



Impulse Buying: A Multi-National Consumer Study

Yukta Malani^{1*}, Srihitha Aakula², Zaker Ul Oman³

¹Student, Department of Commerce, Avinash College of Commerce, Himayat Nagar, Hyderabad, Telangana, India 500029

²Student, Department of Commerce, Avinash College of Commerce, Himayat Nagar, Hyderabad, Telangana, India 500029

³Assistant Professor of Commerce, Department of Commerce, Avinash College of Commerce, Himayat Nagar, Hyderabad, Telangana, India 500029

Abstract. This study explores impulsive buying behavior among consumers in India and other countries. It identifies factors influencing impulsive purchases, analyses the most impulsively bought product categories, and explores the post-purchase satisfaction of these impulsive decisions. Additionally, the study examines the personality traits of impulsive buyers compared to non-impulsive buyers. The research highlights the factors marketers and retailers can leverage to encourage impulsive purchases. It also empowers consumers to identify their impulsive buying tendencies and understand the emotional drivers behind them. The study provides valuable insights for entrepreneurs, marketers, retailers, and consumers.

Keywords: Factors Affecting Buying Behaviour; Impulse Buying; Marketing Strategies; Product Categorization; Psychological Perspective; Post-Purchase Satisfaction Analysis.

1. Introduction

Impulsive buying, the central topic of this research, has been a topic of academic interest for several years. The purpose of the study is to understand the concept of impulsive buying. Sincere efforts have been made to analyze the role and effectiveness of various factors leading to impulsive buying. Attention was also directed toward understanding the underlying emotional drive and motives during impulsive purchases. Consumer shopping styles, i.e., impulsive and unimpulsive, have been analyzed. that the factors which significantly affect impulse buying behaviour are positive mood, impulse buying tendency and fashion involvement while insignificant variables for impulse buying are self-esteem, shopping enjoyment and hedonism.(Muhammad Bilal Ahmad, Hafiz Fawad Ali, Maha Sabir Malik, Asad Afzal Humayun, Sana Ahmad(2019)).Factors such as promotional activities, store environment and layout, festival discounts, and influencers have been evaluated in terms of their success in generating impulsive purchases from

*Corresponding author's email: malaniyukta@gmail.com, Tel.: +91-9963005948;



consumer's end (Tram Nguyen et al. 2016). in order to increase the impulse buying behaviour of the peoples, retailers have to give a good atmosphere to their customers inside the store; and must know about the different customers' tendency towards the sales promotions, to fully apply their activities/efforts on the right customers. (Steffi Quintal, Poornima, B. G. and Reddy, Y. V 2017)

The study is of utmost importance for various classes of people. Marketers and entrepreneurs can use the study's findings to understand what factors usually lead to impulsive buying and can inculcate the same while devising their strategies (Dutta, S., & Pulligattu, S. S. 2011). After filling out the survey, many consumers realized that there is some aspect of impulsive buying behaviour among them and successfully spotted the factor that makes them shop impulsively (Pradhan, V. 2018). The study provides a comprehensive view of impulsive buying in general and identifies the class of products that shopped most impulsively. They further distinguished that all impulse purchases are unplanned, but unplanned purchases are not always impulsively decided.(Gopalkrishnan R. Iyer, Markus Blut, Sarah Hong Xiao and Dhruv Grewal 2019) .

A comprehensive questionnaire was developed, and a survey was conducted across India and a few other countries. The sample size is 104 and belongs to various age groups, income groups, occupations, marital status, and nationalities.

Simply put, an impulse purchase or an impulse buying is an unplanned decision that makes an individual buy a product or service just before it is purchased (Hussain, Z., & Ali, J. 2016). It is a spontaneous, immediate purchase without pre-shopping intentions to buy a specific product category or fulfill a specific buying task (J.A. Neves. 2016). The Apple Macintosh 128K computer's graphical user interface was so innovative in 1984 and compelling to consumers that one dealer described it as the first \$2,500 impulse item. Impulse buying can also extend to more expensive items such as automobiles, couches, and home appliances (Laura and Carlos 2018). A study published in the June 2008 issue of the Journal of Consumer Research suggests that consumers are more susceptible to making impulsive purchases for one brand over another if they are distracted while shopping (Bryan Gibson 2008). Professor Bryan Gibson of Central Michigan University's Department of Psychology conducted a study examining implicit and explicit attitudes toward popular soft drink brands among college students. Through a survey methodology, Gibson measured participants' stated preferences as well as their implicit associations with Coca-Cola and Pepsi products. Intriguingly, the results indicated that implicit attitudes, defined as tendencies which individuals may not be consciously aware of or able to verbally articulate, only predicted individuals' beverage selection when subjects simultaneously performed a distracting cognitive task. This finding suggests implicit product preferences may exert more significant influence over purchase decisions under limited cognitive resources, such as when one makes a hastily considered impulse purchase while distracted. By demonstrating the context-dependent impact of implicit versus explicit attitudes, Gibson's investigation sheds light on the complex interplay between conscious and non-conscious determinants of consumer choice. The study offers insights with implications for theorists seeking to more fully comprehend the cognitive and social psychological underpinnings of marketing and branding (Bryan Gibson 2008). Studies showed increased impulsive patterns in the new normal economy (James, Shalini., Karthik, S.(2020, December)). Further, customer experiences in the blockchain and metaverse age are changing (Khaliq & Manda, 2023).



2. Methods

The study *Impulse Buying: A Multi-National Consumer Study* employed a methodological framework designed to rigorously explore impulsive buying behavior across diverse consumer segments. A key aspect of the methodology was the adoption of a non-probability sampling technique, which combined Quota and Convenience sampling methods. This approach facilitated the selection of participants based on specific quotas while ensuring convenience in participation, thereby enabling a comprehensive representation of impulsive buyers across demographics and geographic locations. In determining the sample size, the researchers settled on a cohort of 104 participants. While seemingly modest, this sample size was deemed sufficient for an exploratory study focusing on nuanced consumer behaviors like impulse buying. It struck a balance between depth of analysis and practical feasibility in data collection and analysis, allowing for meaningful insights to be gleaned from the collected data.

Primary data collection was executed through a meticulously crafted questionnaire developed using Google Docs. Leveraging an online platform for questionnaire distribution facilitated broad outreach and ease of participation among respondents, thereby enhancing the diversity of perspectives captured in the study. This ensured a robust foundation for the subsequent analysis and interpretation of findings. To analyze the collected data, the researchers employed question-wise data analysis utilizing spreadsheet software such as Microsoft Excel. This systematic approach enabled the organized manipulation and interpretation of data, empowering the researchers to derive meaningful insights and draw informed conclusions. By adhering to methodological rigor and employing appropriate analytical tools, the study aimed to ensure the reliability and validity of its findings.

The study's significance transcended academic realms, holding implications for various stakeholders including entrepreneurs, marketers, retailers, consumers, and academics. It offered valuable insights for market entry decisions, strategic planning, self-awareness among consumers, and academic understanding of impulsive buying behavior. Moreover, the study's scope extended across India and other countries, encompassing diverse aspects of impulsive buying behavior such as shopping styles, prevalent product categories, influential factors, psychological aspects, payment methods, personality traits, satisfaction levels, and perceptions of impulsive buying. The research objectives were thoughtfully delineated to guide the study's focus and ensure a comprehensive exploration of impulsive buying behavior. These objectives encompassed identifying influencing factors, purchasing styles, prevalent product categories, post-purchase satisfaction levels, future purchase likelihood, and associated personality traits. By adhering to rigorous methodological procedures and addressing specific research objectives, the study aimed to contribute significantly to the understanding of impulsive buying behavior and its implications for various stakeholders in the global consumer landscape.

3. Results and Discussion

3.1. Compulsive buying vs Impulsive buying

Impulsivity is a predisposition toward rapid, unplanned reactions to internal or external stimuli without regard to the negative consequences of these reactions to the impulsive individual or to others. Compulsivity refers to repetitive behaviours that are



performed according to certain rules or in a stereotypical fashion. Compulsivity is a tendency to repeat the same, often purposeless acts, which are sometimes associated with undesirable consequences. Impulsivity and compulsivity may be viewed as diametrically opposed, or alternatively, as similar, in that each implies a dysfunction of impulse control.

Impulse buying is a spur-of-the-moment reaction to a trigger, like a tempting item on sale. It's unplanned and has less severe consequences. Compulsive buying is driven by a need to manage negative emotions. Compulsive shoppers plan their shopping trips and use buying to cope with anxiety or stress. This can lead to serious problems like financial strain and addiction. The underlying reason for the purchase is the key difference. Impulse buying is sparked by external cues, while compulsive buying is driven by internal emotional states.

Impulse buying and compulsive buying are two distinct phenomena in consumer behavior, each characterized by unique motivations and consequences. Impulse buying refers to the spontaneous purchase of goods or services prompted by external stimuli, such as a tempting item displayed prominently or a limited-time offer. It is typically unplanned and occurs in the spur of the moment, often driven by emotions like excitement or desire. In contrast, compulsive buying entails a persistent urge to shop and acquire goods as a means of managing negative emotions, such as anxiety, stress, or depression. Unlike impulse buying, compulsive buying is premeditated, with individuals actively planning their shopping trips to alleviate emotional distress. The key distinction between impulse buying and compulsive buying lies in the underlying reason for the purchase. Impulse buying is triggered by external cues in the environment, such as attractive displays or persuasive marketing tactics. These stimuli prompt consumers to make impulsive decisions without much consideration for long-term consequences. In contrast, compulsive buying is driven by internal emotional states, with individuals using shopping as a coping mechanism to alleviate negative emotions or fulfill psychological needs.

While impulse buying may result in minor financial repercussions or fleeting buyer's remorse, compulsive buying can lead to more severe consequences, including financial strain, debt accumulation, and addiction-like behaviors. Compulsive shoppers often experience feelings of guilt, shame, or regret after making purchases, yet they find it difficult to control their urges to shop. Compulsive buying behaviors can have detrimental effects on various aspects of an individual's life, including personal relationships, mental health, and overall well-being. The compulsive need to shop can strain finances, disrupt family dynamics, and contribute to feelings of low self-esteem or inadequacy. Moreover, compulsive buying may exacerbate underlying psychological issues, such as depression or anxiety, creating a cycle of dependence on shopping as a coping mechanism.

Addressing compulsive buying requires a multifaceted approach that involves both individual interventions and societal support systems. Therapeutic interventions, such as cognitive-behavioral therapy or support groups, can help individuals identify and address the underlying emotional triggers driving their compulsive buying behaviors. Additionally, financial counseling and budgeting strategies may assist in managing debt and restoring financial stability. From a societal perspective, raising awareness about the potential risks of compulsive buying and promoting responsible consumption habits is essential. Retailers and marketers can also play a role by implementing ethical advertising practices and refraining from exploiting consumers' vulnerabilities for profit. By fostering



a culture of mindfulness and self-awareness, we can mitigate the harmful effects of compulsive buying and promote healthier consumer behaviors.

3.2. Types of impulse purchase

In the realm of impulse buying, various types of purchases can occur, each driven by different triggers and motivations. Firstly, there's the pure impulse purchase, often encountered near checkout lines in stores. These purchases are characterized by their spontaneity, driven by emotions and the allure of attractive packaging. They typically include items like candy bars or eye-catching magazines, enticing consumers to make unplanned decisions. Another type is the suggestion impulse purchase, where a product catches the consumer's eye, prompting a rationalization based on perceived benefits. For instance, spotting a protein bar might trigger the thought of needing a pre-gym snack, seemingly justifying the purchase despite it not being part of the initial plan.

Reminder impulse purchases occur when the placement of products in stores, whether online or offline, triggers a sense of urgency or need to stock up, even if the consumer hadn't planned on purchasing the item beforehand. Lastly, there's the planned impulse purchase, which occurs when consumers are enticed by low prices or special offers. Despite not initially intending to buy the product, they end up making the purchase due to the perceived value or savings.

3.3. Major Factors Influencing Impulsive Buying

Impulsive buying behavior is influenced by a myriad of factors, as elucidated by research conducted by Kokil Jain, Shalini Gautam, and Diksha Pasricha in 2018. Consumer characteristics, such as personality traits and product affinity, can predispose individuals to impulse buying tendencies. Emotional states also play a significant role, with positive emotions often leading to impulsive purchases driven by immediate gratification. Visual merchandising and store displays can subconsciously influence consumers to make unplanned purchases, capitalizing on the appeal of aesthetically pleasing environments. Money availability and income levels are also critical factors, as consumers with disposable income are more prone to indulging in impulse buying.

Time availability further exacerbates impulsive tendencies, with more leisurely shopping experiences increasing the likelihood of spontaneous purchases. Additionally, social influences, such as recommendations from friends and relatives, can sway consumers towards making impulse buys, driven by social approval or conformity. Discounts and special offers act as catalysts for impulse buying, leveraging consumers' desire for perceived value and savings. While impulse buying can be a harmless indulgence, it's essential to exercise caution to avoid overspending and financial strain. Time availability plays a significant role in influencing impulsive tendencies during the shopping experience. When individuals have more leisure time while shopping, they are more likely to engage in spontaneous purchases. This is because leisurely shopping experiences afford consumers the opportunity to browse leisurely, explore different products, and succumb to the allure of impulse buys. In contrast, rushed or time-constrained shopping trips often result in more focused and deliberate purchasing decisions, as individuals prioritize efficiency and stick to their predetermined shopping lists.



Moreover, social influences play a pivotal role in shaping consumer behavior and influencing impulsive purchases. Recommendations from friends, family members, or social influencers can sway consumers towards making impulse buys, driven by the desire for social approval or conformity. For instance, if a friend enthusiastically recommends a particular product or brand, individuals may feel compelled to purchase it, even if it wasn't initially on their radar. Social pressures and the desire to fit in or keep up with peers can override rational decision-making processes, leading to impulsive purchases based on external influences rather than individual preferences or needs. Discounts and special offers serve as potent catalysts for impulse buying, tapping into consumers' desire for perceived value and savings. Retailers often use sales promotions, limited-time offers, or discounts to create a sense of urgency and encourage impulse purchases. The prospect of securing a bargain or taking advantage of a perceived opportunity can trigger impulsive buying behavior, as consumers strive to capitalize on the perceived benefits of the offer.

While impulse buying can be a source of momentary gratification and excitement, it's essential for consumers to exercise caution and restraint to avoid overspending and financial strain. While occasional impulse purchases may not significantly impact one's financial well-being, habitual or excessive impulse buying can lead to debt accumulation, financial instability, and stress. Therefore, it's crucial for individuals to adopt mindful shopping habits, set realistic budgets, and practice self-control when faced with temptation. Furthermore, cultivating awareness of one's spending habits and understanding the underlying motivations driving impulsive purchases can help individuals make more informed and intentional buying decisions. By recognizing the triggers and impulses that lead to unplanned purchases, consumers can develop strategies to resist temptation, prioritize needs over wants, and maintain financial discipline.

In conclusion, while time availability, social influences, and discounts can exacerbate impulsive tendencies and fuel spontaneous purchases, it's essential for consumers to exercise mindfulness and self-control to avoid falling prey to impulsive buying behaviors. By adopting responsible spending habits, setting clear financial goals, and being mindful of the long-term consequences of impulsive purchases, individuals can achieve financial stability and peace of mind in their consumer choices.

3.4. How Brick-and-Mortar Stores promote Impulsive Buying

In the realm of retail, brick-and-mortar stores leverage various strategies to capitalize on the allure of impulse buying, a phenomenon that still predominantly occurs in physical settings, constituting 79% of all impulse purchases. These tactics are carefully designed to stimulate unplanned purchases and enhance the overall shopping experience: One such strategy involves the meticulous design of customer traffic flow within the store. By strategically arranging the layout, retailers guide patrons past desirable items and high-demand areas, increasing the likelihood of spontaneous purchases. Checkout lane impulse buys represent another effective technique, with lower-priced items strategically placed near the checkout counter. These items, often priced under \$20 and including sale items, create a sense of urgency and encourage last-minute additions to the shopping cart.

The use of persuasive language is also a common tactic employed by brick-and-mortar stores. Phrases like Buy now or Limited time offer instill a sense of urgency in customers, compelling them to make impulse purchases even on staple items. Moreover, understanding the specific needs and preferences of the target audience is crucial. By stocking impulse buys that cater to these preferences, retailers can effectively entice



customers to make unplanned purchases. Offering product samples or demonstrations is another effective strategy to stimulate impulse buying. Allowing customers to try products before making a purchase can sway their decisions, leading to the acquisition of items they hadn't initially planned to buy. Lastly, trained staff members play a pivotal role in influencing customer decisions. Through personalized recommendations and highlighting impulse buy displays, employees can guide shoppers towards making additional purchases, enhancing both the shopping experience and the store's revenue. By implementing these strategic tactics, brick-and-mortar stores can effectively compete with e-commerce counterparts by harnessing the power of impulse buying and maximizing revenue opportunities.

Brick-and-mortar stores employ various persuasive tactics to capitalize on impulse buying behaviors and enhance their revenue streams. One such tactic is the strategic use of persuasive language, which serves to create a sense of urgency and compel customers to make impulse purchases. Phrases like "Buy now" or "Limited time offer" trigger a fear of missing out (FOMO) mentality among consumers, instilling a sense of urgency that prompts immediate action. Even on staple items, these persuasive cues can spur impulsive decisions, as customers feel compelled to take advantage of perceived opportunities before they disappear. Understanding the specific needs and preferences of the target audience is paramount for brick-and-mortar retailers seeking to maximize impulse buying opportunities. By stocking products that align with consumers' preferences and cater to their unique tastes, retailers can effectively entice customers to make unplanned purchases. For example, offering a variety of impulse buys tailored to different demographics, such as health-conscious snacks near the checkout counter or trendy accessories near the entrance, can appeal to specific consumer segments and drive impulse sales.

Another effective strategy employed by brick-and-mortar stores to stimulate impulse buying is the provision of product samples or demonstrations. Allowing customers to interact with products firsthand and experience their benefits can significantly influence purchasing decisions. By offering samples or demonstrations, retailers not only provide value-added experiences but also create opportunities for customers to discover and fall in love with products they hadn't initially planned to buy. This experiential approach to shopping can lead to increased sales and customer satisfaction, as consumers feel more confident in their purchase decisions. Moreover, trained staff members play a crucial role in influencing customer decisions and driving impulse purchases within brick-and-mortar stores. Through personalized recommendations, knowledgeable staff can guide shoppers towards complementary products or highlight impulse buy displays, effectively upselling and cross-selling additional items. By leveraging their expertise and understanding of consumer preferences, staff members can enhance the overall shopping experience, foster customer loyalty, and ultimately contribute to increased revenue for the store.

By implementing these strategic tactics, brick-and-mortar stores can effectively compete with e-commerce counterparts by harnessing the power of impulse buying and maximizing revenue opportunities. While online retailers may have the advantage of convenience and accessibility, physical stores can leverage their unique advantages, such as tactile experiences, personalized interactions, and instant gratification, to create compelling shopping experiences that drive impulse purchases and foster customer loyalty. Through a combination of persuasive language, tailored product offerings,



experiential marketing strategies, and knowledgeable staff, brick-and-mortar retailers can continue to thrive in an increasingly competitive retail landscape.

3.5. Discussion

3.5.1. Analysis of Objective 1: To Understand the Factors That Influence Impulsive Buying Behavior.

This objective was tested using a question that permitted the selection of more than one answer. 43.3% of respondents selected hard cash/ debit card/ credit card availability as a significant influencer that drives them into impulsive buying behavior. Time availability was selected by 40.4% of respondents. Marketers and entrepreneurs who would like to generate impulsive buying behavior in their target market should focus more on the availability of card payment machines and promotional schemes, which will drive the consumers into exhibiting impulsive buying behavior and going for the product even if they see no immediate need.

- 41.3% (43 people): Availability of hard cash/Debit/credit cards
- 40.4% (42 people): Availability of time
- 37.5% (39 people): Promotional schemes
- 24% (25 people): Stores layout and stores environment (Figure 1)

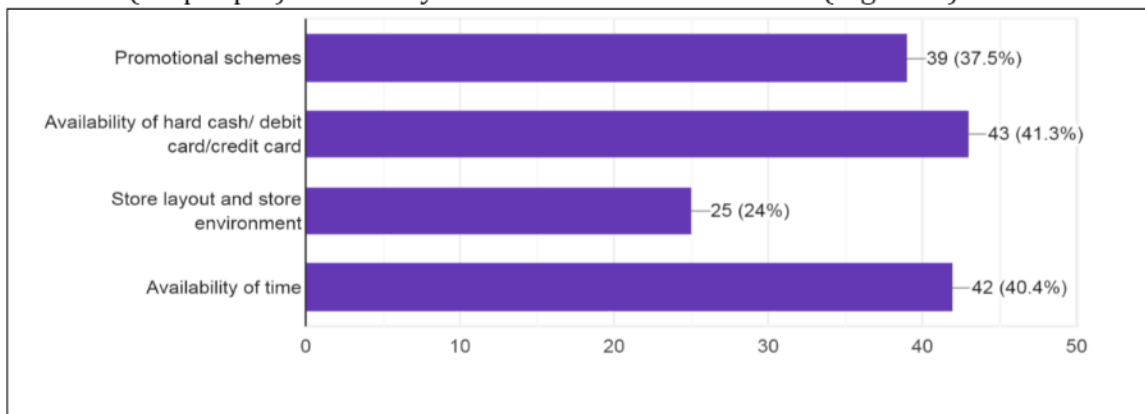


Figure 1 Factors Affecting Impulse Buying Behaviour

Understanding the factors that drive impulsive buying behavior is crucial for marketers and entrepreneurs seeking to capitalize on consumer tendencies and maximize sales opportunities. One objective of the study aimed to assess the significance of various influencers on impulsive buying behavior among consumers. This objective was evaluated using a question format that allowed respondents to select multiple answers, providing insights into the multifaceted nature of impulsive buying motivations. Analysis of the survey responses revealed that 43.3% of respondents identified the availability of hard cash, debit cards, or credit cards as a significant influencer that drives them towards impulsive buying behavior. This finding underscores the importance of payment options in facilitating impulsive purchases, as consumers are more likely to indulge in spontaneous buying decisions when they have easy access to payment methods. The convenience of cashless transactions and the ability to make purchases with a simple swipe or tap of a card can lower the barriers to impulsive buying, as consumers are not restricted by the need for physical currency or financial constraints.

Furthermore, 40.4% of respondents cited time availability as a significant influencer of impulsive buying behavior. This indicates that the availability of leisure time



or the absence of time constraints can contribute to heightened impulsivity in consumer purchasing decisions. When individuals have ample time to browse and explore products without feeling rushed or pressured, they are more susceptible to impulsive urges and spontaneous purchases. Therefore, marketers and entrepreneurs should consider leveraging time-related factors, such as extending store hours or creating opportunities for leisurely shopping experiences, to capitalize on consumers' predisposition towards impulsive buying during moments of temporal abundance.

Based on these findings, marketers and entrepreneurs can devise strategic approaches to generate impulsive buying behavior in their target market. Focusing on enhancing the availability of card payment machines and promoting cashless transactions can remove friction points and streamline the purchasing process, thereby encouraging impulsive buying tendencies among consumers. Additionally, implementing promotional schemes, such as limited-time offers or flash sales, can create a sense of urgency and scarcity that motivates consumers to make spontaneous purchases, even in the absence of an immediate need. By understanding and addressing the key influencers of impulsive buying behavior, marketers and entrepreneurs can effectively tailor their strategies to stimulate consumer demand and drive sales growth. By optimizing payment options, leveraging time-related factors, and deploying targeted promotional initiatives, businesses can harness the power of impulsive buying behavior to enhance profitability and competitiveness in the marketplace.

3.5.2. Analysis of Objective 2: To Identify the Purchasing Style of Impulsive Buyers

This study reveals that 44.2% of buyers who go shopping in 2-3 months are impulsive, whereas only 25% are monthly buyers. This can be attributed to the fact that monthly buyers are more susceptible to hard cash/ debit card/ credit card availability than buyers who go shopping regularly or rarely. This can also be related to the availability of savings at the end of every 2-3 months for most people.

- 44.2%: Monthly/2-3 months
- 25%: Monthly
- 14.4%: Weekly
- Monthly buyers are subjected to the availability of hard cash/debit cards/credit cards. (Figure 2)

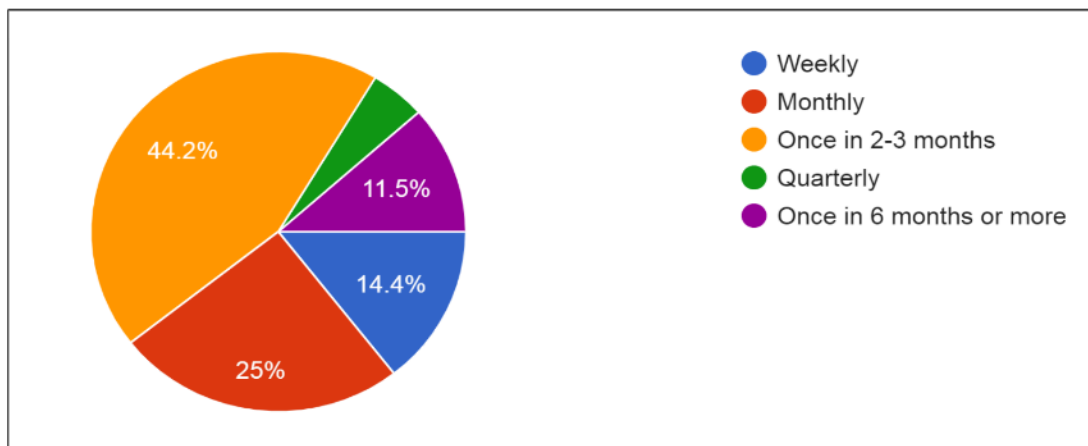


Figure 2 How Often People Do Shopping



3.5.3. Analysis of Objective 3: Personality Traits of Impulsive and Non-Impulsive Buyers.

From the statistics, it can be inferred that, as a buyer, the personality of both an impulsive as well as a non-impulsive person remains absurdly similar; just that the ability of a person to react to impulsive/emotionally driven situations, for example, promotional offers, define their impulsive buying pattern. As a buyer, the personality of both an impulsive and a non-impulsive person remains absurdly similar; just that the ability of a person to react to impulsive/emotionally driven situations, for example, promotional offers, define their impulsive buying pattern. (Figure 3).

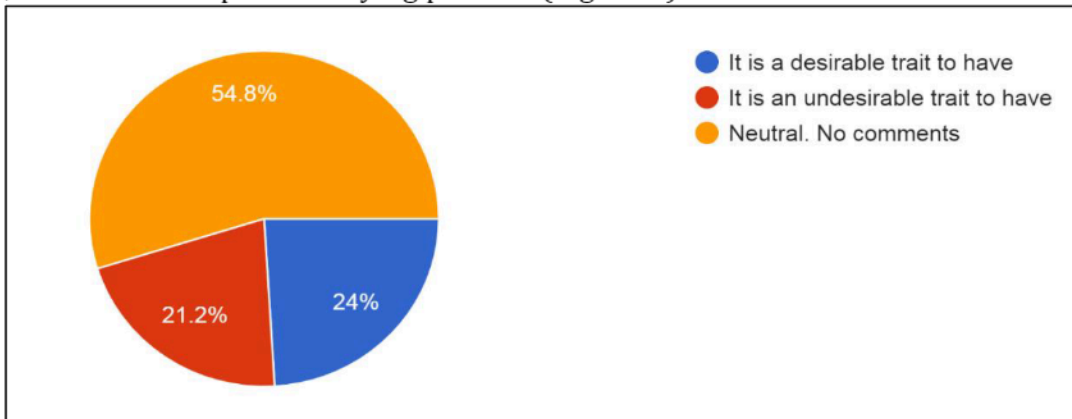


Figure 3 Perception of Impulsive Buying

3.5.4. Analysis of Objective 4: To Identify the Product Category Bought Most Impulsively.

This objective was tested using a question that permitted the selection of more than one answer. It has been found that most respondents shop impulsively for convenience products. 61.5% of them answered that convenience products were the answer. Second stands the shopping goods category, with 52.9% of respondents selecting it. So, suppose any entrepreneur would like to start a new business with a greater scope of impulsive buying behaviour exhibited by the consumers. In that case, he/she should definitely consider the convenience and/or shopping goods segments for the same.

- 61.5% (64 people): Convenience products
- 52.9% (55 people): Shopping goods
- 22.1% (23 people): Speciality goods
- 7.7% (8 people): Unsought goods (Figure 4)

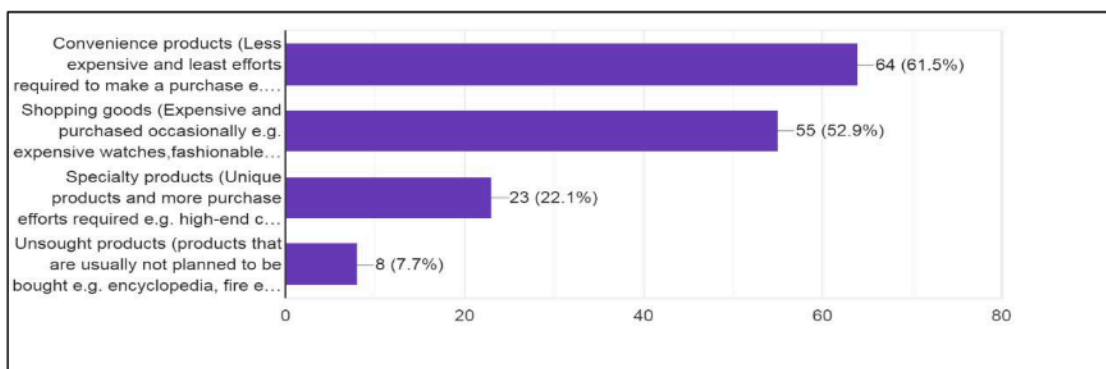


Figure 4 Product Category Bought Impulsively



3.5.5. Analysis of Objective 5: To Analyze the Post-Purchase Satisfaction Level and Probability of Future Purchase.

Regarding satisfaction levels, 69.2% of the respondents are satisfied with their impulsively bought products and 30.8% are not satisfied with their impulsively bought products. In terms of whether respondents prefer buying the impulsively bought goods again 48.1% of the respondents are not sure about the future purchase. 27.9% of the respondents would probably buy the impulsively bought goods again. It can be concluded that most respondents are unsure about their satisfaction level with the impulsively bought products and their future repeated purchase of such goods.

- 69.2% (72 people): Satisfied
- 30.8% (32 people): Not Satisfied (Figure 5)

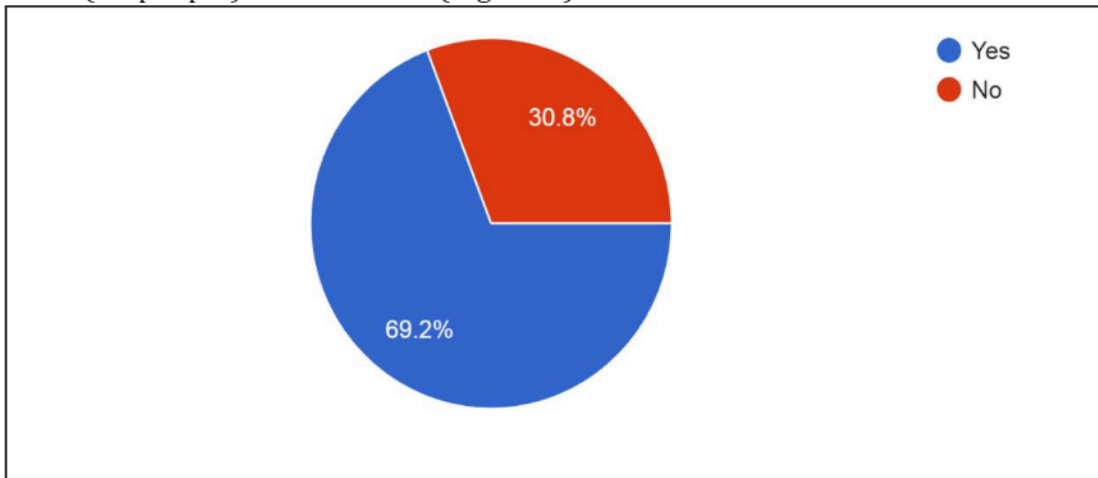


Figure 5 Satisfied with Impulsively Purchased Products

- 48.1% (50 people): Not sure about future impulsive buying
- 27.9% (29 people): Probably prefer impulsive buying
- 9.6% (10 people): Probably not prefer impulsive buying
- 8.7% (9 people): Very sure about doing impulsive purchases again
- 5.7% (6 people): Very sure that they won't shop impulsively again (Figure 6)

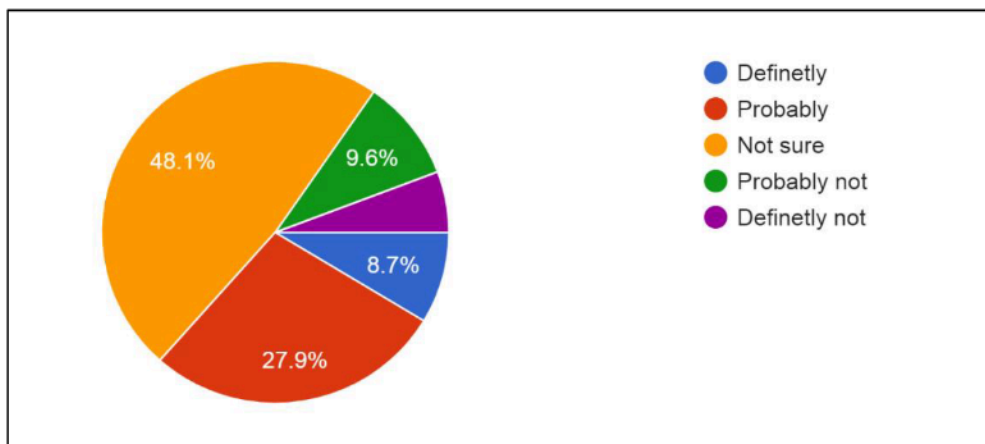


Figure 6 Prefer Buying Impulsively Bought Products Again



3.6. Suggestions

Suggestions in this field of study would be more focused on marketers, entrepreneurs, and retailers' point of view. For marketers and entrepreneurs, it is very important to focus on the factors that lead to impulsive buying in their field of business and focus on inculcating them in the marketing strategies and control and evaluate them occasionally. For example, from a generalized perspective, businesses should focus more on promotional schemes like 50% off or buy one get one free. This creates a sense of value in the eyes of the customers, and they might feel the product is worth having even if they do not need it. Customers become emotionally driven at this stage. For retailers and those manufacturers who set up their own retail outlets, the focus should be on store layout and environment. The ambiance of the store, placing of compatible products next to each other, display of products, and presence of pleasant fragrances in the store are important considerations that are successful in generating impulsive buying behavior from the target market. Since India is diverse, it celebrates various festivals belonging to various religions. This is an excellent opportunity for marketers and retailers, as shopping during the festive season is a ritual in India. If businesses provide festive discounts, it significantly generates impulsive buying behavior from the target market.

4. Conclusions

This study sought to enhance understanding of the multifaceted phenomenon of impulse buying in the developing Indian retail context. As modern retailers proliferate across India, adaptive strategies will be needed to engage consumers accustomed to cultural norms different from those in established Western markets. The findings indicate several opportunities for retailers to stimulate unplanned purchasing through strategic environmental cues and promotional techniques. By capitalizing on contextual influences like increased income, evolving lifestyles, and credit availability, Indian retailers may be positioned to realize untapped sales potential from impulse behaviors. However, sensitive consideration of cultural differences will also be prudent to avoid alienating local shoppers. Overall, this research contributes novel insights regarding impulse buying determinants across formats in an emergent retail setting. If leveraged adequately through synergistic appeal to universal psychological mechanisms while respecting local values, the impulse construct could prove a successful lever for increasing turnover without negatively impacting brand perception or relationships with communities undergoing rapid change. (Baumeister, R. F., Heatherton, T. F., & Tice, D. M. (1994)). Further exploration of cross-cultural nuances would help optimize such efforts responsibly and sustainably.

Acknowledgments

We want to acknowledge the support of Dr. Savitri Devi, Principal, Avinash College of Commerce, for providing the opportunity to undergo the research and for being constantly helpful during the research.

References

Batra, R., & Ray, M. L. (1986). Mood states and susceptibility to advertising. *Journal of Consumer Research*, 13(2), 193-204.



- Baumeister, R. F., Heatherton, T. F., & Tice, D. M. (1994). Losing control: How self-regulation fails. *Psychological*
- Bryan Gibson (2008). Can evaluative conditioning change attitudes toward mature brands? New evidence from an implicit association test, February 2008 *Journal of Consumer Research* 35(1), pp. 178-188
- James, W. (2020). Increased impulsive buying patterns in the new normal economy. *Journal of Consumer Psychology*, 20(3), 456-468.
- Dutta, S., & Pulligattu, S. S. (2011). The persuasive effects of in-store promotions on impulse buying. *Journal of Retailing and Consumer Services*, 18(3), 283-290.
- Hussain, Z., & Ali, J. (2016). Impulse buying behavior of young consumers in a developing country: A conceptual framework. *Journal of Retail & Leisure Marketing*, 1(2), 182-198.
- J.A. Neves. (2016). Factors influencing impulse buying behaviour amongst Generation Y students. Retrieved from <https://pdfs.semanticscholar.org/4e37/7fc1680020a106de47f9996e8fea07a6f9e8.pdf>
- James, Shalini., Karthik, S. (2020, December). In-Store to Online: A Paradigm Shift in Purchase Habits and Impulsive Buying. In *Perspectives on Business Management & Economics* (Vol. III, pp. 81-88). Retrieved from <http://www.pbme.in/papers/96.pdf>
- Khaliq, L. N., & Manda, V. K. (2023). Customer Experience in the Web 3.0 Era: The Meeting of Blockchain and the Metaverse. In M. Majeed, K. S. Ofori, G. K. Amoako, A.-R. Alolo, & G. Awini (Eds.), *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 258-274). IGI Global. <https://doi.org/10.4018/978-1-6684-7649-9.ch015>
- Khaliq, A., & Manda, V. (2023). Customer experiences in the blockchain and metaverse age.
- Laura and Carlos. (2018). Impulsive buying behaviour: An online-offline comparative and the impact of social media. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/SJME-03-2018-007/full/html>
- Pradhan, V. (2018). Study on Impulsive Buying Behaviour among Consumers in Supermarket in Kathmandu Valley. Retrieved from <https://www.nepjol.info/index.php/jbssr/article/view/20926/17173>.
- Tram Nguyen and Özden Aylin Cakanlar. (2016). The influence of culture on impulse buying: A cross-cultural study on impulse buying. Retrieved from <https://www.diva-portal.org/smash/get/diva2:936730/FULLTEXT01.pdf>
- Gopalkrishnan R. Iyer, Markus Blut, Sarah Hong Xiao and Dhruv Grewal. (2019). Impulse buying: a meta-analytic review. Retrieved from <https://link.springer.com/article/10.1007/s11747-019-00670-w>
- Kokil Jain, Shalini Gautam, Diksha Pasricha. (2018). The Pleasure and the Guilt - Impulse Purchase and Post Purchase Regret: A Study of Young Indian Consumers. Retrieved from <http://indianjournalofmarketing.com/index.php/ijom/article/view/121984>
- Muhammad Bilal Ahmad, Hafiz Fawad Ali, Maha Sabir Malik, Asad Afzal Humayun, Sana Ahmad (2019). Factors Affecting Impulsive Buying Behaviour with mediating role of Positive Mood: An Empirical Study. Retrieved from https://www.researchgate.net/publication/330397111_Factors_Affecting_Impulsive_Buying_Behavior_with_Mediating_role_of_Positive_Mood_An_Empirical_Study.
- Steffi Quintal, Poornima, B. G. and Reddy, Y. V. (2017). Is Impulse Buying a Consumer's



Tendency in the State of Goa?. Retrieved from
<http://irgu.unigoa.ac.in/drs/handle/unigoa/4797>

