Impact of Behavioural and Situational Variables on Impulse Buying Behaviour of the Consumers in the Malls of Jaipur City

Supernova Chakraborty Singh¹, Prof. J.K. Tandon²
¹Research Scholar, School of Business Management, Jaipur National University, INDIA
²Research Advisor, School of Business Management, Jaipur National University, INDIA

ABSTRACT
Retail has taken a boom in present era. Mall culture has taken a major leap in present societal scenario. As the competition has increased, the retailers are looking forward for the sustainable strategy. Research has showed that people intend to buy impulsively during their shopping trip. This study investigates the factors influencing impulse buying behavior of the buyers in Jaipur city. Quantitative approach was taken to measure the relationship of impulse buying behavior with various behavioral as well as situational factors related with.

Keywords--- Shopping, Purchase factors, Information

I. INTRODUCTION
The retailing business is experiencing a huge trend globally, due to the ever changing nature of consumer’s tastes, consumption patterns and buying behaviours. Retailing has become an important part of Indian economy, overall size estimated to be INR31 trillion in 2013-14, with a 15 percent CAGR over last five years, which is even higher than GDP growth rate of India.

For years, retailers have taken for granted the notion that attractive presentation influence most buyers purchasing decisions. People make purchases both intentionally and unintentionally. Unintentional purchases accounts for a large amount of sale in the retailing, they are mostly referred to as impulse purchases. Impulse buying has been a challenge for market researchers.

II. RESEARCH PROBLEM
Main research problem was to analyze “The impact of various behavioural and situational factors on impulse buying behaviour of consumers in the shopping malls of Jaipur city”, during their shopping trip.

III. OBJECTIVES OF STUDY
The following research objectives were formulated for this study.
1. To study the relationship of several situational and behavioural factors, with impulse buying behaviour of the buyers/consumers of Jaipur city.
2. To study the effect of every individual and situational factor on impulse buying behaviour of the consumers.

IV. SCOPE OF THE STUDY
The findings of this study could provide better understanding of impulse buying behavior of consumers in Jaipur city. Also these findings of the study could give essential and fundamental information about different variables influencing on impulse buying behavior of consumers. Understanding impulse buying behavior of consumers will lead to guide retailers in developing effective marketing strategies to promote impulse buying and ultimately increase profitability and also retailers could manage many variables through selecting particular parts of market and related strategies.

V. LITERATURE REVIEW
Stern, (1962) defined impulse buying as unplanned buying that any purchase which makes by shopper without any planning in advance. Impulse buying is well-organized and prudent way to purchase goods in the majority of cases. Hirschman (1985) proposed that autistic (self-generated, self-centered subjective mental activity) stimuli were also accountable for impulse buying. Internal stimuli refer to cravings overwhelming desires and internal thoughts that trigger a desire to make an unanticipated purchase (Piron, 1991). Self-generated thoughts, such as daydreams, fantasies, delusions, and hallucinations, do not follow logic or rationality and are frequently associated with emotion and sensitivity (Hirschman, 1985) as a response to unattainable or forbidden objectives (Youn, 2000). Piron (1991) recognized autistics thinking as a primary process.
that operates in accordance with the pleasure principle by powerfully influencing impulse buying motives that are centred on hedonistic characterization.

Park et al (1989) suggests that the degree to which knowledge of a store’s environment affects unplanned buying, however, is expected to vary depending on the time available for shopping. Wirtz et al., (2007) explain that retailers should pay attention ‘not only to the pleasantness of the store environment, but also to arousal eliciting elements of the servicescape’. Moreover, they argue that ‘satisfaction was maximized when the level of excitement in the environment matched the consumer’s prior expectations. A study which was focused on the variety of stores in the mall, found that wider variety of stores led to more excitement that triggered the desire to stay longer at the mall and therefore increased in-store browsing (Beatty & Ferrell, 1998) As one browses longer, one will be more likely to encounter more stimuli, which would tend to increase the likelihood of experiencing impulse buying urges. Other factors that may also trigger unplanned purchases are: special discount-sale or promotion-sale offered on the stores, limited-offered or limited edition products, persuasive sales-people, and the convenience of credit (Dittmar et al., 1996).

VI. PROPOSITION OF HYPOTHESES

The following hypotheses were proposed to answer the research question, which was mainly based on previous findings and studies on impulse buying behaviour of consumers in Jaipur city(Singh S. C. and Tandon J.K., 2016). The hypotheses formulated after review are as followed:

H1. Mall buyers who purchase on impulse are influenced by window display and visual merchandising.
H2. Mall buyers who purchase on impulse are influenced by promotional signage.
H3. Mall buyers who purchase on impulse are influenced by the positive feeling at the time of shopping.
H4. Mall buyers who purchase on impulse are influenced by their shopping enjoyment.

VII. RESEARCH METHODOLOGY

Sampling Technique

For this study mall intercept method is considered in different malls of different localities in Jaipur, for this instance a non probability sampling technique was considered. In this study total 275 samples were collected out of which 224 responses were taken for final study.

Data Collection

A self administered questionnaire was made to collect the data. Questionnaire was made in two parts. The first part containing the demographics of the respondents and the second part was with 36 statements. The statements were in 5 point Likert scale, rated from strongly disagree to strongly agree. The mall buyers from four malls(Pink Square, Crystal Court, MGF Metropolitan and Gaurav Tower) of Jaipur were the respondents. The responses were asked , right after their shopping trip.

Pilot Study

A pilot study was conducted with 50 respondents on the basic of convenient sampling technique. The instrument was checked and corrected during the process. Reliability check of the instrument was done which proved to be satisfactory.

Reliability Check

The overall reliability of the scale happens to be .921 including the demographics and .934 excluding the demographic variables. Nunnally suggested that alpha value above 0.70 is as a more conservative level. The alpha values of all the factors of this study were over 0.70 in both including or excluding demographics, meeting Nunnally’s (1978) conservative criterion.

VIII. DATA ANALYSIS

Pearson Correlation and Regression Analysis

Pearson correlation tests were conducted to see the correlations between the independent variable and dependent variables. In addition to the Pearson correlation test, simple bivariate analysis, a multiple regression analysis was conducted for the hypotheses testing using impulse buying behaviour as a dependent variable and window display and visual merchandising, positive feeling, promotional signage and shopping enjoyment as predictors in order to see if there is relationships that were uncovered in a multiple context and to determine the relative importance of the various type of influences on mall buyers impulse buying behavior.

H1. Mall buyers who purchase on impulse are influenced by window display and visual merchandising.

In the result of a Pearson correlation test, a significant correlation was shown between impulse buying behaviour and window display and visual merchandising with a p-value less than .05 (Table 1). As the p-value (p<.00) was smaller than an alpha level .05, it was clear that window display was significantly related with shoppers impulse buying behavior. The regression analysis was done in which it was seen that window display and visual merchandising significantly influence mall shoppers impulse buying behavior (Table2).

The p-value (.000) from the regression analysis was less than alpha level .05, the null hypothesis was not rejected. This suggested that there was a relationship where window display and visual merchandising significantly influenced mall shoppers impulse buying behavior.
Table 1: Correlation of Identified Factors with Impulse Buying Behaviour

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficients(r)</th>
<th>Significance(p)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window Display and Visual Merchandising</td>
<td>0.621</td>
<td>.000</td>
</tr>
<tr>
<td>Promotional Signage</td>
<td>0.481</td>
<td>.000</td>
</tr>
<tr>
<td>Positive Feeling</td>
<td>0.503</td>
<td>.000</td>
</tr>
<tr>
<td>Shopping Enjoyment</td>
<td>0.379</td>
<td>.000</td>
</tr>
</tbody>
</table>

Correlation is significant at p<.05

**H2.** Mall buyers who purchase on impulse are influenced by promotional signage

Pearson correlation test was conducted in which it was seen that there was a significant correlation between impulse buying behaviour of shoppers and promotional signage. The p value was lesser than significant level (p<.05). (Table1). In consistence with the result of the correlation test, the regression analysis was done in which it was found that promotional signage certainly influence the impulse buying behaviour of the shoppers(Table 2). The p-value was smaller than an alpha level .05, supporting the research hypothesis.

This result is in line with Stern’s (1962) conceptualization study of impulse buying as a response linked to the shoppers exposure to in-store stimuli. The more consumers use the in-store stimuli, such as promotional signage, as an information aid, the more likely to desire or need arising creating impulse buying (Han, 1987; Han et al, 1991).

**H3.** Mall buyers who purchase on impulse are influenced by the positive feeling at the time of shopping.

The result of Pearson’s correlation test was significant at 5% level of significance which means there was a positive correlation between impulse buying behaviour and positive feeling(Table 1), which is a behavioural stimuli developed during the time of shopping trip. By doing bivariate regression analysis it was seen that positive feeling significantly affect the impulse buying behaviour(Table 2).

**H4.** Mall buyers who purchase on impulse are influenced by their shopping enjoyment

It was found that there was a significant correlation between impulse buying behaviour of mall buyers and their shopping enjoyment. Though the positive correlation was found(Table 1), still it was evident that the shopping enjoyment had no significant influence on impulse buying behaviour. The p value(.168)(Table 2)from the regression analysis was greater than the p value(.05), the null hypothesis was not rejected. The result suggested that there was not a directional relationship where shopping enjoyment significantly influence shopper’s impulse buying behavior. The data did not provide sufficient evidence that there was a significant relationship between shopper’s impulse buying behavior and shopping enjoyment suggesting that although shopper’s impulse buying behavior and shopping enjoyment were correlated, the directional relationship (i.e., influence of shopping enjoyment on impulse buying) was not found to be statistically significant.

### Table 2 Hypotheses and Conclusion by Determining Coefficient and p-values from Regression

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Coefficient</th>
<th>p-value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H1.</strong> Mall buyers who purchase on impulse are influenced by window display and visual merchandising</td>
<td>0.531</td>
<td>0.000</td>
<td>Window display and visual merchandising effect impulse buying behaviour</td>
</tr>
<tr>
<td><strong>H2.</strong> Mall buyers who purchase on impulse are influenced by promotional signage</td>
<td>0.401</td>
<td>0.000</td>
<td>Promotional Signage Influence the impulse buying behaviour</td>
</tr>
<tr>
<td><strong>H3.</strong> Mall buyers who purchase on impulse are influenced by the positive feeling at the time of shopping</td>
<td>0.487</td>
<td>0.000</td>
<td>Positive feeling influence the impulse buying behaviour of the shopper during their shopping trip</td>
</tr>
<tr>
<td><strong>H4.</strong> Mall buyers who purchase on impulse are influenced by their shopping enjoyment</td>
<td>0.248</td>
<td>.168</td>
<td>Although buyers’s impulse buying behavior and shopping enjoyment were correlated, the directional relationship was not statistically significant</td>
</tr>
</tbody>
</table>
Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fill a specific buying task. Researchers have attempted to determine if consumers’ who frequently engage in impulse buying behaviour have some common personality traits. This study further investigated some behavioural and situational factors that influence impulse buying behaviour. In attempt to examine this relationship, this study primarily tried to explain the various factors involved in impulse buying and its effect on impulse buying behaviour of the buyers/consumers of Jaipur city. An important finding of this study was that the identified factors certainly influence the impulse buying behaviour both individually and combined way. The results proved that there were significant relationships between mall buyer’s impulse buying behaviour and window display and visual merchandising. Promotional signage, too had a significant influence on impulse buying behaviour, two behavioural factor’s influence on impulse buying behaviour was checked, in which it was found that positive feeling and shopping enjoyment were related to impulse buying behaviour. Still shopping enjoyment had no individual influence on impulse buying behaviour. It can be agreed that all window display and visual merchandising, positive feeling, promotional signage and shopping enjoyment are significantly interrelated and that relationship generates the influences on consumers’ impulse buying behaviour. A significant contribution of the present study is its elucidation of the relationship between impulse buying behaviour and both behavioural and situational variables, which has been neglected in academic research (Buttle, 1988). Despite the utilization of several situational variables to improve desirability of products and to encourage consumers’ buying behaviour, a dearth of research exists that investigates its influence on consumer buying behaviour. The result of the present study proves that there is a pivotal relationship between mall buyers impulse buying behaviour and their shopping enjoyment during the particular shopping trip. When consumers are exposed to these visual stimuli, they more likely make purchase decisions on impulse. This suggests that these situational and behavioural variable, serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store, significantly influence consumers’ impulse buying behaviours. In-store browsing appears to be positively affected by consumers’ impulse buying tendency, and in turn, has a positive impact on consumers’ positive feelings and impulse buying urges (Beatty & Ferrell, 1998).

IX. MANAGERIAL IMPLICATION & CONCLUSION

In this study it can be said that in addition to exposing consumers to stimuli, such as retail settings or external environment, browsing tends to produce positive feelings for many shoppers. These positive feelings, produced by browsing, play a role as positive affects to encourage consumers’ impulse buying behaviour. Retail setting, such as promotional signage, window display and visual merchandising, therefore, can influence consumers’ impulse buying by providing information or reminding needs as well as producing positive feelings. At the stages of the impulse buying process, retailers can attempt to provoke consumers’ desire for the products, and the awareness of the products, which can satisfy the desire, can be achieved by browsing and being exposed to the stimuli, such as visual merchandising, promotional signage. The way in which merchandise will eventually be displayed and promoted at the store level is an important consideration in the strategic marketing. The findings of this study provided information concerning the influence of both behavioural and situational factors on consumers’ impulse buying behaviour. Retailers should continuously reinforce usage of environmental factors such as window display and merchandizing, promotional signage to create favourable shopping environments to influence consumers’ both in-store responses and future store choice decisions.

X. LIMITATION OF THE STUDY

The study was conducted in Jaipur, a Tier I city of India. The study if conducted in metro city may lead to another dynamic of research. Sample size utilised for the research purpose was 224, a larger sample may lead to some other result as well as some different findings.

REFERENCE