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“A Detail Study On The Factors Influencing Impulse Purchase In FMCG”

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Abstract:-

Consumer behavior is heavily influenced by impulse buying, especially in the FMCG industry. This research examines the main elements that affect impulsive purchases, such as sales, marketing, store design, and channels of shopping. According to data gathered from a structured questionnaire, limited-time deals, in-store displays, and promotions have a big influence on impulsive purchases. Consumers are more prone to make impulsive purchases in physical places than online, according to research, and many of them regret their decisions after making them. FMCG companies may improve customer engagement and sales by utilizing these information to improve their marketing tactics.

Keywords:-

Impulse Buying, Consumer Behavior, FMCG (Fast-Moving Consumer Goods), Promotional Strategies, Discounts and Offers, Store Layout and Display Advertising, Influence Online vs. Offline Shopping, Point-of-Sale Marketing, Limited-Time Offers, Unplanned Purchases, Product Packaging, Loyalty Programs, Post-Purchase Regret, Psychological Triggers.

Introduction:-

Impulse purchasing is the term for an impulsive, unexpected purchase that is frequently prompted by outside factors including sales, discounts, product placement, and in-store promotions. Because these items are inexpensive and often used, impulsive buying is quite common in the Fast-Moving Consumer Goods (FMCG) industry. Consumers are influenced by a number of variables, such as eye-catching packaging, temporary promotions, and marketing tactics, to make impulsive purchases.

Shopping habits have changed as a result of the growth of e-commerce and digital marketing, but studies indicate that impulse purchases are still more common in physical stores because of the instant product availability and sensory appeal. Online platforms, however, use strategies like targeted advertisements, tailored suggestions, and flash specials to promote impulsive purchases. Furthermore, psychological elements including feelings, peer pressure, and FOMO (Fear of Missing Out) are important in determining impulsive purchasing behavior.

The purpose of this study is to examine the main environmental, psychological, and marketing elements that affect FMCG impulsive buys. Businesses may increase customer engagement and boost income by creating more successful sales and marketing strategies by comprehending these variables. The results will help merchants develop an ideal shopping experience that promotes impulsive purchases while also addressing possible post-purchase remorse by offering insights into customer purchasing behaviors.

Literature Review:-

1. A research was carried out by Moschis and Mitchell (1986) to examine the impact of behavior. However, in contrast to earlier research, the impact of these communication mechanisms on teenagers is assessed within the framework of domestic decision-making. Thus, the impact of these pictures on young people's attitudes, actions, and attitudes may be quite significant.
2. Subba Rao (1982) carried out research to determine the impact of various advertising mediums and personal selling strategies on commercial banks' deposit mobilization in both urban and rural regions. According to the study, English newspapers do not need to be used extensively since they have very little effect on urban consumers and hardly any effect on depositors in rural areas. Since it informs potential rural clients about the deal, personal selling or direct contact has been recommended as the most effective strategy.
3. According to Terry Flew (2002), advertising is the way that audiences' actions and behaviors in their daily lives are influenced by the mass media in all of its forms. Songs, movies, television, and other comparable media are examples of the types of media.
4. There are many different perspectives on advertising, some of which are favorable and others of which are unfavorable. Bakpan (1996) cites Wright, Winter, and Zeigler (1982) as saying that advertising is "ubiquitous -brash -pervasive materialisticdynamic-annoying-inseparable-fascinating." This point of view offers a somewhat fair evaluation of advertising, taking into account both its advantages and disadvantages.
5. According to another study by Rook (1987), impulsive purchasing often occurs when a customer experiences strong motivation that transforms into a desire to acquire a product right away. According to Beatty and Ferrell (1998), impulsive purchasing is the act of making a purchase without prior planning or purpose. Stern (1962) discovered that impulsively purchased goods are typically inexpensive.
6. According to Cobb and Hoyer (1986), a buyer's shopping lifestyle is characterized by their actions in relation to their personal reactions and viewpoints toward the acquisition of goods. They discover a strong correlation between shopping habits and impulsive purchasing, but only when it comes to impulse purchasers. The study also claims that impulsive buyers were in the middle, according to the researchers' measurement instruments, which showed that buyers would not choose the first brand they saw at a mall.
7. Examining a previously completed study will make it easier to comprehend earlier research (SAUNDERS et al., 2009). We scanned a variety of information sources regarding the Indian retail industry, customer impulsivity, and variables influencing it, among other topics, while conducting a literature research on our subject. A critical evaluation of the data sources is carried out while selecting different theories and literature to ensure that they are appropriate for our field of study and pertinent in this particular setting.
8. The study began by searching for publications about the Indian retail industry and the impact of promotions and advertisements on customer purchasing patterns. It then turned to impulsive purchase and the factors that influence it. The GRIET Library's databases, as well as Google Scholar and EBSCO, were searched for academic publications. We ensured that the search was peer-reviewed wherever it was conducted. Impulse, organized retail in India, factors influencing impulse buying, and other terms were among the keywords we used.

9. Gopalakrishnan (1987) asserts that it is an ongoing process. This helps a researcher pinpoint the starting point for his current investigation, map out his research area, and pinpoint the research challenge. Additionally, it offers a solid theoretical foundation for the research topic. It makes it easier for the researcher to determine the developments around his study issue. It offers a record of the conclusions, ideas, and advice put out by earlier research scientists. It is feasible to identify the research gap in this field of study and the current research scholars are able to comprehend their position on their research.
10. Venkateswara Raju.K and Prasanna Kumar.D (2013) Advertising's Impact on Consumer Choice Mak concludes that advertising is impacted by customer purchasing decisions. Since the buyer has saved the time and effort to get this information on their own and is less likely to resort to commercials for rival brands to get the extra information, an advertisement that reaches a potential customer while they are looking for information will have a bigger effect. To put it another way, consumers are typically more receptive to marketing for various brands when they are looking for information about them.
11. According to a different study by Rook (1987), impulsive purchasing often occurs when a customer experiences strong motivation that transforms into a desire to acquire a product right away. According to Beatty and Ferrell (1998), impulsive purchasing is the act of making a purchase without prior planning or purpose. Stern (1962) discovered that impulsively purchased goods are typically inexpensive.
12. According to Cobb and Hoyer (1986), a buyer's shopping lifestyle is described as their actions concerning a range of personal reactions and opinions around the purchase of goods. They discover a strong correlation between shopping habits and impulsive purchasing, but only when it comes to impulse purchasers. The study also claims that impulsive buyers were in the middle, according to the researchers' measurement instruments, which showed that buyers would not choose the first brand they saw at a mall.

Research Methodology:-

This study examines the factors driving impulsive purchasing in the Fast-Moving Consumer Goods (FMCG) industry using a descriptive research methodology and a quantitative research approach. The purpose of the study is to examine customer behavior, purchasing patterns, and the influence of different psychological and marketing elements on impulsive purchases.

A systematic questionnaire intended to evaluate shopping frequency, impulsive purchasing triggers, and consumer reactions to marketing stimuli will be used to gather primary data. To gauge customer opinions and actions, the survey will contain closed-ended questions with multiple-choice answers and Likert scale answers. In order to ensure variety in terms of age, gender, and shopping habits, the target respondents will be those who often buy FMCG items. A non-probability convenience sampling technique will be employed, and 106 respondents from urban and semi-urban regions will make up the sample size.

Excel is the examples of statistical analysis that will be used to examine the gathered data. The data will be summarized using descriptive statistics, such as means, frequencies, and percentages. Significant connections between impulsive purchasing behavior and influencing elements including promotions, discounts, shop design, and psychological triggers may also be found with the use of chi-square testing, correlation analysis, and regression analysis. However, the study might not fully represent real-time impulse purchase behavior because of sample size, regional restrictions, and self-reported customer answers.

Data Analysis:-

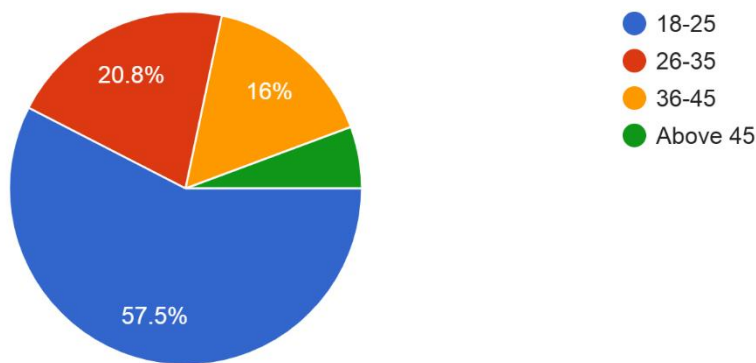
Age

The chart illustrates the respondents' distribution by age group. The biggest group is 18-25, representing 57.5% of the respondents. The second biggest group is 26-35, representing 20.8%. The third biggest group is 36-45, representing 16%. The smallest group is over 45, representing 16 Gender

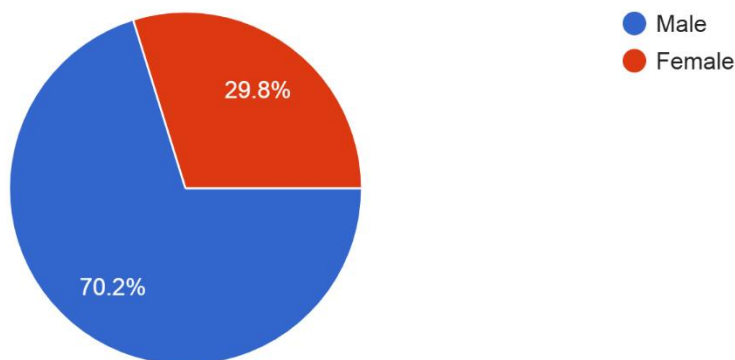
The pie chart shows the distribution of 104 respondents by gender. 70.2% of respondents are female, while 29.8% are male.

What is your age?

106 responses

**What is your gender?**

104 responses

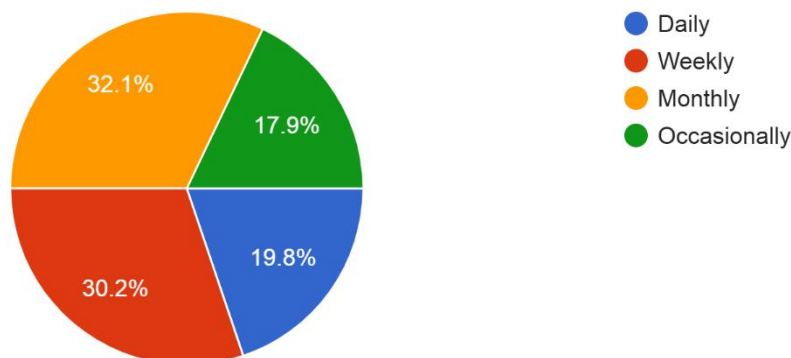
**How often do you Shop for FMCG products?**

The pie chart displays the frequency of shopping for FMCG (Fast Moving Consumer Goods) products among 106 respondents. The largest segment, at 32.1%, shops monthly. A close second, 30.2%, shops

weekly. Those who shop occasionally represent 19.8% of respondents, while 17.9% shop daily. The chart indicates a fairly even distribution across shopping frequencies, with a slight preference for monthly and weekly shopping. This suggests a varied shopping behavior for FMCG items, with a significant portion opting for less frequent, larger shopping trips.

How often do you Shop for FMCG products?

106 responses



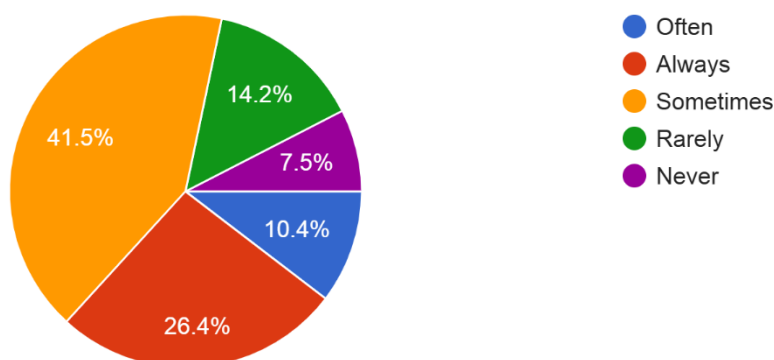
How often do you make unplanned purchases when shopping for FMCG products?

The pie chart illustrates the frequency of unplanned purchases when shopping for FMCG products, based on 106 responses. The largest segment, at 41.5%, "sometimes" makes unplanned purchases. "Always" making unplanned purchases accounts for 26.4%, while "often" represents 10.4%. "Rarely" making unplanned purchases is at 14.2%, and "never" is the smallest segment at 7.5%.

This data suggests that unplanned purchases are common when shopping for FMCG products, with a majority of respondents making them at least occasionally. "Sometimes" is the most prevalent response, indicating a tendency towards impulse buying in this category.

How often do you make unplanned purchases when shopping for FMCG products?

106 responses



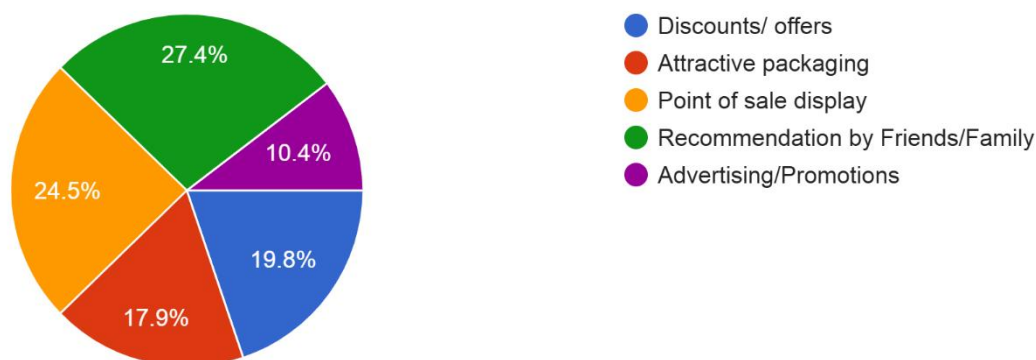
What prompts you to make impulse purchase?

The pie chart displays the factors prompting impulse purchases among 106 respondents. "Discounts/offers" are the most influential, at 27.4%. "Point of sale display" follows closely at 24.5%. "Recommendation by Friends/Family" is the third most significant factor, accounting for 19.8%. "Advertising/Promotions" prompts 17.9% of impulse buys, while "attractive packaging" is the least influential, at 10.4%.

This data indicates that price incentives and in-store displays are the primary drivers of unplanned purchases. Social influence through recommendations also plays a notable role, while packaging and general advertising have a lesser impact.

What prompts you to make impulse purchase?

106 responses



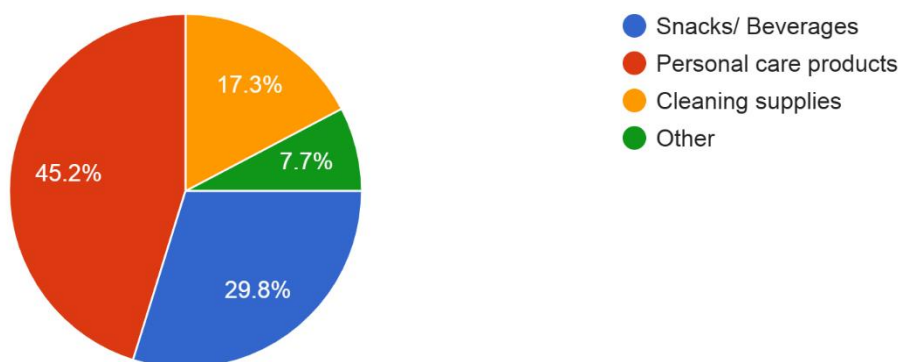
Which category of FMCG products do you most frequently purchase on impulse?

The pie chart displays the categories of FMCG products most frequently purchased on impulse by 104 respondents. "Personal care products" dominate with 45.2%, "Snacks/ Beverages" are second at 29.8%. "Cleaning supplies" represent 17.3%, while "Other" accounts for the smallest segment at 7.7%.

This data indicates a strong tendency for impulse purchases within the personal care category, suggesting consumers are more likely to make unplanned decisions for these items. Snacks and beverages also show a significant impulse purchase rate, highlighting the appeal of these readily available items. Cleaning supplies and other categories see considerably less impulsive buying behavior.

Which category of FMCG products do you most frequently purchase on impulse?

104 responses



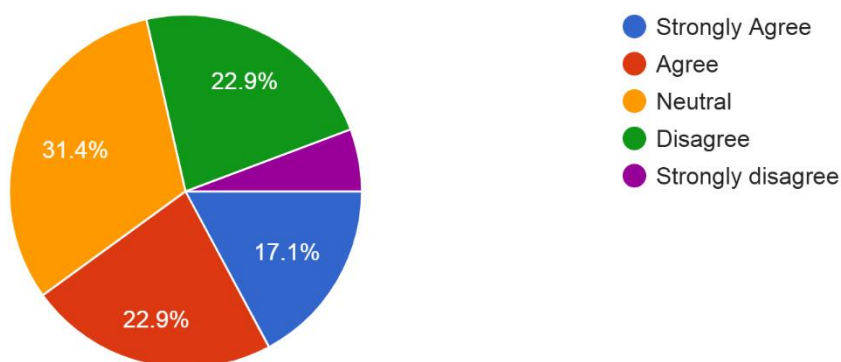
Do you believe advertisement influence your decision to make impulse purchase?

The pie chart displays responses to the question, "Do you believe advertisements influence your decision to make impulse purchases?" among 105 individuals. "Neutral" is the largest segment at 31.4%. "Disagree" and "Strongly Agree" are tied at 22.9% each. "Agree" represents 17.1%, while "Strongly Disagree" is the smallest at 5.7%.

This data indicates a mixed opinion on the influence of advertisements on impulse buying. While a significant portion remains neutral, there's a near-equal split between those who believe advertisements do influence them and those who don't. The slightly higher percentage of "neutral" responses suggests some uncertainty or a perception of varied influence.

Do you believe advertisement influence your decision to make impulse purchase?

105 responses



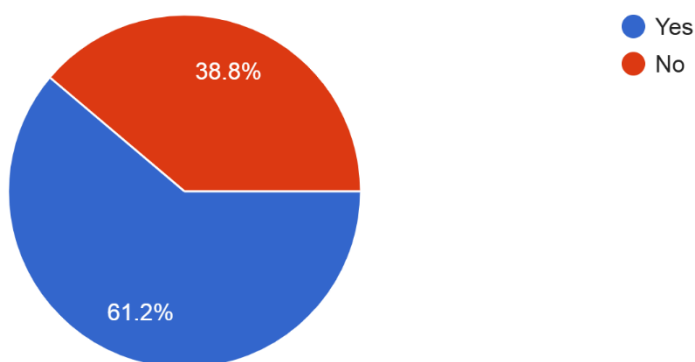
Do you find it hard to resist buying a product when there is a limit time offer?

The pie chart shows the responses of 103 people to the question, "Do you find it hard to resist buying a product when there is a limit time offer?" A majority, 61.2%, answered "Yes," indicating that limited-time offers significantly impact their purchasing decisions. Conversely, 38.8% responded "No," suggesting they are less swayed by the urgency of time-limited promotions.

This data highlights the effectiveness of limited-time offers as a marketing strategy. The clear majority finding it difficult to resist such offers suggests that creating a sense of urgency can be a powerful tool in driving sales.

Do you find it hard to resist buying a product when there is a limit time offer?

103 responses

**How likely are you to make an impulse purchase when shopping in a physical store compared to online**

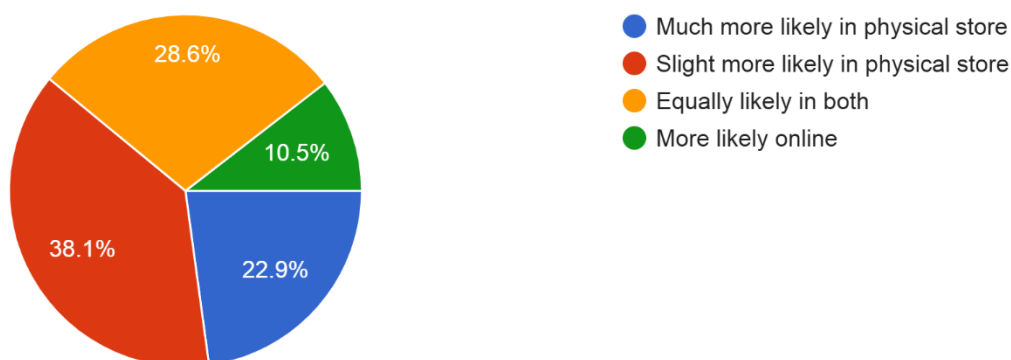
The pie chart displays the likelihood of impulse purchases in physical stores versus online, based on 105 responses. The largest segment, 38.1%, is "Slightly more likely in physical store." "Equally likely in both" follows at 28.6%. "Much more likely in physical store" accounts for 22.9%, while "More likely online" is the

smallest at 10.5%. This data suggests that physical stores have a greater influence on impulse purchases compared to online platforms. A significant majority (61%) find themselves more prone to impulse buys in physical settings, indicating the impact of in-person experiences and immediate product availability.

How much do you usually spend on impulse purchase per shopping trip?

How likely are you to make an impulse purchase when shopping in a physical store compared to online?

105 responses

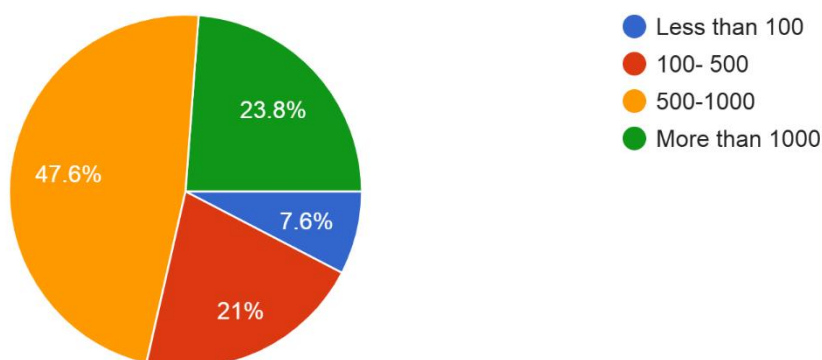


The pie chart displays the typical spending on impulse purchases per shopping trip, based on 105 responses. The largest segment, at 47.6%, spends between 500-1000. The second largest, 23.8%, spends more than 1000. Those spending 100-500 account for 21%, while the smallest group, 7.6%, spends less than 100.

This data indicates that a significant portion of respondents allocate a considerable amount to impulse buys per trip, with a majority spending over 500. The high percentage in the 500-1000 range suggests a tendency towards moderate to substantial unplanned spending.

How much do you usually spend on impulse purchase per shopping trip?

105 responses



Do loyalty programs or rewards points influence your impulse purchase ?

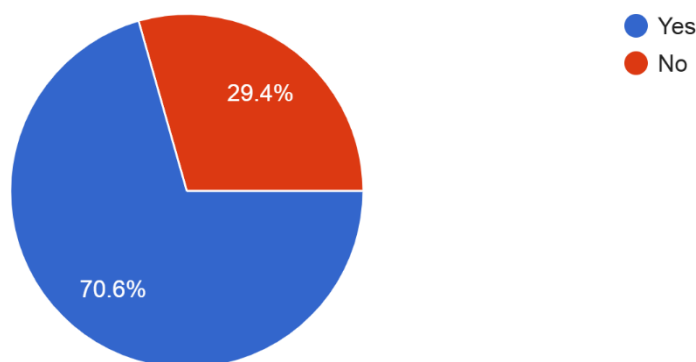
The pie chart depicts the influence of loyalty programs or rewards points on impulse purchases among 102 respondents. A significant majority, 70.6%, answered "Yes," indicating that these programs do influence their impulse buying decisions. Conversely, 29.4% responded "No," suggesting they are not swayed by loyalty programs or rewards points when making unplanned purchases.

This data highlights the effectiveness of loyalty programs in driving impulse purchases. The substantial majority who find these programs influential underscores the importance of rewards and points systems in marketing strategies aimed at encouraging unplanned spending.

Do you regret you impulse purchase later?

Do loyalty programs or rewards points influence your impulse purchase?

102 responses

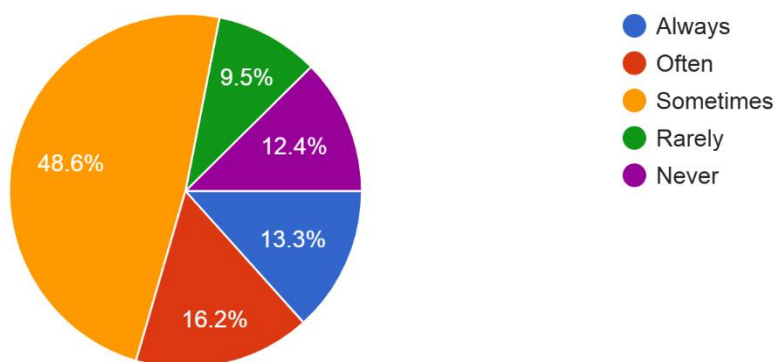


The pie chart depicts the frequency of regret following impulse purchases, based on 105 responses. "Sometimes" is the largest category at 48.6%, indicating a moderate level of regret. "Rarely" follows at 16.2%, and "Never" at 13.3%. "Often" accounts for 12.4%, while "Always" is the smallest at 9.5%.

This data suggests that while impulse purchases often lead to some degree of regret, it's not a consistent experience. A significant portion experiences regret occasionally, while a smaller but notable group rarely or never regrets their unplanned buys. The distribution highlights the varied emotional outcomes associated with impulsive spending.

Do you regret you impulse purchase later?

105 responses



Does the layout and display of product in a store influence your impulse purchase?

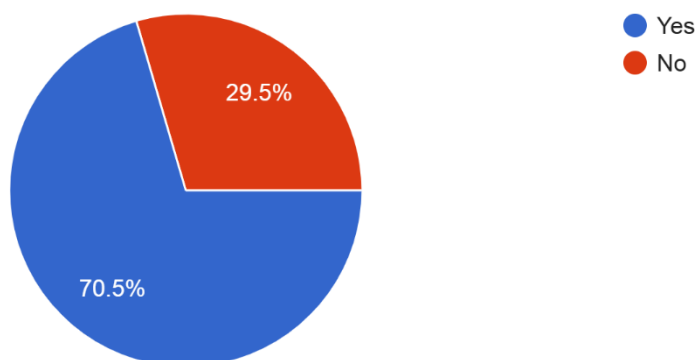
The pie chart depicts the influence of store layout and product display on impulse purchases, based on 105 responses. A strong majority, 70.5%, answered "Yes," indicating that these factors significantly impact their impulse buying decisions. Conversely, 29.5% responded "No," suggesting they are not swayed by store layout or displays when making unplanned purchases.

This data underscores the importance of strategic store design and product placement in driving impulse sales. The clear majority who find these elements influential highlights the power of visual merchandising and store environment in encouraging unplanned spending.

Conclusion:-

Does the layout and display of product in a store influence your impulse purchase?

105 responses



A major component of consumer behavior is impulse buying, especially in the FMCG industry where goods are widely available and reasonably priced. Discounts, ads, shop design, product placement, and psychological

triggers including emotions and peer pressure are some of the main elements that impact impulsive purchases, according to this study. Although online platforms often employ tactics like flash deals and tailored suggestions to encourage impulsive buying, the results indicate that customers are more likely to make impulsive purchases in physical locations because of the sensory appeal and instant availability of items.

Limitations:-

Because this study uses self-reported data, individuals may not always remember their impulsive purchases precisely, which might result in response bias. Furthermore, the study only looks at customers in urban and semi-urban regions, which limits its applicability to rural areas where purchasing patterns can be different. The findings' wider applicability is additionally impacted by the non-probability convenience sampling technique used. Furthermore, there was a lack of thorough investigation of external issues such as personal financial limits, cultural influences, and economic situations. Notwithstanding these drawbacks, the study offers insightful information about FMCG impulsive purchase behavior and lays a solid basis for further investigation.

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