



INVESTIGATING CONSUMER'S IMPULSIVE BUYING BEHAVIOUR IN MALLS

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Abstract: This study aimed to investigate the factors that influence impulse buying behavior in hypermarkets. The research examined the relationships between time spent in the hypermarket, product prices, promotional activities, product categories, and impulse buying behavior. Data was collected through surveys from a sample of hypermarket customers, and correlation analysis was used to determine the strength and direction of the relationships. The findings revealed several significant relationships. Firstly, there was a moderate positive relationship between time spent in the hypermarket and impulse buying behavior. This suggests that as customers spend more time in the store, their tendency to make unplanned purchases increases. Secondly, a moderate positive relationship was observed between product prices and impulse buying behavior, indicating that higher-priced items are more likely to attract impulsive purchases. Moreover, the study found a relatively strong positive relationship between promotional activities and impulse buying behavior. This suggests that when hypermarkets offer discounts, special offers, or sales, customers are more inclined to engage in impulse buying. Lastly, a relatively strong positive relationship was identified between product categories and impulse buying behavior, indicating that certain product categories trigger impulsive purchases more than others. These findings have important managerial implications for hypermarkets. Managers can consider strategies to encourage customers to spend more time in the store by providing comfortable seating areas or in-store experiences. Additionally, they can strategically price higher-priced items to appeal to impulsive buyers and plan promotions to increase the likelihood of impulsive purchases. Furthermore, placing products from impulsive buying-prone categories in high-traffic areas can stimulate spontaneous purchases. In conclusion, this study sheds light on the factors influencing impulse buying behavior in hypermarkets. By understanding and leveraging these factors, hypermarket managers can optimize their strategies to encourage impulsive purchases and potentially increase sales. However, managers should maintain a balance between encouraging impulsive buying and providing a positive shopping experience for customers. Further research could explore the effectiveness of specific strategies in stimulating impulse buying behavior in different cultural contexts.

Index Terms - impulse buying behavior, hypermarkets, time spent, product prices, promotional activities, product categories, unplanned purchases, customer satisfaction.

I. Introduction:

Impulsive buying behaviour is defined as the sudden and unplanned purchase of goods or services without prior intention or careful consideration. Many retail stores use various strategies to stimulate impulsive buying behaviour in their customers, such as product placement, promotions, and discounts. LULU Hypermarket, a popular retail chain in Kochi, is known for its wide range of products and attractive store layout, which may influence customers' impulsive buying behavior. According to a study by (Kacen & Lee, 2002), online impulse buying behaviour can lead to increased sales and revenue for e-commerce websites. The study also suggests that online retailers can develop effective marketing strategies by understanding the factors that contribute to online impulse buying behaviours. Impulsive buying behaviour has become a common phenomenon in the retail industry, with customers being more susceptible to impulsive buying in large stores such as hypermarkets. The study further highlights the need for retailers to understand the factors that contribute to impulsive buying behaviours in order to develop effective marketing strategies and improve overall sales. Impulsive shopping is not only emotionally driven but can also be triggered by various factors. These factors may include the environment of the store, the level of life satisfaction, the self-esteem of the consumer, and the consumer's emotional state during the shopping experience. Therefore, this study aims to investigate the impulsive buying behaviour of customers at LULU Hypermarket and identify the factors that influence such behaviour. The findings of this study may provide valuable insights for retailers to develop targeted marketing strategies that can encourage impulsive buying behaviour and ultimately increase sales.

II. Statement of Problem:

Impulsive buying behaviour is a significant concern for retailers, as it can influence the purchase decisions of consumers and affect their shopping experiences. While there is a growing body of literature on the drivers of impulsive buying behaviour, there is a lack of research on how these factors specifically apply to hypermarket environments, such as LULU Hypermarket, Kochi.

This study helps to find out situational and individual factors that drive impulsive buying behaviour among customers at LULU Hypermarket Kochi and optimize its marketing strategies to influence these factors positively.

III. Objectives of the study:

- To find out the factors influencing the impulsive purchasing behavior of customers at lulu hypermarket.
- To identify the impulsive nature of consumers while purchasing.
- To find the relationship between the factors of impulsive nature and impulsive buying behavior.

IV. Hypothesis:

H0: There is no association between Time and Impulse buying behaviour.

H1: There is an association between Time and impulse buying behaviour.

H0: There is no association between Price and impulse buying behaviour.

H1: There is an association between Price and impulse buying behaviour.

H0: There is no association between Promotional Activities and impulse buying behaviour.

H1: There is an association between Promotional Activities and impulse buying behaviour.

H0: There is no association between Product Category and impulse buying behaviour.

H1: There is an association between Product Category and impulse buying behaviour.

V. Limitations of the study

The study's sample may not be representative of the entire customer population at LULU Hypermarket. Respondents may have different motivations for shopping at LULU Hypermarket and may exhibit different impulsive buying behavior compared to non-respondents.

The study may be limited by time constraints, as it may not be possible to collect data on all the situational and individual factors that may drive impulsive buying behavior at LULU Hypermarket.

VI. Review of Literature

(Rodrigues et al., 2021) aim to identify and analyze the factors that influence impulsive buying behavior of consumers. They conducted a systematic review of previous studies and identified six key factors: personal factors, situational factors, social factors, store environment, marketing stimuli, and technology. The study provides insights into how these factors interact and contribute to impulsive buying behavior, and suggests that retailers should consider these factors in their marketing strategies to influence consumer behavior.

(Shukla & Mohan, 2020) aims to analyze the factors affecting impulsive buying behavior among consumers in the retail sector, study suggest that there are several factors that significantly affect impulsive buying behavior, including store layout and design, product display, promotional activities, price discounts, and social influence.

(Sohn & Ko, 2021) while all unplanned purchases can be classified as not premeditated, not all of them can be considered impulsive. Sometimes, unplanned purchases happen because the consumer has a need to purchase a product but has not included it on their shopping list beforehand. This implies that unplanned purchases may not necessarily be accompanied by the intense desire that usually characterizes impulsive purchases.

(Jyoti Gogoi & Shillong, 2020) Impulsive shopping is not only emotionally driven but can also be triggered by various factors. These factors may include the environment of the store, the level of life satisfaction, the self-esteem of the consumer, and the consumer's emotional state during the shopping experience.

VII. Research Methodology

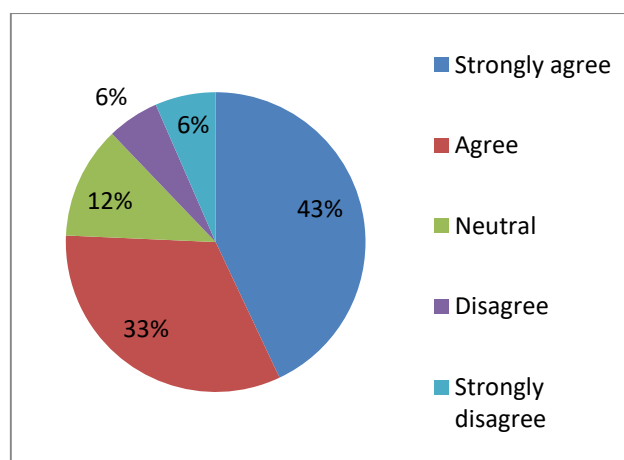
The study focuses on consumers of Lulu hypermarket, Kochi. Convenience sampling is used to collect data, and a sample size of 107 respondents is selected for the study. Primary data is collected using a self-administered survey. After collecting data through the questionnaire, statistical techniques and tools are used to analyse and interpret the data. In this study, the tool used for data analysis is SPSS, which helps to draw conclusions and make inferences about the population under investigation. The results were obtained by conducting a correlation analysis.

VIII. Discussions

Demographic profile

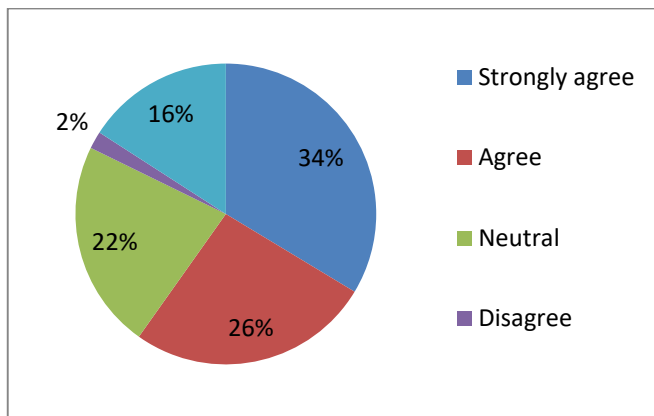
The demographics of the survey shows that 73% of respondents are the age of 18- 25 years, 13% of the respondents are between the age of 26- 35, 6% of respondents are between the age of 36-45, 6% of respondents are above the age of 45 and 2% of respondents are below the age of 18. Among the respondents most of them are female with 61 % and 39% of the respondents are male. Regarding the location 37% of the respondents are from semi-rural /semi-urban area, 36% and 37% are from rural and urban areas.

Do you spend more than one hour for shopping



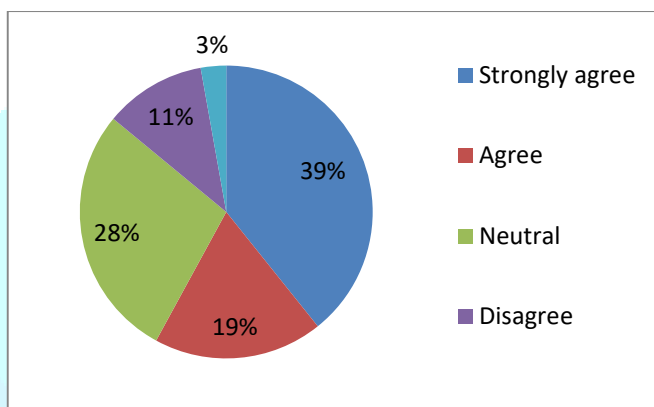
The table shows that majority of the respondents are spending more than 1 hour for shopping that is 43% and 33%.

If there is a long billing queue, extend the time of impulse purchase



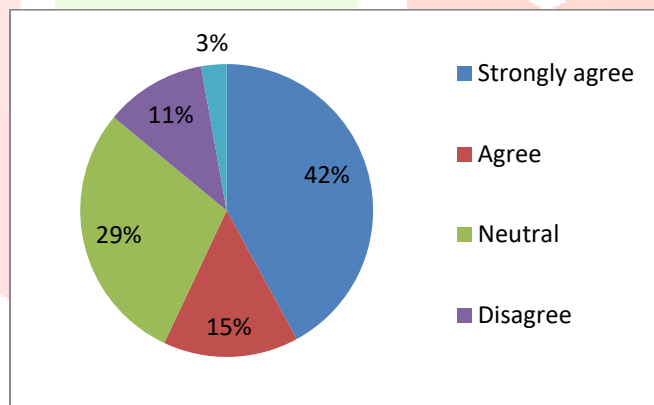
The table shows that most of the respondents are interested in extending the time of impulse purchase if there is a long billing queue that is 34% and 26%.

Frequently make an unplanned purchase



The table shows that 39% and 19% of the respondents says that they make unplanned purchase if they are under time pressure

Point of sale events like demonstrations, discussions can induce my unplanned purchases



The table shows that 42% of the respondents strongly agree that demonstrations and discussions can induce their unplanned purchase and also 15% are to this.

Reliability Analysis

Variables	Number of items	Cronbach's alpha
Impulse buying behavior	5	.768
Time	5	.704
Price	5	.714
Promotional activities	5	.714
Product category	5	.721

From the table it can be found that reliability of impulse buying behavior shows a value of .768. Reliability of time is .704, reliability of price is .714, reliability of promotional activity is .714 and reliability of product category shows the value of .721. Since the values are more than .7, the data are reliable for use in further study.

Overview Correlation Analysis

Independent variable	Impulse buying behavior(Dependent variable)
Time	.518
Price	.544
Promotional activities	.624
Product category	.603

The correlation value of 0.518 suggests a moderate positive relationship between time and impulse buying behavior. This means that as time spent in the hypermarket increases, there is a tendency for impulse buying behavior to increase as well. It implies that the more time people spend in the hypermarket, the more likely they are to make unplanned purchases. The correlation value of 0.544 indicates a moderate positive relationship between price and impulse buying behavior. This suggests that as prices of products in the hypermarket increase, there is a tendency for impulse buying behavior to also increase. It implies that higher-priced items may attract more impulsive purchases. The correlation value of 0.624 indicates a relatively strong positive relationship between promotional activities and impulse buying behavior. This means that when there are more promotional activities, such as discounts, special offers, or sales, in the hypermarket, there is a higher likelihood of impulse buying behavior. It implies that promotional activities can influence consumers to make unplanned purchase. Product category: The correlation value of 0.603 suggests a relatively strong positive relationship between product category and impulse buying behavior. This means that certain product categories in the hypermarket are more likely to trigger impulse buying behavior than others. It implies that consumers may be more prone to making impulsive purchases in specific product categories.

Managerial Implication

Hypermarkets can create an environment that encourages customers to spend more time in the store by offering comfortable seating areas, entertainment options, or in-store experiences. This can increase the likelihood of impulse purchases as customers have more time to explore the store and make unplanned purchases. Hypermarkets can strategically price certain products higher to attract impulsive purchases. By highlighting the value or uniqueness of these higher-priced items, they can appeal to consumers' impulsive tendencies and create a sense of urgency to buy. Increasing the frequency and visibility of promotional activities, such as discounts, special offers, or limited-time deals, can stimulate impulse buying behavior. Hypermarkets can strategically plan promotions in specific areas of the store or during peak shopping times to maximize their impact on impulsive purchases. Understanding the product categories that are strongly associated with impulse buying behavior can help hypermarkets strategically position these products. Placing them near checkout counters or in high-traffic areas can increase their visibility and tempt customers to make spontaneous purchases.

VIII. Conclusion

The study was conducted on the topic Impulse buying behavior of consumers in Lulu hypermarket. The study revealed a moderate positive relationship between time spent in the hypermarket and impulse buying behavior. This suggests that as customers spend more time in the store, their tendency to engage in unplanned purchases increases. Hypermarkets can leverage this finding by creating an environment that encourages customers to spend more time in the store through various strategies such as providing comfortable seating areas or in-store experiences. There was a moderate positive relationship between price and impulse buying behavior. This implies that as the prices of products in the hypermarket increase, customers are more likely to make impulsive purchases. Hypermarkets can strategically price certain items higher to attract impulsive buyers, emphasizing the value or uniqueness of these products to create a sense of urgency. The study revealed a relatively strong positive relationship between promotional activities and impulse buying behavior. This indicates that when hypermarkets offer more promotions such as discounts, special offers, or sales, customers are more likely to engage in impulsive purchases. Hypermarkets can use this insight to plan and execute promotional activities strategically, maximizing their impact on impulsive buying behavior. The study found a relatively strong positive relationship between product category and impulse buying behavior. Certain product categories in the hypermarket were more likely to trigger impulsive purchases than others. Hypermarkets can capitalize on this by strategically placing these products in high-traffic areas or near checkout counters to increase their visibility and tempt customers into making spontaneous purchases.

Overall, the findings of this study provide valuable insights for hypermarket managers to understand and influence impulse buying behavior. By implementing appropriate strategies based on these findings, hypermarkets can potentially increase sales and customer satisfaction. However, it is important for managers to carefully balance their efforts to encourage impulsive purchases with maintaining a positive shopping experience for their customers.

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