



## The Study of Consumers' impulse buying behaviour

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### Abstract:

Impulse buying is a practice that we have all engaged in at some point in our lives. Impulse buying is an unplanned purchase made by a consumer and is an important aspect of their purchasing activity. Often, our inner drive or temptation to buy a specific item becomes so strong that we make a purchase without thinking about it. Impulsive behaviour is not limited to children, adults with reasonable minds are also prone to it. Impulse buying can be influenced by various factors, including discount offers, salesperson behaviour, product display, client scenario, and personal attributes. Marketers try to use every trick possible to capitalize on the consumer's impulsive behaviour. This conceptual study aims to identify the aspects that influence customers' impulse purchase behaviours.

**Keywords:** consumers, impulse buying, temptation, unplanned purchase.

### Introduction:

#### Consumer Buying Behaviour:

Consumer behaviour is the assessment of an individual's choice of when, how, why, & where to buy or not buy a product. Its goal is to analyse how consumers make decisions, both individually and in groups. Consumer behaviour evaluates demographic and behavioural factors to create comprehensibility of customers' needs. Families, friends, and society are just a few of the numerous variables that affect customers. Any organization's marketing plans and methods are heavily influenced by the purchasing patterns of its customers. Businesses schedule their output in response to customer behaviour. Consumers take value addition and satisfaction into account when making decisions about purchases.

Let us take an example where a person buys a mobile phone and looks at several aspects, such as the programs it supports, the built-in and expandable capacity, the sound and picture quality, the pixels, and resolutions of the camera, whether it has a single SIM or two, etc. He also makes a comparison between the product and that of its rival company. It is crucial for businesses to pay attention to customer behaviour if they want to succeed in sales.

It covers the full process of purchasing, using, and discarding of goods and services. It is affected by a variety of factors, including personal qualities such as age, gender, income, education, and personality traits, as well as external ones such as societal conventions, cultural values, marketing and advertising, and economic conditions.

Kotler and Keller (2011) state that consumer buying behaviour is the study of the ways of buying and

disposing of goods, services, ideas or experiences by the individuals, groups, and organizations in order to satisfy their needs and wants.

Michael R. Solomon, in his book "Consumer Behaviour: Buying, Having, and Being," define consumer behaviour as "the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires."

#### Impulsive Buying :

The tendency of consumers to make impulsive purchases without careful thought or planning is known as impulsive buying behaviour. These purchases are frequently done on the spur of the moment and are motivated more by psychological or emotional than by rational causes. It is frequently brought on by an emotional reaction to a product, such as a feeling of urgency, enthusiasm, or curiosity.

#### Objective Of Research:

The aim of the study is to understand the concept of Impulse buying behaviour of consumers and analyse the factors that influence impulse buying.

#### Hypotheses Of Research

H0- There is no significant relationship between consumers' buying behaviour and Impulsive buying.  
H0- There is no effect of online shopping platforms and social media on Impulsive buying behaviour of consumers.

#### Research Methodology

**Research Design:** This research study will follow Conceptual research approach and research is being conducted in India.

**Data Collection:** Secondary data is being used and collected with the help of internet, books, journals, articles, Etc.

**Some common triggers of impulsive buying behaviour include:**

1. **Emotional States:** When faced with unpleasant feelings like tension, boredom, or melancholy, consumers may act impulsively and make purchases. Many individuals believe that going shopping would make them happy, but they are unaware that this pleasure wears off and becomes less satisfying over time.
2. **Social Influences:** Having friends or relatives around can have an impact on impulsive purchasing behaviour.
3. **Marketing and advertising:** Effective marketing strategies, such time-limited deals, discounts, or eye-catching packaging, have the power to encourage impulsive purchases from customers.
4. **Personal qualities:** Impulsive purchase behaviour can be more likely in people who have certain personality qualities, such as compulsiveness or impulsivity.
5. **Situational Factors:** Time restraints, product availability, store location, sales & discounts and atmosphere can all have an impact on impulsive purchasing behaviour.
6. **Demographic factors:** Factors such as age, gender, income, and occupation might also impact consumers' impulsive purchases. It has been noted that younger buyers exhibit greater impulsivity than older ones. According to certain studies (Priyanka & Rooble, 2012; Jalees, 2009; Melnikas & Smaliukiene, 2007), women are more impulsive shoppers than males. However, other research indicates that women are more deliberate shoppers than men, with men being more impulsive (Cobb & Hoyer, 1986; Mai et al., 2003). It is reasonable to suppose that those in the high-income group who have more disposable income are more impulsive buyers than those in the low-income group. However, Ghani et al. (2011) and Yang et al. (2011) found no evidence of a substantial link between impulsive buying and income.

**Difference Between Impulsive & Compulsive Buying**

Buying is usually divided into two types: compulsive buying and impulsive buying. These two types of buying behaviours are governed by the brain. The differences between the two are as follows:

1. Impulsive buying involves poor decision-making and premature expression while in contrast compulsive shopping is a tendency that is repetitive in nature which is performed as per certain rules & more of a stereotype.

2. Impulse buying is generally unplanned and occurs in response to an external stimulus, such as seeing a desired item in a store, compulsive shopping is more inwardly motivated.
3. Impulsive buyers first enjoy pleasure, but this diminishes over time. Impulsive purchasing is typically done for enjoyment, while compulsive buying is done to relieve discomfort or anxiety.
4. There is a favourable correlation between compulsive buying and offline shopping, as well as impulsive buying and online shopping.

**Drawbacks Of Impulsive Buying**

1. **No control on budget:** Impulsive buying is when someone shops without planning or prior deliberation. Many people shop on the spur of the moment and then regret it. Spending on whim destroys budgets and diverts money from essentials to non-essential products.
2. **Wrong decisions:** In regular shopping, products are evaluated for quality and features before purchase. However, impulsive buying occurs without prior consideration. Shoppers sometimes buy products without bargaining or assessing them, leading to regret, and wasted money.
3. **Hampers rational thinking:** Impulsive shopping causes buyers to behave irrationally. Impulsive shopping can impair rational thinking and reasoning abilities, which are expected of all buyers. Impulsive thinking leads to a tendency to trust others and become vulnerable to deception.
4. **Wastage:** Visual attraction is the primary motivator for impulse buying. For impulsive purchasers, sight equals buying. People often purchase products they do not need, for example even though a person has crockery at home but on seeing
5. an attractive one he/she buys it.

**How To Prevent Impulsive Buying**

1. **Create a Budget:** Set clear limits on how much you can spend in different categories. Stick to this budget to avoid overspending.
2. **Make a Shopping List:** Before you go shopping, make a list of what you need. Stick to this list to avoid buying things on a whim.
3. **Avoid Tempting Environments:** Stay away from places that trigger impulsive buying, like malls or online shopping sites with tempting deals.
4. **Unsubscribe from Marketing Emails:** Reduce exposure to advertisements by unsubscribing from promotional emails and newsletters.
5. **Set Financial Goals:** Having clear financial goals, such as saving for a vacation or paying off debt, can help you prioritize your spending.
6. **Track Your Spending:** Keep a record of your expenses to see where your money is going.

This can help you identify and reduce impulsive purchases.

7. **Use Cash Instead of Credit Cards:** Paying with cash can make the spending feel more tangible and help you stick to your budget.
8. **Educate Yourself:** Learn about the psychology of marketing and consumer behaviour to understand how you might be influenced.
9. **Find Alternatives:** When you feel the urge to buy something impulsively, find alternative activities that can fulfil the same need or distract you from the impulse.

#### Conclusion:

At present India has its largest ever adolescent and youth population. According to UNFPA projections, India will continue to have one of the youngest populations in the world till 2030. As per a report by Ac Nielsen customers spend 51 per cent of their monthly expenditure on products in the grocery category (Peter, 2023) Gupta and Patel (2023) investigate the effect of mobile shopping apps on the impulse buying behaviour of Indian millennials. Their research shows that features like instant purchase options, push notifications, and user-friendly interfaces contribute to increased impulse purchases. According to Reddy et al. (2021) online shopping environments and targeted advertising on social media enhance impulse purchasing. The study shows that personalized recommendations and flash sales on e-commerce platforms are particularly effective in stimulating impulse buys. According to Kumar & Suresh (2020) environmental cues, like store layout and product placement, significantly influence impulse buying. They further added that promotions and discounts trigger spontaneous purchases. The study emphasizes the need for retailers to create an appealing in-store atmosphere to boost impulse purchases.

From the above studies, it can be concluded that consumers' impulse buying behaviour in India reveals a multifaceted phenomenon influenced by various factors including store environment, emotional states, promotional strategies, and cultural events. The interplay between traditional retail settings and modern digital platforms also plays a significant role in shaping impulse buying patterns. Future research could further explore the impact of emerging technologies and evolving consumer preferences on impulse buying behaviour.

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6. Leads to purchase decision: A positive consumer behavior leads to a purchase decision.

A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behavior to increas

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