the test the group that has the most significant impact is the one that ranges between the age groups of 18-25 years old.

**4.3.3 Independent Sample t-test**

The test is used to compare the means of groups with 2 subgroups. As the participants comprised of male and female participants only and no others, the test is relevant.

**INDEPENDENT SAMPLE T-TEST TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE GENDER AND IMPUSLIVE BUYING BEHAVIOUR**

It is used to test the hypotheses:

H0: Demographic factors of Gender do not have an impact on the Impulsive buying behavior of consumers

H2: Demographic factors of Gender have an impact on the Impulsive buying behavior of consumers.

**Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Behaviour	1	196	27.93	8.792	.628
	2	215	26.13	8.370	.571

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Behaviour	Equal variances assumed	.392	.531	2.129	409	.034	1.803	.847	.138	3.468	
	Equal variances not assumed			2.124	400.948	.034	1.803	.849	.135	3.471	

Table 4.3.3: Independent Sample Test

**Interpretation:**

As per Levene's test for equality of variances, Since, p value for 0.531 which is greater than 0.05, therefore, the null hypothesis is accepted. There is no significant difference between the means of gender and impulsive buying behavior.

**4.3.4 Pearson's Correlation**

The test is used to determine the relationships between the impulsive buying behavior of consumers and the factors that influence it. This will help determine the implications of marketers using certain factors to boost their sales and profits by capitalizing on certain behavioral aspects of the consumers.

**PEARSON'S CORRELATION TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE PRODUCT RELATED VARIABLES AND IMPULSIVE BUYING BEHAVIOUR**

It is used to test the hypotheses:

H0: Elements such as Branding, Packaging, Promotions, Purchase time do not have an impact on Impulsive Buying Behavior of customers.  
H3: Elements such as Branding, Packaging, Promotions, Purchase time have an impact on Impulsive Buying

**Correlations**

		Behaviour	Branding
Behaviour	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	411	411
Branding	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	411	419

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

Table 4.3.4: Correlation - Branding

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between branding of the product and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.638 which showcase a positive correlation of 63.8%.

The significance is very high which shows that there exists a relationship between branding and Impulsive Buying Behavior.

**Correlations**

		Behaviour	Packaging
Behaviour	Pearson Correlation	1	.695**
	Sig. (2-tailed)		.000
	N	411	411
Packaging	Pearson Correlation	.695**	1
	Sig. (2-tailed)	.000	
	N	411	420

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

Table 4.3.4: Correlation – Packaging

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between colorful packaging of the products and the information present of the labels of the product and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.695 which showcase a positive correlation of 69.5%.

The significance is very high which shows that there exists a relationship between colorful packaging of the products and the information present of the labels and Impulsive Buying Behavior.

**Correlations**

		Behaviour	Promotions
Behaviour	Pearson Correlation	1	.712**
	Sig. (2-tailed)		.000
	N	411	411
Promotions	Pearson Correlation	.712**	1
	Sig. (2-tailed)	.000	
	N	411	420

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

Table 4.3.4: Correlation - Promotions

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between product advertisements of the product and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.712 which showcase a positive correlation of 71.2%.

The significance is very high which shows that there exists a relationship between product advertisements and Impulsive Buying Behavior.

**Correlations**

		Behaviour	Purchase Time
Behaviour	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	411	411
Purchase Time	Pearson Correlation	.652**	1
	Sig. (2-tailed)	.000	
	N	411	418

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

Table 4.3.4: Correlation – Purchase Time

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between time duration of purchase of the product and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.652 which showcase a positive correlation of 65.2%.

The significance is very high which shows that there exists a relationship between the time duration of purchase and Impulsive Buying Behavior.

PEARSON'S CORRELATION TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE STORE RELATED VARIABLES AND IMPULSIVE BUYING BEHAVIOUR

It is used to test the hypotheses:

H0: Atmospheric cues in the in-store environment have no contribution towards chances of impulsive buying behavior.

H4: Atmospheric cues in the in-store environment have a contribution towards chances of impulsive buying

## Correlations

		Behaviour	Store Layout
Behaviour	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	411	411
Store Layout	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	411	419

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

Table 4.3.4: Correlation – Store Layout

### Interpretation:

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between ease of navigation in the layout of the store and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.631 which showcase a positive correlation of 63.1%.

The significance is very high which shows that there exists a relationship between ease of navigation of the store layout and Impulsive Buying Behavior.

## Correlations

		Behaviour	In-store environment
Behaviour	Pearson Correlation	1	.606**
	Sig. (2-tailed)		.000
	N	411	411
In-store environment	Pearson Correlation	.606**	1
	Sig. (2-tailed)	.000	
	N	411	420

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

Table 4.3.4: Correlation – In-Store Environment

### Interpretation:

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between the in-store environmental factors of lighting and music and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.606 which showcase a positive correlation of 60.6%.

The significance is very high which shows that there exists a relationship between in-store environment and Impulsive Buying Behavior.

### PEARSON'S CORRELATION TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE COST RELATED VARIABLES AND IMPUSLIVE BUYING BEHAVIOUR

It is used to test the hypotheses:

H0: Offers and discounts, Return or refund policy, Variety of payment, Budget planning have not had an impact on Impulsive Buying Behavior of customers

H5: Offers and discounts, Return or refund policy, Variety of payment, Budget planning have an impact on Impulsive

## Correlations

		Behaviour	Offers
Behaviour	Pearson Correlation	1	.631**
	Sig. (2-tailed)		.000
	N	411	411
Offers	Pearson Correlation	.631**	1
	Sig. (2-tailed)	.000	
	N	411	420

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

Table 4.3.4: Correlation - Offers

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between availability of offers and discounts and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.631 which showcase a positive correlation of 63.1%.

The significance is very high which shows that there exists a relationship between the availability of offers and discounts and Impulsive Buying Behavior.

**Correlations**

		Behaviour	Return and Return
Behaviour	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.000
	N	411	411
Return and Return	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.000	
	N	411	419

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

Table 4.3.4: Correlation – Refund and Return

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between availability of refund and return policy and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.693 which showcase a positive correlation of 69.3%.

The significance is very high which shows that there exists a relationship between availability of refund and return policy and Impulsive Buying Behavior.

**Correlations**

		Behaviour	Payment Options
Behaviour	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	411	411
Payment Options	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	411	419

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

Table 4.3.4: Correlation – Payment Options

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between variety of payment options and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.638 which showcase a positive correlation of 63.8%.

The significance is very high which shows that there exists a relationship between variety of payment options and Impulsive Buying Behavior.

**Correlations**

		Behaviour	Budget
Behaviour	Pearson Correlation	1	.371**
	Sig. (2-tailed)		.000
	N	411	411
Budget	Pearson Correlation	.371**	1
	Sig. (2-tailed)	.000	
	N	411	418

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

Table 4.3.4: Correlation – Budget

**Interpretation:**

We observe that the p-value is 0.000 which is lesser than 0.01. Therefore, the null hypothesis is rejected. There is a significant relationship between the planning of a purchase budget based on spending capacity and the Impulsive Buying Behavior of the consumers.

The Pearson correlation value is 0.371 which showcase a positive correlation of 37.1%.

The significance is moderately low which shows that there exists a relationship between the planning of a purchase budget based on spending capacity and Impulsive Buying Behavior.

**4.3.5 Regression Analysis**

The test is used to determine if adopting a particular change in stimuli will have an impact on the impulsive buying behavior of consumers in the retail outlets.

**REGRESSION TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE PRODUCT RELATED VARIABLES AND IMPUSLIVE BUYING BEHAVIOUR**

It is used to test the hypotheses:

H0: Elements such as Branding, Packaging, Promotions, Purchase time do not have an impact on Impulsive Buying Behavior of customers.

H3: Elements such as Branding, Packaging, Promotions, Purchase time have an impact on Impulsive Buying Behavior of customers.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.906 <sup>a</sup>	.821	.819	3.663	.821	465.064	4	406	.000

a. Predictors: (Constant), Purchase Time, Packaging, Branding, Promotions

Table 4.3.5: Model Summary

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24953.760	4	6238.440	465.064	.000 <sup>b</sup>
	Residual	5446.152	406	13.414		
	Total	30399.912	410			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), Purchase Time, Packaging, Branding, Promotions

Table 4.3.5: Anova – Product Related

**Interpretation:**

We observe that p-value is 0.000 which is lesser than 0.05.

Therefore, null hypothesis is rejected. There is a significant impact of the elements of branding, promotions, packaging and purchase time on the impulsive buying behavior of consumers in the food retail sector.

As per the model summary table, the R squared value is 0.821 percentage, which states that there is 82.1% impact of the above elements on the impulsive buying behavior.



**REGRESSION TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE STORE RELATED VARIABLES AND IMPULSIVE BUYING BEHAVIOUR**

It is used to test the hypotheses:

H0: Atmospheric cues in the in-store environment have no contribution towards chances of impulsive buying behavior.

H4: Atmospheric cues in the in-store environment have a contribution towards chances of impulsive buying behavior.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.743 <sup>a</sup>	.552	.550	5.779	.552	251.094	2	408	.000

a. Predictors: (Constant), In-store environment, Store Layout

Table 4.3.5: Model Summary

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16772.870	2	8386.435	251.094	.000 <sup>b</sup>
	Residual	13627.043	408	33.400		
	Total	30399.912	410			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), In-store environment, Store Layout

Table 4.3.5: Anova – Store Related

**Interpretation:**

We observe that p-value is 0.000 which is lesser than 0.05. Therefore, null hypothesis is rejected. There is a significant impact of the elements of store layout and in-store environment of lighting and music on the impulsive buying behavior of consumers in the food retail sector.

As per the model summary table, the R squared value is 0.550 percentage, which states that there is 55% impact of the above elements on the impulsive buying behavior.

**REGRESSION TO TEST FOR SIGNIFICANT DIFFERENCE BETWEEN THE COST RELATED VARIABLES AND IMPULSIVE BUYING BEHAVIOUR**

It is used to test the hypotheses:

H0: Offers and discounts, Return or refund policy, Variety of payment, Budget planning do not have an impact on Impulsive Buying Behavior of customers

H5: Offers and discounts, Return or refund policy, Variety of payment, Budget planning have an impact on Impulsive Buying Behavior of customers

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.856 <sup>a</sup>	.733	.730	4.472	.733	278.479	4	406	.000

a. Predictors: (Constant), Budget, Payment Options, Offers, Return and Return

Table 4.3.5: Model Summary

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22279.497	4	5569.874	278.479	.000 <sup>b</sup>
	Residual	8120.416	406	20.001		
	Total	30399.912	410			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), Budget, Payment Options, Offers, Return and Return

Table 4.3.5: Anova – Cost Related

### Interpretation:

We observe that p-value is 0.000 which is lesser than 0.05. Therefore, null hypothesis is rejected. There is a significant impact of the elements of Payment options, offer and discounts, availability of returns and refunds, Budget on the impulsive buying behavior of consumers in the food retail sector.

As per the model summary table, the R squared value is 0.733 percentage, which states that there is 73.3% impact of the above elements on the impulsive buying behavior.

## V. SUMMARY OF FINDINGS

The research presents an informative for consumer behavior studies and aims to provide a between understanding of the interaction between consumers buying behavior which includes product characteristics, in-store environment and cost related characteristics with respect to impulse purchase decisions.

The major findings from the study can be summarized as follows:

- The study shows that the age of the consumer has a significant impact on the impulsive buying behaviour in the food retail sector. The age groups between 18-25 have high levels of impulsive buying.
- The study shows that the gender has no significant difference between the gender of the consumer and impulsive buying behaviour. The mean value for the male respondents is 27.93 and that for females is 26.13.
- The study shows that all the product related attributes have an impact of 82.1% on the impulsive buying o on the consumer. There is a positive correlation between the product variables with the following percentage of relation in each of the variables -
  - Branding of the product shows a 63.8% relation with impulsive buying
  - Colourful packaging and informative labels on the products have an influence of 69.5% on encouraging the tendency to purchase.
  - The effect of product promotion through banners and design elements is seen to be 71.2%
  - The time available for purchase for the consumer has a relation with the level of impulsive buying by a value of 65.2%
- The study shows that all store related attributes have an impact of 55% on the impulsive buying tendency of consumers in the food retail sector. There is a positive correlation with the store variables in the following way-
  - The influence of the store layout is seen to have a 63.1% influence on the impulsive buying behaviour of consumers.
  - The in-store environment with the sensory stimuli present in it causes an influence of 60.6% on impulsiveness
- The study shows that all the cost related variables have an 73.3% impact on impulsive buying behaviour. There is a positive correlation between the cost variables and their influence on being able to initiate an impulsive buying nature in the following way –
  - The offers and discounts on the products have a 63.1% influence on the impulsive buying behaviour of consumers in food retail outlets.
  - The availability of return and refund policy on the products has an influence of 69.3%
  - There is a positive relationship between variety of payment options provided and the impulsiveness of the consumer by 63.8%
  - It is seen that the predetermined budget has a low level of significance in terms of influencing impulsive buying. It has a 37.1% influence.

From the information derived out of the analysis it can be understood that stimuli in the marketing environment has an effect in influencing the purchase tendency of consumers. The in-store environment helps in creating an urge to make unplanned purchases. This shows that sensory cues have a major impact in stimulating impulsive buying behavior of customers

## VI. RECOMMENDATIONS AND CONCLUSION

The main objective of the research is to gain an understanding and insight into the impulsive buying behavior of consumers in the food retail sector and the factors that trigger this response.

All the hypotheses stated have been supported using statistical tests.

The research was conducted based on variables that included Branding, Product Packaging, Offer Availability, Store layout, Product Promotions, Store Environment, Time Availability, Return and Refund Policy, Payment Option Variety, Spending Capacity and the Buying Behavior.

It was found that the environment plays an important role in influence purchase patters. The in-store experience is a determinant of the customer experience which has a positive association with the shopping behavior of customers.

It is important for marketers to capitalize on this behavior and maximize its resultant effect where consumers spend more than they intend to due to the influence of certain stimuli. The main aim of marketers is to provide high levels of customer satisfactions.

### 5.2 Implications for Managers

The study will help in understanding the factors that will have an impact in influences unplanned purchases as an effect of impulsive buying behavior. The factors can help develop a plan to incorporate stimuli that create a better shopping environment which will in turn elicit the urge to purchase, hence increase profits and sales for the retailers.

Use of marketing cues need to be placed in a way that targets the sensory appeal to the customer and have the desired behavioral outcome as expected by them

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