

## A Comprehensive Review Of Impulse Purchase Process And Various Factors Affecting It

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**Abstract:** For most shoppers whom I came across, weekend shopping is an indulgence which they openly resort to and it is an activity to splurge money which is not likely to be like their other activities. Some customers felt that shopping soothes their sense of feeling let down due to other circumstances. With the time shifts in work growing people are spending little time with friends and family and are more involved with their work. This creates a sense of loneliness in them. People who once feel this loneliness will be disturbing their won thought process and cannot take the right decisions and the process becomes subjective instead of objectivity. Due to lack of enough time in browsing across product categories and taking the right decision they depend more on Advertisements and Visual Appearances and make decisions in flash of second and thus there will be more chances of incidence of impulse purchases. Rise in the Advertising revenues also is an indicator of Impulse buying as companies want to catch the impulse of the customer instead of gaining their confidence through good product quality. Even the quality leaders for example HONDA in scooter segment are forced to advertise their products as the customer impulse is changing on the basis of advertising. Rising sales of Supermarkets, Malls and other organized retail outlets indicates an uptick in Impulse purchases. This can be illustrated by a customer waiting at the check-out sighting a chewing gum which makes his mouth to water creating an urge to purchase it on impulsively. Items which create enormous satisfaction when savored which adds to the perceived product value will create an excitement and makes him anticipate for more and increases the value derived due to consuming it (LOEWENSTEIN, 1987; LOEWENSTEIN & THALER, 1989).

**Key Words:** Impulsiveness, Display, Customer, Behavior, Visual, Product.

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### I. Introduction

Organized retail stores and have prepared a list of factors which need to be focused like using effective sign/displays inside the store and also specific categories of products for increasing their sales (WOODSIDE AND WADDLE, 1975; ABRATT AND GOODEY, 1990). The Main reason which is behind the increase in customers urge to buy impulsively is the “looked good on shelf” factor of effective VM according to ROSTOCKS (2003). MATTILA and WIRTZ (2008) stated that ability to create a stimulating environment in-store will improve the likeliness of occurrence of purchases impulsively as it will lead to decrease in control of self for a moment.

Impulsiveness in purchase behavior rises with the bottom to top shift in hierarchy of needs in Maslow’s Pyramid. People who are in the self-actualization mode are more prone to impulse purchases. In India with growing disposable incomes people tend more towards this phenomenon to satisfy their feeling of self actualization. Weekend shoppers are more likely to do impulse purchases than weekday shoppers as generally the former feel shopping is a leisure activity in which they can splurge money to feel a sense of achievement while for the latter it is done to fulfill their necessities. Average income Shoppers generally show more tendencies to buy impulsively at their favorite retail store than a store that they visit for the first time whereas high net worth customers are bent to buy impulsively at even new stores they visit for the first time if it is able to provide the right thrilling feel to them. The presence of modern equipment like escalators right parking amenities also gives the customers a thrilling and joyful atmosphere at the store will drive even average income customers to try buying on impulse.

Research has proved that impulse buying is an area which could become of more interest to retailers as well as marketers and manufacturer’s world wide as it is a factor that can increase sales volumes and improve their bottom lines. Some retail stores place confectionary at the base level at the checkout stores where small babies and kids pick them up and pester their parents to buy them and in some cases unknowingly put them in their mouth forcing the latter to pay up for the same. An upward trend of customers doing impulsive purchase without prior plan was reported by COBB and HOYER (1986). Most shoppers do impulse purchase once at least occasionally according to WELLES (1986).

DOBBIN (2011) says that CUSTOMERS behavior and habits in doing has undergone a sea change with the emergence of malls and them becoming landmarks for shopping in the Urban Context. Stores and

Online retailers now a day’s wait for an occasion or festival to offer discount for clearing their old stock. Recent happenings indicate a clear threat to organized and unorganized retail due to online retailers as they are providing a Comparative information search as well as description and specification of the product at the fingertips of customers and in most cases deliver them to the address of customer for free. The organized retail as well as e-tailing is expected to witness a rapid transformation due to the advances in technology like product tagging as well as increased number of modes of payment and delivery. E-tailing is expected to show a higher growth rate due to increased penetration of internet and rising usage of smart phones. This has led E-TAILERS like FLIPKART shift to an App only model to tap the Smartphone customer base.

Stores selling high end products focus more on impulse buying and not those dealing in groceries and this is the reason for importance given to Visual Merchandising in the former than in the latter. VM is used as a technique to generate an urge on the side of customer to make impulse purchase as well as decreasing his utilitarian attitude by prompting him to make a pleasure purchase by breaking his routine decision making process. Even low income customers are sometimes forced to make impulse purchases by breaking their resistance to visual merchandising. Young customers are more prone to impulse Purchases because of their attitude as well as status quotient while old customers tend to think twice before buying any product. Heightened impulsive nature can be seen in online shoppers due to their socialization and this is exponentially greater in comparison to regular shopping at the retail store.

While browsing shopping apps on smart phones, people come across various products which show discount percent and this is wooing them to purchase impulsively and this is the driving factor for Indian online retailers like AMAZON, SNAPDEAL and FLIPKART to announce Big Billion sale which promises to offer unbeatable discounts across categories.

MALCOLM GLADWELL in his Bestseller ‘Blink’(New York Times)tried to prove the fact that quick and unplanned purchase decisions also can be that nice and good as cautiously and well thought decisions and they can be based on education and experience and surrounding environment of the customer. G. MURUGANANTHAM & RAVI SHANKAR BHAKAT (2013) in their study on behavior of impulse buying hare prepared a framework that helps researchers to have a better understanding on the concept. According to them there are four categories of factors that influence impulse buying behavior. They are outside stimuli, inner stimuli, situational factors that are related to the product, cultural social and demographics and Development.

**Impulse Buying Defined**

Researchers and marketers across the globe felt the need to study the phenomenon of impulse purchase and studies on this were going on for the past six decades. First among them are Study on Consumer Habits in the forties through sixties and the POP institute sponsored studies like the one by Patterson in the sixties which were done across different countries and mainly focused on US and these concluded that Customers in US are impulsive than the rest and also that eighty purchases in hundred in some categories of products are done on impulse and also that ninety out of hundred customers do impulsive purchases. One study concluded that magazines and Confectionaries categories combined had generated revenue of 4.2 billion dollars annually on account of impulse purchases.

DAVIDSON 1966; ENGEL AND BLACKWELL 1982;MCNEAL 1973; RUNYON 1977; STERN 1962	UNPLANNED PURCHASE
STERN 1962	RESPONSE TO STIMULUS
DAY 1970; LOUDON AND DELLA BITTA 1984	DELIBERATELY PLANNED TO BENEFIT FROM OFFERS
STERN 1962	THRILL SEEKING
DAVIDSON 1966	DECISION MADE ON THE SPUR OF THE MOMENT
MCNEAL 1973	RESULT OF A DELIBERATION PROCESS
ENGEL AND BLACKWELL 1982; COBB AND HOYER 1986	NOT A RESPONSE TO A PREVIOUS PROBLEM
ENGEL AND BLACKWELL 1982; COBB AND HOYER 1986	NO PRIOR BUYING INTENTIONS
ROOK 1987; ROOK AND HOCH 1985	SUDDEN AND SPONTANEOUS DESIRE TO ACT
ROOK AND HOCH 1985	STATE OF PSYCHOLOGICAL DISEQUILIBRIUM
ROOK 1987; ROOK AND HOCH 1985	PSYCHOLOGICAL CONFLICT AND STRUGGLE
ROOK AND HOCH 1985	REDUCTION OF COGNITIVE EVALUATION
ROOK 1987; ROOK AND HOCH 1985	NO EVALUATION OF CONSEQUENCES

Some Eminent researchers in the field of Impulse buying whom I came across in my study are CLOVER (1950), ROOK, STERN, ABRATT & GOODEY, PECK &CHILDERS and CHANG et al. Impulsiveness is a customer trait that shows his tendency to buy immediately, kinetically, unreflectively and

spontaneously (Rook and Fisher; 1995). They developed a framework to measure impulsiveness on the basis of a nine point scale. PIRON (1991) stated that the primary characteristic of impulse buying is that the decision to purchase the product is taken in spur of moment and the second characteristic being it done when exposed to some stimulus without evaluating consequences of buying it and concluded that impulse buying is almost similar to the process of unplanned purchasing as suggested by CLOVER and WEST and reviewed its definition and in the end stated that none of those were able to describe it fully and also identified thirteen dimensions that are common through all the prior definitions that are given previously.

Prior to ROOK (1987), the studies on impulse buying mainly were having their focus on the product traits and not Consumer and his personality. From then researchers focused on behavioral attributes of customers who are indulging in impulse buying. ROOK (1987) concluded that consumers who do impulse buy experience an instantaneous desire that overpowers their feelings. According to ROOK and GARDNER (1993) impulse buying is a behavior that is unplanned and will involve instant decisions along with a tendency to acquire the products immediately. In the recent past innovations like television marketing, Home Shoppe networks, and credit cards made impulse buying a lot more easy (Rook 1987).

**Characteristics of Impulsive Buying:** ROOK (1987) identifies several themes: the impulsive buying urge appears to arise spontaneously; the impulsive buying urge feels intense; the impulsive buying urge reflects animate forces; and the impulsive buying urge is synchronistic. Some examples given by ROOK

I was in the Pottery Barn browsing, and saw this crystal candle holder. It came over me instantly. (Male-34 in ROOK 1987, p. 193)

Once I can see it in my mind, it won't go away until I buy it. If I can see it, that's it. (Female-55, describing a piece of jewelry in ROOK 1987, p. 193)

The pants were shrieking "buy me," so I knew right then I had better walk away and try and get something else done. (Female-35 in ROOK and HOCH 1985, p. 25)

It felt like something that you had been looking for a long time had appeared before your eyes, and if you don't buy it now you won't have another chance. It is just the right place and time. (Female-37, describing a pair of shoes in ROOK 1987, p. 194)

In the words of BEATTY and FERREL (1998) impulse buying occurs when customers do a purchase that is immediate and they are not having a preplanned objective to shop it for their need fulfillment. Impulse buying is a behavior that is compelling, hedonically complex and sudden and the process excludes thoughtfulness & also consideration of alternate choices. A hedonic Person is a Pleasure seeker while a utilitarian person is interested in functionality as well as value addition from products/Services he is buying. BAYLEY and NANCARROW (1998) concluded that customer will develop a Powerful and sudden urge and will not deliberate while doing an impulse purchase. Impulse buying occurs when customer acts in the absence of conscious, recognizable intention to buy formed before him browsing the store.

Sometimes a customer seems instantly attracted towards a product after he gets exposed to the right stimulus (Wolman 1973). KROEBER-RIEL (1980) concluded that to buy on impulse is a reaction to a stimulus and frequently ends with a response. HOCH & LOEWENSTEIN, (1991); THOMPSON ET AL., (1990) stated that customers who are having a high disposition to make an impulse purchase are not able to reflect themselves in their thoughts, get attracted with their emotions towards the object, and also pay interest in gratifying themselves immediately. They are least attentive to the probable negative outcomes and setbacks as a result of their doings (HOCH & LOEWENSTEIN, 1991; ROOK, 1987; O'GUINN & FABER, 1989). Purchasing on impulse buying is the consequence of an intensive and excited urging developed in the customer lacking any concern about various consequences of the decision to do it (GUTIERREZ, 2004). The terms Impulse buying and compulsive buying is used interchangeably (DITTMAR, BEATTIE, & FRIESE, 1996), but are distinguishable as they differ in severity, frequency, cause and outcomes (FABER, 2010). According to TVERSKY and KAHNEMAN (1974) Consumer Research has indicated that the choice of consumers is based on rational thinking and any decision is taken after consideration of various available set of alternatives and this is violated in some cases. In these instances choice is made in the absence of careful deliberation of alternatives lacking sufficient information on the particular product and without having a predetermined intention to buy it (TVERSKY and KAHNEMAN 1981) and such an instance is called impulse buying and this phenomenon is now-a-days is accounting for high volumes of sales of products (HAUSMAN, 2000). Impulsive purchase behavior pursued with hedonic passion when in the limits is an enjoyable past time similar to habits like consuming alcohol and the same will be destructive and will harm the customer when it exceeds the limits and the driving factor behind it is the state of negative psychology/mindset like having a lower esteem of self and negative dispositions towards others (VERPLANKEN, HERABADI, PERRY, & SILVERA, 2005).

According to PIRON (1991) experiential impulse purchase can be differentiated from non experiential impulse purchase in that the latter is spontaneous like the decision to include the candy bar at the time of checkout in the last minute. STERN (1962) was the first to classify a purchase as impulsive or planned or unplanned. A purchase that is planned, involving more time and browsing for information and done rationally is

called planned purchase whereas decision to shop without prior plan is called unplanned. Impulse buy distinguishes itself from the former by being quick and also the customer developing a strong urge to buy that is irresistible and sudden. A customer without any intent to buy certain products before shopping taking an instant decision to purchase is termed as intention to buy certain products prior to shopping is termed Impulse buying by GHANI, IMRAN, and JAN (2011)

HAN et al (1991) developed a classification with four categories of impulse buying with reference to fashion products. They are Impulse buying that is planned; Impulse buying when reminded; Impulse buying on suggestions; Impulse buying in pure form. In the scenario of impulse buying that is planned, the shopper has not come to a decision regarding the specific product and the categories and had planned only partially. In case of reminded impulse buying, the buy will come to remind self about the necessity of the product only after seeing it at the store. For suggestion impulse buying the shopper will be motivated through self suggestion into buying the product. In case of pure impulse buy it is sudden and pleasure purchase that sets itself apart from usual buying. Various factors like store environment, the Personality trait of the customers, Characteristics of the product and demographic variable like Gender, Age as well as the cultural and societal norms will influence impulse buying. The argument of Thompson et al (1990) is that while buying on impulse involves emotions and is not rational, it does not mean that it should be irrational.

According to PARBOTEEAH (2005) a purchase that is not planned but occurs due to exposure to stimuli and due to urge that compels the customer to do it is called impulse purchase. PARBOTEEAH has done a comprehensive review of various models that were framed for explaining reasons behind impulse purchases. People at times will buy things and consume them for their aesthetic value, having fun or for their symbolism as stated by HOLBROOK and HIRSCHMAN (1982). KACEN and LEE (2002) concluded that a product purchase that is unplanned purchase and done spontaneously and involve subjective decision making is the primary and most typical character of impulse buying. Triggers for impulse purchase are classified into internal and external according to WASNIK (1994).

The principles and techniques available to measure impulsiveness of the purchasing customer are problematic according to POLLAY (1968). Customers are unwilling to share their pre-purchase intentions according to KOLLAT and WILLET (1969).

### **Factors Affecting Impulse Purchasing**

According to BLACKWELL et al., (2006) studies on consumer behavior will focus on how he obtains, consumes and disposes the product or service for fulfilling his needs and to accomplish that he goes through numerous decision making processes. For this firstly the consumer will recognize about the necessity of the product or problems of not owning it. Then in the second step they will do information search which is internal to them (their prior knowledge) or external (peers, advisors, colleagues, family and friends). In the third step he will be evaluating the available alternatives to the product based on various attributes like pricing and quality. In the Final and fourth step he concludes the purchase of that product and consumes it which can be either immediate or delayed. After consumption consumer will do evaluation. In case of Purchases on Impulse the time taken for taking decision to solve a problem is limited (Blackwell et al., 2006) which means there is limitation in the process of search for information and also the evaluation. The customer will be accessing the information provided, evaluate alternatives, recognizing his needs inside the store only.

The reason for frequent impulsive purchase behavior at most brick-and-mortar stores is due to the immediate satisfaction he derives from it even in the situations like dining at the restaurant, studying an item or its usage which is not the case in online impulsive purchases as the delay in receiving the article as it is not in his possession and will not fulfill his instant needs and so he is also not that much impulsive to buy it. The fact that sufficient information on the product along with a good word of the mouth publicity will drive impulse purchases was established by HARMANCIOGLU et al (2009).

Location of the retails store, seasonal factors and habits of the customer are the things that have an impact on his impulsive behavior according to SHAPIRO (1992). The role played by various shopping excursions in a mall like bonding socially, varying tastes and preferences beyond the normal purchase in the suburbs of Helsinki was studied by LEHHTONEN and MÄENPÄÄ (1997). "The place" of the product is the most important of the four P's of marketing (price, product, promotion, and place) and has a significant role while devising strategies for marketing (MCCARTHY and PERREAULT, 1984)

Online impulse purchases as a segment has huge growth potential with rise in e-shopping according to DAWSON and KIM (2009). Factors Affecting Impulse Purchasing can be classified in four general categories, namely consumer characteristics, store Characteristics, situational factors, and product characteristics. Demographics and other characters of the customer have an impact on his impulsiveness according to KOLLAT and WILLETT (1967). INMAN et al (2009) stated that factors like age, gender, in-store browsing time, packing, colorful displays, creativity in advertisements and attractive promotions trigger desires and needs that are not recognized and motivate customers to buy products unintentionally and on impulse.

## II. Consumer Characteristics

These are the various characteristics and traits possessed by the consumer which will increase the propensity of the consumer in being impulsive and they include his age, gender, culture, mood, materialism etc.

### 1. AGE:

There is no pattern observed in the impulsiveness of consumers of particular age groups (SHARMA, SIVAKUMARAN, & MARSHALL, 2010; PRIYANKA & ROOBLE, 2012). Impulse buying behavior of consumers in the age group 18-39 shows a similarity pattern and it decrease as age increases (WOOD, 1998; GHANI et al., 2011). Gen Y customers have different set of values when compared to other generations (NOBLE, HAYTKO & PHILLIPS, 2009) and are as active as the present and next gen customers when it comes to buying at the marketplaces (NOBLE et al. 2009) and frequent the stores mainly for groceries.

Generation Y customers will prefer purchasing cheap food and also they are highly willing towards paying to buy food that is healthy and fresh (HOFFMAN; 2012). The probability of viewers who are old developing Para social interactions through TVs is high and is also dependent on their education also. In the words of GREGG (1971) elderly people have a tendency of relating Para socially with TV personalities in programs of their interest.

Age	Bellenger et al. 1978
	McGoldrick et al. 1999
	Mai et al. 2003

### 2. Gender:

Gender and social attributes have an impact on impulse purchase according to DITTMAR et al (1996). Female customers show interest in products that show symbolism and are self-expressing and are easily mixing with their emotional self and appearance. MAI, JUNG, LANTZ, and LOEB (2003) from their studies stated that men are more prone to impulse buying than women. TIFFERET and HERSTEIN (2012) from their studies stated different genders are behaving differently when it comes to purchasing on impulse.

Female customers have greater tendency to do purchases on impulse than male customers. They had done an investigation into hedonic attributes while doing impulse purchases and concluded that women buyers are doing regular impulsive purchases as they get greater pleasure than men while doing it and they attributed reason is that it lies in pre-historic gender roles. Behavioral responses of Genders vary and women do more impulse buy than men according to GIRAUD (2001); PRIYANKA & ROOBLE, (2012).

Gender	Kacen and Lee 2002
	Mai et al. 2003

### 3. Culture:

Socio-cultural environment is a major factor that influences the customer without any commercial aspect and involves friends; family; peers; culture; social class (SCHIFFMAN AND KANUK, 2007). VOHS and FABER (2007) stated that culture and market locality effect the customer in his decisions while buying impulsively. Culture as a moderating factor between the Customer traits and his impulsiveness was seen in studies of HERABADI (2003); KACEN and LEE (2002) as quoted by PREMANANTO (2007). HOFSTEDE (2001) AND HOFSTEDE, HOFSTEDE AND MINKOV (2010) stated that culture will enact a collective programming of mentality of the customer mindset and makes him distinguish a particular group with the other and will influence their thinking pattern and this will reflect in their ability to think as well as gets a spread across various divisions of the society.

DAMEYASANI, A. W., & ABRAHAM, J (2013) did a study on impulse buying with cultural dimensions and was able to show that culture is having a general influence on the customers buying behavior (SHETH & SETHI, 1977; GILLY, MONEY, & GRAHAM, 1998; KO ET AL., 2004; LAROCHE ET AL., 2007; LEGOHÉREL ET AL., 2009). It also showed that self-control or self-regulation is effected by culture (SLOSAR, 2009; ACKERMAN ET AL., 2009). It assumed that customers intense emotive aspects of money having a symbolically known meaning will stimulate them towards obtaining it and is the first of its kind to have included various cultural value predictors of HOFSTEDE and broadened the synergies between psychology and economics. According to MATTILA and WIRTZ (2008) social factors like employees in the store as well as fellow customers have an influence on impulse buying.

Culture	Dittmar et al. 1995
	Dittmar et al. 1996
	Dittmar and Drury 2000
	Dittmar 2001
	Giraud 2001

**4. Mood:**

The state of Customers Mood will play a significant role in his impulsiveness and sometimes they are lost in the present while doing it for relieving their unpleasantness in their mood (ELLIOTT, 1994). ROOK (1987) AND GARDNER AND ROOK (1988) in their studies proved that customers felt better after purchasing products on impulse. Shoppers who are in a negative state of mood like depression, frustration, boredom are able to get out of them and developed a feeling of their betterment after buying on impulse (GARDNER AND ROOK, 1988).

Rook and Gardner, (1993) cited “pleasure,” followed by “carefree” and “excited” as the most frequent responses they got from customers when they were asked to mention their state of mood that is preceding their conclusion of buying an impulse product. They sometimes tend to do it for cheering themselves (MICK and DEMOSS, 1990).A customer in depression making impulse purchase to change his moodiness was suggested by SNEATH et al (2009).

This is similar to a study done by VERPLAKEN and HERABADI (2001) in which they concluded that people wanting to escape low self esteem, negative moods and feelings and bad psychological perceptions that are negative are more likely to make impulse purchases as a way of exiting them. Customers are motivated towards purchasing products on impulse as it gives them a pleasure in the short-term (HAUSMAN, 2000; VERPLANKEN et al., 2005). Beatty and Ferrell, 1998 stated that the state or mood of an individual is determining factor in the impulsiveness of a customer. If he is in a good mood he tries to reward self in a generous way and thereby in the process will be more impulsive.

Mood	Weinberg and Gottwald 1982
	Weinberg and Gottwald 1982
	Rook 1987
	Gardner and Rook 1988
	Rook and Gardner 1993
	Dittmar et al. 1996
	Beatty and Ferrell 1998
	Dholakia 2000
	Dittmar and Drury 2000
	Youn and Faber 2000
	Dittmar 2001
	Giraud 2001

**5. Emotions:**

ROOK and GARDNER (1993); BEATTY and FERRELL (1998); YOUN and FABER, (2000) HUSMAN (2000); in their research studies stated impulse buying is effected by emotions in a large way. Customers will purchase goods due to reasons that are not based on economy aspect such as having fun, fantasies, socialization and emotion related satisfaction and these will be pushing them towards ignoring the bad and negative consequence of doing a purchase on impulse (HAUSMAN, 2000) .BABIN AND BABIN (2001) found that in store purchase intentions of customers and pattern of spending will be largely based on their emotions.

The environment in the store influences the emotions of customers leading him to do impulse buying according to XU (2007). Self generated autistic stimuli like emotions and thoughts of the customer are the reason for purchases on impulse according to HIRSCHMAN (1992). Moods, emotions and psychological cognitions are affected by coupons offered at the store in the words of HEILMAN et al., (2002). Customers who have favorable emotions towards the store environment are the ones who are expected to make impulse buy according to CHANG et al (2011).

Customers who to tend to purchase impulsively consider themselves as more emotional that those who do not do impulse purchases (Weinberg and Wolfgang, 1982). HOCH & LOEWENSTEIN, (1991);

THOMPSON ET AL., (1990) stated that customers who are having a high disposition to make an impulse purchase are not able to reflect themselves in their thoughts, get attracted with their emotions towards the object, and also pay interest in gratifying themselves immediately. They are least attentive to the probable negative outcomes and setbacks as a result of their doings (HOCH & LOEWENSTEIN, 1991; ROOK, 1987; O'GUINN & FABER, 1989).

**6. Materialism:**

Materialism is defined as the importance attached to title ownership and ability to acquire materialistic goods to achieve important goals in life or state or position of desires (RICHINS AND DAWSON (1992). Customer impulsiveness to purchase is embedded in his lifestyle and has a link to factors like materialistic nature, him having a habit of seeking a sensational hype and also recreation.

Materialism	Richins and Dawson 1992
	Dittmar et al. 1996
	Dittmar 2001

**7. Shopping Enjoyment:**

The fact that customers who do impulse buy have higher levels of enthusiasm, delight, joy and amusement was established for the first time by WEINBERG and GOTTWALD (1982). In the words of YOUN & FABER (2000) purchasing on impulse arises due to factors like stimuli, joy of shopping, impulsive nature and lacking of self-control on the part of customer. Retailers and sales people can increase their sales by making use of impulsive nature of customers as now-a-days, the latter are willing to spend more, have high aspiration's, interested in having as a wide array of products to choose from, the culture of the country moving towards westernization according to KUMAR (2007).

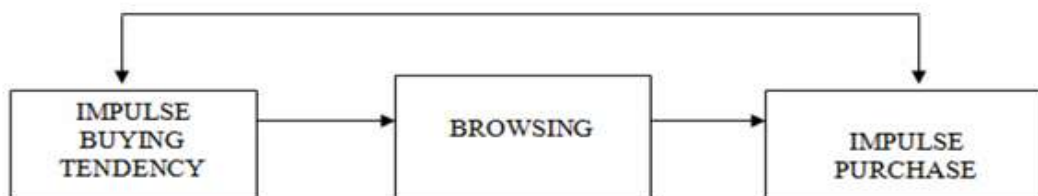
SINHA (2003) stated that the orientation of customers in India is shifting to joy and entertainment aspect that arises from it. Customers desiring high levels of self-esteem have a high tendency to purchase products impulsively as they derive a sense of pleasure from the process (HAUSMAN, 2000). Enjoyment during shopping is an aspect where customers will be considering the event of shopping as recreational without sticking to a prepared list and are having a tendency towards making purchases on impulse (Beatty and Ferrell, 1998).

Shopping Enjoyment	Bellenger and Korgaonkar 1980
	Hirschman 1980
	Rook 1987
	Beatty and Ferrell 1998
	Hausman 2000
	Crawford and Melewar 2003
	Sharma and Sivakumaran 2004

**8. Impulse Buying Tendency:**

Rook, 1987 stated that IBT will determine the propensity of an individual to do an impulsive purchase. Impulse buying tendency (IBT) has an influence on these in-store cues (YOUN and FABER, 2000). If the Customers have higher IBT greater are the chances of them experiencing impulsiveness while purchasing a product and there is more scope in them lacking a sense of control over their own self when compared with customers having low IBT and therefore discounts and advertisements are not that much important in making them to buy on impulse.

In store browsing has an effect on impulse buying tendency (IBT) and will be positively impacting the urge to do an Impulse purchase (BEATTY & FERREL, 1998). FOROUGH, BUANG AND SHERILOU (2011) through their study concluded that there is a positive and significant relation between IBT, Enjoying the shopping, browsing the store and doing an impulse buy. An illustration can be seen in the Figure below.



Impulse Buying Tendency	Rook 1987
	Rook and Fisher 1995
	Dittmar et al. 1996
	Puri 1996
	Weun et al. 1997
	Beatty and Ferrell 1998
	Dholakia 2000
	Dittmar 2001
	Crawford and Melewar 2003
	Jones et al. 2003

**9. Shopping List:**

Research into various aspects of use of lists in shopping was done by SPIGGLE, 1987; THOMAS & GARLAND, 1993; THOMAS & GARLAND, 1996; BLOCK & MORWITZ, 1999; THOMAS & GARLAND, 2004; SCHMIDT, 2012. Preparing a list prior to shopping will serve many purposes and helps in saving valuable time in the store (THOMAS & GARLAND, 1996; IYER & AHLAWAT, 1987) by serving as an aid to the memory in reminding the customer about the items he has to buy (THOMAS & GARLAND, 2004; BLOCK & MORWITZ, 1999) and indicates a pre-planned shopping (THOMAS & GARLAND, 2004; THOMAS & GARLAND, 1996; POLEGATO & ZAICHKOWSKY, 1994).

SHARMA & SIVAKUMARAN (2004) concluded that the customer’s attitude to enjoy shopping will have an effect on his impulsiveness and their ability to stick to the buying list. Researchers suggest the usage of a shopping list by customers for controlling their expenditure at the store as well as making sure they are not buying excess items that are not in their plan and due to this are not exceeding the budgeted spending (THOMAS & GARLAND, 2004; BLOCK & MORWITZ, 1999) and in the family setup listing items prior to shopping is a norm for efficient functioning of any family and is a tool of management for the same (POLEGATO & ZAICHKOWSKY, 1994).

**10. Individualism:**

Individualistic customers are more likely to make impulsive Purchase than collectivistic counterparts according to KACEN and LEE (2002). There is high probability of a customer doing impulse buy if he is in the presence of other people known to him as in the case when individuals as a group eating more than when they eat single (LUO, 2004). Studies were not done extensively on impulsiveness of a customer with regard to factors affecting the cultural aspects of his individualism and collectivism and are seen only in case of researchers like HARVIONA (2010), KACEN AND LEE (2002), and MAI ET AL. (2003).

**11. Para-Social Interactions:**

There is a negative relationship between Para social interactivity and education according to GRANT et al (1991).Viewers who are low in education have more tendency to develop Para social interactivity. Viewer’s loneliness is sometimes related to their Para-social interactivity with their favorite personality on television according to RUBIN et al (1985).NORDLUND (1978) stated that Low social interactivity and limited leisure time also can be a cause of viewer’s loneliness.

Lonely people have a tendency of interacting with TV personalities often than people not feeling lonely. According to STEPHENS et al (1996) the TV hosts ability to converse will propel viewers to increase Para social interactivity as well as make them do impulsive purchases. In his study STASI (19) concluded that in TV shopping the items that are on display in a well structured manner and appear attractive to viewers and the anchor who is hosting the show plays a vital role in enticing their interest. HARDEN (1996) stated that older consumers do watch shopping programs on TV more than young Consumers for alleviating their lonely behavior.

**12. Self-Discrepancy:**

DITTMAR et al., 1996 concluded that customers who are in a perception of self-discrepancy will be trying in usage of materialistic goods for compensating it. Customers who are perceiving discrepancies in themselves will buy goods of materialistic nature and will conclude with impulse purchase (LUO, 2004). ROOK and HOCH (1985) stated that customers lacking control of their own self sometimes called as “psychological disequilibrium” is an important aspect that is affecting impulse purchase behavior and due to it they feel a lack of control on themselves for a short period and think that there is need for the product.



More is the control lost during the purchase process, greater is the possibility of them developing a feeling of guilt when he is not purchasing the product and they called it as “anticipatory guilt” (BURNETT and LUNSFORD, 1994). A customer feeling Guilt means he feels a sense of regret or remorse for his purchase decision and perceives it as bad and like changing their way or doing the thing again all over (TAGNEY et al., 1996). It is an emotion that is a negative and not conforming to the values and norms of the shopper (BURNETT and LUNSFORD, 1994). It occurs as an outcome after the impulse buy process (GARDNER and ROOK, 1988). The self-esteem of the customer is lowered if he experiences the emotion of guilt (BURNETT and LUNSFORD, 1994). There is another feeling of guilt called as post-decision guilt experienced by customers doing impulse purchases and it happens only after he bought the product according to BURNETT and LUNSFORD (1994).

Anticipatory guilt is likely to happen in case of reminded impulse buy and not pure impulse buys (STERN, 1962). Customers after buying a product on impulse will feel another guilt called financial guilt and it is bound to occur when they buy a product that is not needed by them and they develop the thinking that they are spending too much money on it. For coping with this financial guilt feeling they develop two strategies for controlling themselves the first being deducting their desire to buy and second one being developing the will power (HOCH and LOEWENSTEIN, 1991).

VERPLANKEN et al. (2005) in their studies proved that purchases on impulse are being driven by the customers feeling a sense of low self-esteem. A state of POSITIVENESS and NEGATIVENESS sometimes motivate Impulse purchases (YOUN and FABER, 2000). VERPLANKEN et al. (2005) concluded that negative feelings and not positive ones are driving chronic impulsiveness. TAUBER (1972) concluded that customers may resort to shopping for receiving others attention or as a way to alleviate their lonely behavior and like communicating with others. They are comfortable chatting with Sales persons at the store in the areas of their own interest and this phenomenon is more prevalent in older people whose socialization is low on account of their physique.

Degree of Self-Discrepancies	Dittmar et al. 1995
	Burroughs 1996
	Dittmar et al. 1996
	Hausman 2000
	Dittmar 2001
	Luo 2004

### III. Store Characteristics

Store environment include the Layout, size of the store, Ambience, cleanliness as well as format and marketing along with advertisements. ROOK(1987), ROOK AND FISHER(1995) had suggested that innovations like instant credit availability, cash vending machines, 24 /7 open retail outlets will propel impulse purchases.

Store Characteristics and Impulse Buying	
Store Type	Kotler 1973-1974
	Iyer 1989
	Puri 1996
	Beatty and Ferrell 1998
	McGoldrick et al. 1999
	Dholakia 2000
	Hausman 2000
	Youn and Faber 2000
Zhou and Wong 2003	
Store Atmospherics	Abratt and Goodey 1990
	Rook and Fisher 1995
Presence of Salesperson	Piron 1991
Store Type, Store Layout, Store Atmospherics, Presence of Salesperson	Crawford and Melewar 2003

#### 1. Store Layout:

Promotion of a well planned layout of the store for the convenience of the customer by marketers will be maximizing sales according to (CRAWFORD and MELEWAR, 2003). Retailers choose the best layouts

suitable for them from the different alternatives available to them and the factor that is given priority in this decision is the type of merchandise they sell (MC GOLDRICK, 2002). Supermarkets design is done aiming to direct customers to places where items that are sought the most and give margins to the retailer are put on display and it generally occurs at the store's sides and back walls (PETER and OLSON, 1998). To display the most sought after and highly sold products at the back of the outlet will be forcing the shopper to browse the entire store and make him confront as by as many unlisted item as possible. Tea and Sugar if on display at extreme ends of the store will make the customer to pass a range of other category products and encourage purchases on impulse on the way to these products (TERRAZAS, 2006).

## **2. Presence Of Salesperson:**

BAGOZZI (1978), DAVIS and Silk (1972) and WEITZ (1981) through their studies stated that interaction between salesman and customer is an important marketing factor that improves chances of customer purchase. The intentions of buying by customer are influenced by the way customer reacts emotively with a Sales person according to BABIN et al (1995). Receiving praise from friend and sales persons will increase the chance of impulse buying according to YU and BASTIN (2010). Customers have a tendency of enjoying their shopping in the company of supporting sales person with a friendly approach and they make a difference by making it bit of fun and enjoyable through their service (Jones, 1999).

Sometimes consumers have fun and enjoyment while shopping in the absence of a talking salesperson even though while appreciating his presence is helping when he is near (JONES, 1999). Training a salesman to guide and aid the customer will reduce the frustration of the latter and will be activating his impulsive purchase behavior. Ensuring Employees to be friendly and increasing their ability to control crowds through proper training will encourage impulse buying by customers according to MATTILA and WIRTZ (2008). NORDLUND (1978) in his study stated that older ladies like to interact more with sales persons as well as have interest in developing Para social interactivity with TV celebrities to compensate for their low social interactivity.

## **3. Store Atmospherics:**

The role of store atmosphere as a factor effecting customer buying decision was studied by researchers like SOLOMON et al. 2004, ESPINOZA et al. 2004 and few like ROSTOCKS, 2003 put their emphasis on role of visual stimuli as a factor motivating customers impulse purchase behavior. Impulse buy is a phenomenon bound to happen when customers visualize and encounter promotional as well as the right ambience along with good feel in the store according to DHOLAKIA (2000). Visual stimulus is a factor that motivates purchases on impulse (ROSTOCKS, 2003).

OAKLEY, 1990 stated that retailers give priority to visual merchandising for differentiating themselves from fellow retailers as presenting goods is having an effect on decision making. Store managers can look at a number of environmental design variables to increase stimulation in their shops. For example, fast-tempo and high-volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elated arousal, and ambient scents such as grape fruit or other citrus fragrances also increase stimulation levels of buying. When the store environment is highly stimulating it will have a positive impact on impulse purchase according to MATTILA and WIRTZ (2008).

MURUGANANTHAM and KALIYAMOORTHY (2005) observed that Visual merchandising will be acting as a silent salesman in the store. According to DONOVAN and ROSISTER (1982) a stimulating store environment will have an impact on emotions of customers. Continuous arousal and stimulating environment will decrease the self-regulating power of the customer along with his self-thinking ability, thereby increasing the prospect of him making an impulse purchase.

The first researcher to point that impulse buying may happen due to the customers exposure to a stimulating store environment was APPLEBAUM (1951). According to HOYER and MACINNER (1999), a pleasant and a stimulating store environment will enhance the impulse buying process. Visual Merchandising plays an important role in inducing an impulse purchase and the factors include color, smell, lightning, sounds, packaging etc. EROGLU and MACHLEIT( 1993); MITCHELL(1994) from their studies stated that sight, sound and smell trigger desires and motivate customers to do impulse purchases. Sight, Sound, Smell and Touch are the factors inside a store that affect the choice making of the customers according to MC GOLDRICK (2002).

Customers perceive ninety percent of the environmental cues in the store through sight only (EDWARDS and SHACKLEY, 1992). VERPLAKEN and HERABADI (2001) concluded that background music and appearance of the product were the most important stimuli on the customer. NORTH and HARGREAVES (1998) concluded that music has the capability to evoke a complex of behavioral and affective response in customers and might have an impact on the time spent by them in the store and the quantity of products they purchase there. When a combination a two in-store cues – music are arranged in the right

proportions it will have a positive effect on the customers impulse purchase behavior (MATTILA and WIRTZ, 2001).

MILLMAN (1982 and 86) has done two studies on the music affect aspect and in the first study he found that customers will spend more money and time if the store plays slow tempo music and in the second study that in slowly played music they take more time in eating their meal in comparison to a store playing faster music. A pleasing atmosphere in the store atmosphere will have a positive effect on the willingness of the customers to purchase according to ESPINOZA et al. (2004). Customers generally treat big crowds as a bad experience during shopping perceived as an unpleasant experience in shopping BATESON and HUI (1987) and try to adjust by decreasing the time spent to shop, changing their plans for shopping, purchasing few goods, using quick check-out counters, postponement of certain buying requirements, writing checklists and lowering their exploratory search and communications (MICHON et al., 2005).

High Visibility and a prompting environment at the store will make the customers to defer decision on making purchase until they enter the store according to BOWLBEY (1997) Stern, 1962). HULTEN (2012) stated that customers will stay for long periods at the POP if there are nice stimulating cues of sight like a well designed architecture and lightning along with good cues for odor and also that they like to have tactile feel with the products in their presence. This will increase the chances of the customer purchasing the product and also result in rise of sales at the store.

PECK and CHILDERS (2006) from their study concluded that chances of impulse buy are more in customers with high tendency in touching the product than customers with low tendency in touching the product and so if retailers invite them to feel the product by touching it they are more likely to purchase it even if they don't have any prior plan of doing it before entering the store. Right AMBIENCE; EXCLUSIVE products; large SPACE are having their role in impulse purchases at airports according to OMAR et al (2001).

According to MICHAEL et al (2010) Shoppers at airports are induced to make impulse purchases by the bright and creative displays and also the self-service concept. Allowing customers to touch the products at the store, providing a free sample to know the taste of food, sniff the aroma that enticed those, giving a free test drive in the case of a luxury vehicle will be enhancing their desire towards purchasing it on impulse (FABER and VOHS 2004).

#### **4. Visual Merchandising:**

EBSTER and GARAUS (2011) defined visual merchandising as an art/science to present various categories of goods at the store in a way that is visually effective and appealing with an emphasis on communicating with consumers with the help of pictures and presentations. Visual Merchandising is anything that the consumer visually sees outside and inside the store which will create an appealing picture about the products resulting in generating the customer's interest, increase his attentiveness and desires and result in an action according to BASTOW-SHOOP et al (1991).

VM will enable retailers in attracting and motivating consumers towards spending much more time at their stores, help them and aiding them to find and select product of their choice those which are planned or unplanned and project a pleasing image about the store(BASTOW-SHOOP et al., 1991; GAJANAYAKE, GAJANAYAKE, & SURANGI, 2011).

#### **5. Displays:**

Product display positively affects unplanned purchases according to PEAK& PEAK (1997), QUELCH (1983). Seeing an product that is put on sale will increase chances of it becoming an impulse purchase according to RAMASWAMY and NAMAKUMAR(2009).Customers who undergo impulse purchase process are attentive to displays in the store as well as product which are put in combo offers according to HULTEN and VANYUSHYN (2001). Displays and Posters at the point of purchase are cost-effective and enhance chances of impulse buy according to YU and BASTIN (2010).

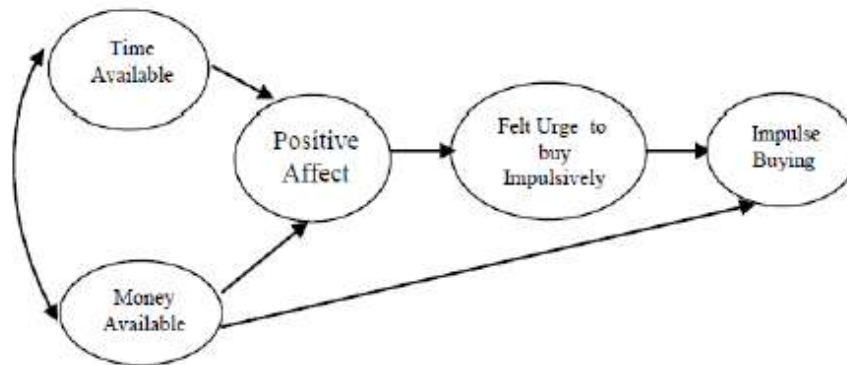
Even trolleys that are used to carry kids along with the products should be adjusted to that specific height so that they do not miss the displays as now a day they are playing a major role in influencing purchase decision (TERRAZAS, 2006). STERN (1962) concluded that a prominent display at a store is one among nine factors that encourage customer to purchase on impulse at brick-and-mortar stores. Product display positively affects unplanned purchases according to PEAK& PEAK (1997), QUELCH (1983). Retailers should be having an understanding of consumer's habits to create effective store displays (TERRAZAS, 2006). Designing displays strategically will be helpful in increasing the impulse purchases by customers and retailers should identify purchases that are done for a common need and see that they are displaying the complementary goods next to the common goods.

**6. Store Type:**

AHLAWAT and IYER, 1987 concluded that customer's tendency to be impulsive varies with the type of the store and also that most impulse purchases will be occurring in grocery shops.

**IV. Situational Factors**

There refer to factors arising from the particular situation existing at the time of impulse purchase (DHOLAKIA, 2000). They are time availability, money availability, presence of others, and in-store browsing. Time availability and money availability along with individual difference variables were found to endogenously influence a variety of variables like having a positive and negative influence and the like according to BEATTY and FERRELL (1998). BEATTY and FERRELL (1998) concluded that more time availability and easy in-store browsing will have an impact on the impulsive nature of the customer. AMIR FOROUGH, NOR AISHAH BUANG, REYHANE HAJ MIR SADEGHI (2012) in their study concluded that Time and Money availability have positive effect in increasing the urge to do an impulse purchase



**1. Time:**

Time available with the shopper will determine whether he is tending towards impulsive behavior. More is the time available with him greater is the chances he will become impulsive and spend extra time to browse the store (BEATTY and FERRELL, 1998). According to JEFFREY & HODGE (2007) chances of impulse purchase is more when the customer spends high time and there is high probability of him seeing the impulsive item. XU (2007) stated that the moderating factor linking the store ambience and impulsive nature of the customer is time pressure.

**2. Money:**

BEATTY and FERRELL, 1998 stated that money is the facilitating factor in the process of impulse purchase as it will increase the purchase parity of the shopper and if he does not have enough of it will avoid shopping altogether. MURRAY (1938) noted that rise in disposable income of consumers and easy availability of credit to them has made impulse buying a common occurrence now-a-days.

**3. Presence Of Others:**

There is high probability of a customer doing impulse buy if he is in the presence of other people known to him as in the case when individuals as a group eat more than when they eat single (LUO, 2004). If the customer has a feeling that his behavior will be perceived as irrational presence of other people will be having a deterring effect on his purchase decision and in such situations he will make the impulse purchase when alone. Shopping when done in vicinity of peers will result in rise of urge to make a purchase and when with family will reduce it according to LUO (2005). Anonymity encourages purchasing on impulse according to ROOK and FISHER (1995).

**4. In-Store Browsing:**

This process is an impacting factor in the process of impulse purchase and people who browse will be usually making higher number of unplanned purchases than people who do not browse the store (Beatty and Ferrell, 1998). The process of examining a retailer's store merchandise for recreation of getting information regarding the interested products in the absence of intention to buy immediately is called In-store browsing (BLOCH, SHERRELL et al. 1986). To browse the outlet lacking any intention in specific provides an experience of purchasing with high pleasure and vicariousness (MACINNIS and PRICE, 1987).

Impulse purchase behavior has received considerable attention in marketing and psychology literature but till date there exists less literature which has tested the impact of browsing on impulse purchase behavior. In-store browsing creates a situation in which the customer will encounter products that will

arouse an urge to buy and it is difficult to refrain it due to the proximal nature (Jones et al, 2003). Customers before doing an impulse purchase browse the store not having any intention to buy that before their visit to the store and conclude it with a buy if the they get the right stimulus to which they are exposed there (KIM & JIYEON 2003).

Situational Factors and Impulse Buying	
Time availability	Iyer and Ahlawat 1987 Iyer 1989
Money availability	Abratt and Goodey 1990 Dholakia 2000 Mai et al. 2003
Presence of others	Rook and Fisher 1995 Hausman 2000 Luo 2004
In-Store Browsing	Jarboe and McDaniel 1987
Time availability & Money availability	Hoch and Loewenstein 1991 Beatty and Ferrell 1998
Money availability & In-Store Browsing	Crawford and Melewar 2003

### V. Product Characteristics

Product aspects like more number of uses, price and substitutes that come to the mind of customer when he is in the store effect his impulsive purchasing behavior according to STERN (1962). In the words of HOCH AND LOEWENSTEIN (1991) there are three product conditions which will be conducive in order to trigger an impulse purchase: The first is closeness and proximity to the product physically to the customer; presence of temporal proximity; and social comparability of the stimulus.

EDER, 2002; IYER, 1989 concluded that impulse goods give good margins to the space occupied by them and at the same time do not eat into the remaining item on sale at the store as they are place at the checkout counter. The varying nature of impulsiveness in different categories of products was stated by YU and BASTIN (2010). Positioning of the product and increasing its space occupancy in the shelves will be translating into rise in sales as its visibility is increased (DESMET &RENAUDIN, 1998; Wilkinson, MASON, & PAKSOY, 1982). A positive relation exists between area of shelf space occupied by an impulse brand and its acceptance according to COX (1970). Cross-selling and Up-selling will have an impact on impulse purchase according to DAWSON and KIM (2009).

Product Characteristics and Impulse Buying	
Product Line	Kotler 1973-1974 Cobb and Hoyer 1986 Rook 1987 Giraud 2001 Jones et al. 2003 Mai et al. 2003
Product Price	Piron 1991 McGoldrick et al. 1999 Dittmar and Drury 2000 Crawford and Melewar 2003 Zhou and Wong 2003
Symbolic Meaning	Dittmar et al. 1995 Burroughs 1996
Product Price & Product Line	Bellenger et al. 1978 Abratt and Goodey 1990 Dittmar 2001
Product Line & Symbolic Meaning	Hoch and Loewenstein 1991 Dittmar et al. 1996

### **1. Product Category:**

In their study CRAWFORD & MELEWER (2003) concluded that the product that is highly likely to be brought on impulse is Confectionery. Clothing and Apparel which establish an emotional connect with shoppers are more prone to impulse buy and the styling and Color of displays at the store have an impact on it according to TAUBER (1972). All products cannot be hedonic as in is the case with consumables such as chewing gums, chocolates and candy. Suppliers dealing with Building equipment succeeded to encourage purchases on impulse on relocation of displays on power tools to places that are crowded like a contractor desk and placing carpenter pencils, sharpeners, tape measures and safety glasses, at checkout counter (KOCI, 2002).

Swatch is an another example that capitalized on impulsiveness of the customer by putting POS displays by allowing them to handpick their products of choice and put hem and test instead of putting them behind glass showcases and is a classic case where tactile or touch factor is able to increase the sales (MILLER, 2002).DITTMAR et al (1995) concluded that products like clothing and music that will have a reflection on self-identity are frequently bought on impulse and goods bought for functional purposes are rarely purchased on impulse.

Customer to buy on Impulse will involve his hedonic motives (ROOK, 1987; SILVERA, LAVACK, & KROPP, 2008). SHARMA et al. (2010) describe impulse purchasing as hedonic involving psychology, symbolic meanings and feelings and also it involves high momentum for acquiring products and there will be huge gap between thinking ability and the benefits of their functions. BABIN, DARDEN, & GRIFFIN (1994) stated that the activity that involves purchases for consumption will be motivated by the hedonic and utilitarian outcomes. Motivation to achieve the self-actualization needs which is a hedonic indulgence is the reason to buy on impulsiveness was stated by HAUSMAN (2000).

### **2. Product Price:**

Power to spend on the part of the customer on well as availability of time with him will affect the process of impulse purchase. SCHIFFMAN and KANUK, 2007 stated that marketing at the Retail store includes deciding the right package and size, giving guarantees, advertising through media, efforts for promotion, deciding the right price(discounts and offers),distribution. Wong and Zhou, 2003 concluded that Price of the product will be a determining factor in the impulse purchase process and customers will have the tendency to be more impulsive in the presence of discounts.

### **3. Product Involvement:**

Bauer et al. (2006) concluded that there are three major attributes on which the customer's involvement with the product is measured. First is the significance in the product in terms of value it delivers to the customer, second the importance of the product, and third the pleasure derived by the customer from the product. Product Involvement: Impulse purchases will involve products not only on the basis of only lower price and low involvement products according to Rook (1987) and he stated that they may now-a-days also be having a higher pricing and also have high involvement. Retailers have different strategies for advertisements for products based on their level of involvement (high or low) according to PETTY and CACIOPPO (1983).

Customers seek variation and differentiation which are factors responsible for switching brands and purchases on impulse according to HAWKINS et al (2007).The degree of customer involvement with products also varies in impulse purchases when compared to routine purchases as in the former there is no prior plan or decision made and his depth of involvement in decision taking is low according to MICHAEL et al (2010). O'GUINN and FABER (1989) concluded that the probability of occurrence of impulse purchase is high when customers think it as appropriate.

Customers whose involvement with the products is more will have a tendency of browsing the store more than those with low involvement and therefore the chances of them making an impulsive purchase is also high (Jones et al, 2003).The product category which has the largest share of customer experiencing impulsiveness in their decision while doing purchases is jewelry with an aggregate 62% of the whole (BELLENGER et al, 1978). Bauer et al. (2006) concluded that Jewelry scores high on the scale of measurement due to the significance of its value and thus it can be considered as a product of high involvement.

## **VI. External And Internal Stimuli**

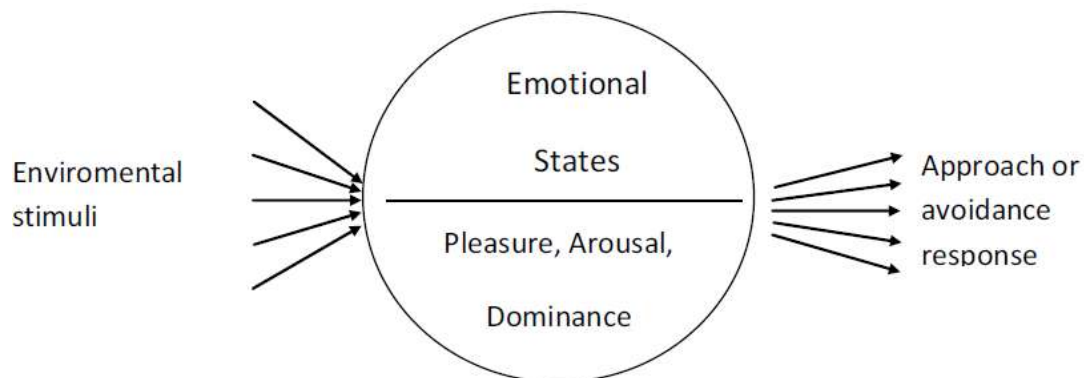
### **External Stimuli**

#### **The Mehrabian-Russell Theory**

The main and core proposition of MEHRABIAN and RUSSELL'S (1974) theory is that people emotive responses will mediate how behavior is impacted by a situation and a set of factors will generate a particular emotional (affective, connotative, feeling) reaction, which in turn will lead to a behavioral response and the whole universe of these array of responses are being shown as one or a combination of three expressions like pleasure, arousal and dominance.

The emotional state Pleasure is distinguished from other emotional attributes like preference, liking, positive reinforcement or approach avoidance in that latter are varying with stimulus quality that arouses and its composition includes happiness, contentment and satisfaction, etc. Arousal is oriented activity and illustrates the extent to which the person is awake and the readiness of him/her to react. The extent up to the point where a person is in control of himself or him being taken over by the environment surrounding him is called as dominance.

This will finally lead to the customer either resorting to Approach kind of behavior or totally Avoid the situation and this will be useful in understanding Consumer behavior with respect to various categories of products at the Retail Stores.



Customers sometimes purchase products on impulse due to them being motivated by convincing factors inside the store. Various Stimuli acting on the customer inside the store motivate them to purchase impulsively and some examples of them are giving free samples, providing discounts on MRP, positioning of products on the shelf, attractive displays of the products at POP, giving demos and free coupons of the same (ABRATT and GOODEY, 1990). Purchase of products impulsively by customers is influenced by Advertisements and Promotions inside the Store (STERN, 1962). This was confirmed by ABRATT and GOODEY (1990) in their study on supermarkets in South Africa.

### **Internal Stimuli**

The hedonic and affective components affect a customer's Impulse buying (WEINBERG & GOTTWALD, 1982; COBB & HOYER, 1986; ROOK, 1987; PIRON, 1991; ROOK & FISHER, 1995). WEINBERG and GOTTWALD (1987) concluded that impulse purchase is due to conflict in emotions arising between purchases that are previously planned and those concluded. There are two emotional shifts that are affecting the purchase habits – first is an increase in levels of stress levels in customers due to them being outside their normal daily routines and the second being a rise in the excitement and anticipation levels of them (Thomas, 1997). In their study, ROOK and HOCH (1985) stated that customer senses and his perceptions are the starting point and driving factor in his impulsive buying behavior and will be concluded with a strong urge to buy a product.

The tendency to do an immediate, unintentional purchase is called buying on impulse according to WEUN et al (1998). It is the customer, not the product that is experiencing the impulse of consumption according to ROOK and HOCH (1985). MURRAY (1938) concluded that individuals with high impulsiveness are not able to restrict their behavioral self and do impulse purchase in different contexts frequently.

A purchase on Impulse and lacking an immediate intention shows that decision making process involves lower levels of cognition and there is a likelihood of tilting towards heuristic thinking (MICHAEL, WILLIAM, & PANDIT, 2010). Consuming certain products is used as a means to acquire and express the customer's sense of self identity in many Developed countries (DITTMAR et al, 1996). The unconscious nature of humans seeing their own self positively will have a bearing on their not regretting decisions in the past according to PAULHUS (1984).

Customers who have lower levels of arousal show variations while buying products according to ROEHM and ROEHM (2004) and they came to the conclusion that the customer's nature of seeking variety is related to the time during the day at which he makes the purchase.

### **Relationship Model**

Relations had slowly shifted from the ONE-TO-ONE to ONE-TO-MANY and then to MANY-TO-MANY scenarios. In the ONE-TO-ONE scenario individuals used to be more focused in their talking, feelings and concern for others. Slowly with spread of national culture they shifted to the ONE-TO-MANY scenario where they deal with many people from across the nation and so their concentration shifted to numerous

relations instead of the limited local interactions. In the final stage people began to shift to the MANY-TO-MANY scenario where they began to interact with people from cultures across the globe and also their tendency to have a good relation with a set of people that fits their memory in stable environment is on the decline.

In this shift aided by the growth in work time and less interactions with friends and family and also the decrease in the WEIGHTAGE given to words like ETHICS, HONESTY, RELATION, GRATITUDE people are now-a-days tending towards the thought of having an upper hand over others in every aspect of commerciality and highlight themselves and for achieving this they try to acquire products or symbols that help them in accomplishing it. Due to the lack of sufficient time to think objectively they slowly shift to the process of taking decision in a flash of in the immediate future and subjectively. Products that are having a high brand recognition and fashion quotient are frequently brought on impulse when compared to utility products which are used daily in common.

### **Review Of Literature**

STERN (1962) in his studies concluded that there are nine factors influencing purchases done on impulse at the brick-and-mortar stores and the common aspect of all these factors is they are having a link with easiness while doing a purchase. They are

1. Low Prices
2. Mass Distribution
3. Self-Service
4. Mass Advertising
5. Prominent Store Displays
6. Low Marginal Need For An Item
7. Short Product Life
8. Smaller Sizes Or Lightweight
9. Ease Of Storage

### **Low Prices**

Strategies to price the product low will encourage impulse purchase in two different ways. We can see the example where the customer had two oranges on his shopping list and they are priced at \$.40 each or three for \$1 so he gets the extra lime for \$.20. So if he purchased the extra third orange it will be treated as a planned impulse purchase as it occurred due to special pricing offered there. Another way of pricing having an influence on Impulse purchase can be seen in the 'dollar store phenomenon' in which every product is at a price of '\$1' only and the bill in total exceeded the amount the customer will spend in another store of equivalence with the same products on their wish list

### **Mass Distribution**

The process which involves steps that make an item to be available at as much location those are possible so as to enable the customer to purchase it whenever he chooses and also feels its availability. We can observe this strategy in the case of Confectionary and Chewing gum which are available at grocery stores, cigarette shops, convenience stores, PAN WALAS and some restaurants and the idea behind this is the more places it is available the more are the chances of customers seeing it and deciding on buying it.

### **Self-Service**

Retail stores that emphasize on Self-service are expected to witness more impulsiveness in customer purchases as they have the freeness in looking the products, touching them and reading the displays without any interference from the sales person and there is no need for him to rely to rely on the latter for going through the process of purchase

### **Mass Advertising**

Advertisements on a mass scale will improve the chances of impulse purchase as it will increase the information availability to the customer about the product and brand and him recognizing and choosing the same (KOTLER, 1991). We can see a customer who is not interested in normal circumstances in buying and eating ice cream but does it when he comes across the store because of him being reminded of the advertisement which showed teenage people poking fun at each other and having a refreshed look on eating it

### **Prominent Store Displays**

The major challenge of merchandizing at any retail store is to be able to make the customer break his routine and making him notice a promotion or product. In case of customers who are not on the lookout to purchase an impulse item they must put a store display that is catching his eye and appears prominently



(DESMET & RENAUDIN, 1998). As now a day they are getting exposed to the offers regularly that become a routine affair and reduce their interest in going through them.

### **Low Marginal Need For An Item**

The degree to which the customer is in requirement or need for a product is termed marginal need and it higher with items like bread, milk have high marginal need. Every family that has a child needs milk in the morning. Purchase of items with high marginal need are well planned and they would be appearing in the shopping list and also are scheduled to be bought at a particular point of time whereas items with low marginal need quotient can be purchased without prior planning and bought on convenience as in the case of gum, chocolate bars, and magazines. Items whose marginal need is low are generally located at the checkout point and the customer buys them in his convenience.

### **Short Product Life**

Perishable Items that are consumed in short time period have a very short Product life cycle. Due to the frequent purchase of such items there is less or no need for planning a purchase in these items; so customers only remember them on encountering the same at the store and buy them on impulse (STERN, 1962). This can be illustrated by women shopping at the same shop weekly at the same grocery store.

### **Small Size And Light Weight**

Items of bigger size and have heavy weight Large or heavy items will be discouraged in being bought on impulse as the extra effort needed to transport them to the customers place will outweigh the benefits accrued from them. In the case of a customer searching for stationary noticing a wheel chair will be discouraged to buy it on impulse if it has huge size and heavy in weight. In the reverse small and light weight products are immediately bought on impulse.

### **Ease Of Storage**

The easiness and availability of storage space will also have an impact on the customer's impulse purchase decision. We can see this with the case of a favorite ice cream of the customer which he wants to buy in large quantity for a week but discards it due to unavailability of refrigerator space at his home.

## **Various Models On Impulse Purchase Concept**

### **I. The Reference Point Model**

HOCH and LOEWENSTEIN (1991) were the pioneers who brought the Reference point model into existence based on economical and psychological theories of WINSTON (1980) and MISCHEL (1974) and its main purpose is to explain the reasons behind the how and why of impulse purchase behavior of the customer. A reference point was conceptualized at which "shoppers are concerned to a lower level about absolute attainments of their own in comparison with attainments in relation to some comparison point that is psychologically relevant". On exposure to certain stimuli the customer will develop an urge to own it (ROOK, 1987). Subsequently, there will be shift in the customer's reference point where they are already imagining that they own the product. If they do not acquire the product it will be considered that they are at a loss and so they buy it for minimizing the loss (HOCH and LOEWENSTEIN 1991). The benefits of immediate gratification that accrue will outweigh all other considerations regarding the future (monetary) at that point of time, (DITTMAR and DRURY 2000).

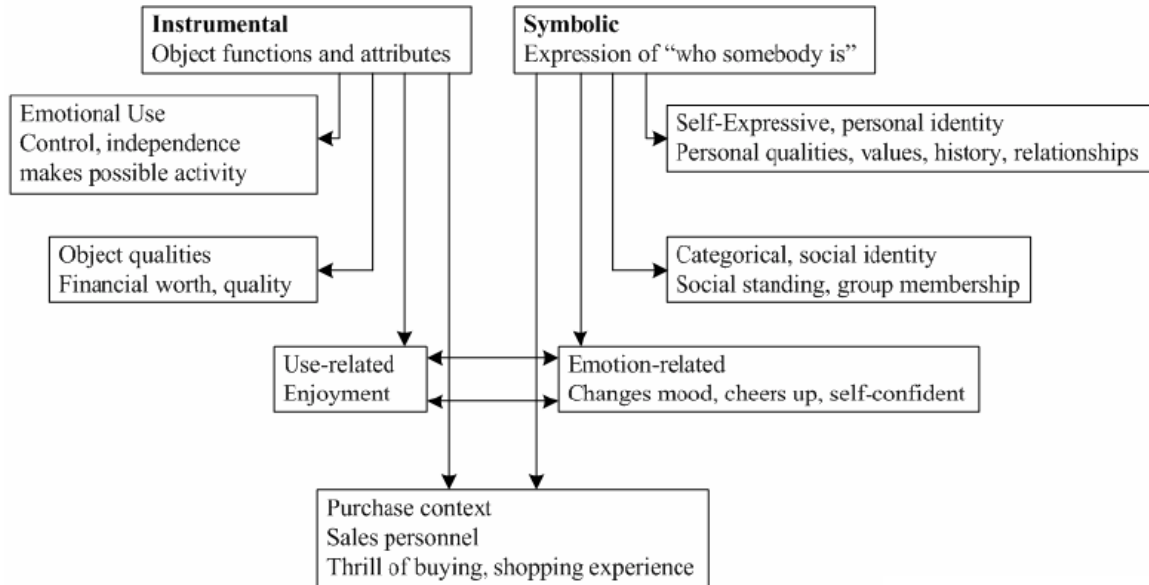
Various factors will be causing a shift in the customer's reference point thereby causing an increase in his impulsive purchase behavior and the relevant one among them is the proximity of the customer from the product and it can be physical proximity; temporal proximity and social comparison (HOCH and LOEWENSTEIN 1991). The Atmosphere at the store is having an impact on impulse buying nature of the customer (DHOLAKIA 2000). Arranging the product in an ambient and a layout with the right Visual Merchandising is found to cause the shift in reference point according to MISCHEL and GRUSEC (1967).

The physical proximity of product if decreased will increase the customer's impulsiveness towards acquiring it. Temporal shift i.e. the rise in desirability of a product due to possible instant gratification will also cause the reference point to shift. Social comparison meaning the individuals comparing self with their peers, friends and trying to acquire similar products they have will also cause a reference point shift (DITTMAR et al. 1995).

The Reference Point model will help researchers understand a customer's impulse purchase behavior and puts emphasis on the necessity to understand the perception of the customer about the product and the process which involves the reference point shift but the major limitation of this model is its inability in explaining the reason why certain categories of products are purchased on impulse while some are not.

**II. Dittmar Model Of Impulse Buying**

Another model was proposed by DITTMAR and colleagues (1995) for addressing the limitations in the Reference point model. Inspired by the social constructionist perspective and the psychology studies on material possessions, it tries to address and elucidate the various dimensions of impulse buying behavior. It assumes that customers are no longer buying a product for its functionality and do it for its symbolic meaning and also the social status they gain from it. Various Dimensions of Impulse Purchase Process are seen in the figure below.



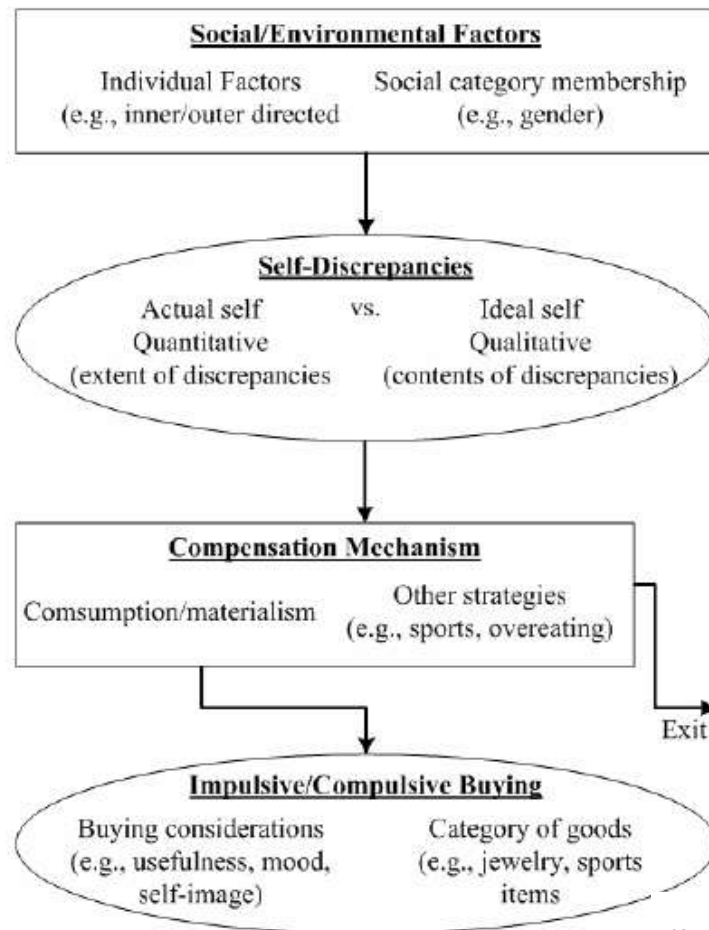
SOURCE: DHANILA VEENA PARBOTEEAH

DITTMAR model distinguished between uses due to the products functionality and use of symbolic identity. They validated the model with the responses obtained from customers interviewed and the sample is matured students. They concluded that the main difference between products that are brought on impulsive and non-impulsive products is that the former are good at creating an expression of identity of the individual. Women who do impulse purchases buy products that help them in expressing their emotions and appearance aspects and men who purchase on impulse prefer them for their functionality.

**III. Theoretical Model Of Impulse Buying**

As an extension and improvement of their previous model and on the basis of its findings DITTMAR et al (1996) developed a much more and improvised model based on HIGGINS’ (1987) self-discrepancies concepts, the materialism concept of RICHINS and DAWSON (1992) and symbolic self-completion theory of WICKLUND and GOLLWITZER (1982) to explain impulse purchase behavior and it will address some limitations of the HOCH and LOEWENSTEIN (1991) reference point model.

HIGGINS 1987 theory suggested that the basic premise involved in the self-discrepancies is that there will be a discrepancy between the way in which a person will see his actual self and the way in which he perceives his ideal self. WICKLUND and GOLLWITZER (1982) through their self-completion theory stated that the consumer will try compensating for their self discrepancies they perceive in different ways and these include acquisition and usage of products of materialistic interest which they feel they are lacking. The materialism concept will provide evidence into concept of customers acquiring products for completing their self. The notion of materialism provides evidence that individuals use product acquisition as a self-completion strategy (RICHINS and DAWSON 1992) and is an priority goal of most people and they consider it as an indication of their success and is a key ingredient of their happy life.



SOURCE: DHANILA VEENA PARBOTEEAH

This model postulated that customers will be differing in their purchase decisions on the lines of their social category they are belonging and this is a powerful determinant of their perspective of their own self and also that variables like the materialistic nature of the customer, his feeling of self-discrepancy gender and compulsions would help the retailers gain an idea into categories of products that the customer is interested as well the reasons behind the same.

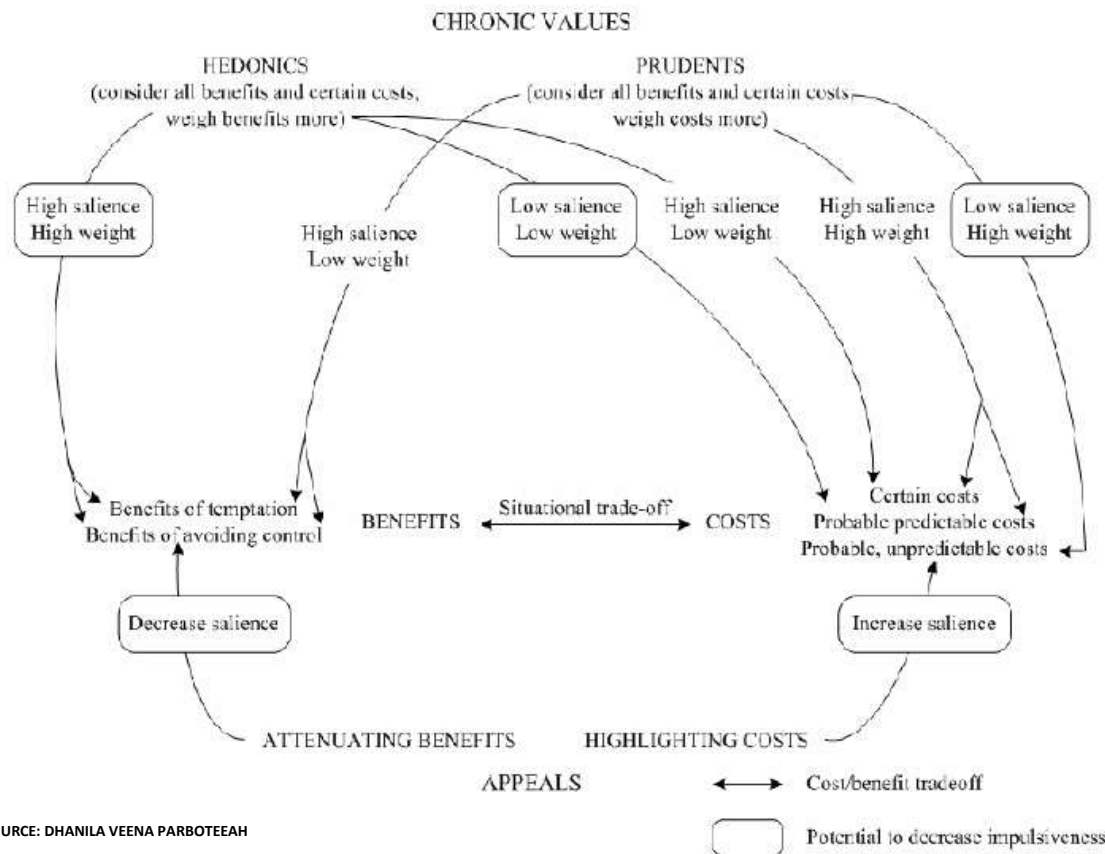
In both models DITTMAR et al mention that motivation is not the one and only reason for impulse purchases and that a conjunction of materialistic nature and feeling a discrepancy of self put together will be explaining the impulsive nature of shoppers (DITTMAR 2001). Even though both models are addressing the limitations HOCH and LOEWENSTEIN (1991) reference point model the limitation of DITTMAR models is they are failing in considering the situational aspects of impulse purchase.

#### **IV. Two-Factor Cost-Benefit Accessibility Framework**

This framework was proposed by PURI (1996) which tied to address the limitations of the DITTMAR models which failed to consider the situational aspects of impulse purchase. PURI's framework bases itself on the previous works on impulse nature, control of one's self and changing preferences with time and is built on hedonism aspects which profess that customers feel an urge that is irresistible to buying the impulse product when they exposed to it. DITTMAR and DRURY 2000 in their study on various preference aspects that are inconsistent with time concluded that when a customer gets exposure to stimuli they think that the benefits of them becoming gratified will be outweighing the considerations of the future. PURI's model is based on the principle that degree of impulse will be impacted by the situation will emphasize the negative side of the cost of that impulse purchase; the benefit that accrues due to the purchase of that product or both and also the customers nature to be impulse.

When the situation dictates that the benefit from the product will be outweighing that cost of it, the customer will be tempted towards succumbing to the urge is high and will become the compelling force of impulsiveness. In the event of cost of the impulse product becoming greater than the benefit the customer will resist the urging and will result in the lowering of chance of impulse buy.

(from Puri 1996)



SOURCE: DHANILA VEENA PARBOTEEAH

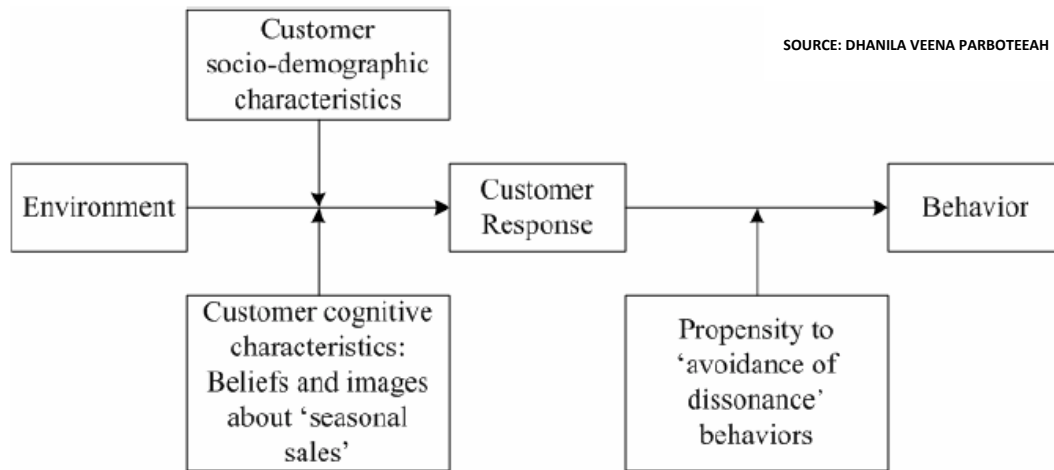
A customer decision to focus on benefit aspect or aspect of an impulse purchase will ultimately depend on his core values and thought process. Some of them are more hedonic than the rest and they are highly inclined towards focusing on the benefit aspect of the impulse purchase and not on the cost front. PURI (1996) termed these set of people as "HEDONICS" and the set of the rest as "PRUDENTS" who are prudent in their thought process and only tend to be concentrating on the cost aspect. "Hedonics" Set of customers is considering the benefit of an impulsive purchase only and have the tendency to be impulsive, whereas they tend to be impulsive, the "prudent" Set do not try to be impulsive. The likeliness of occurrence of an impulsive purchase is interplay of situational factors and the consumer's IBT.

### V. A Model Of Environment-Shopper Relationships

Customers will give a cognitive response on exposure to various cues in the surrounding environment and on the bases of these they will be exhibiting a behavior of approaching or avoiding it according to BITNER (1992).Based in this concept Mc GOLDRICK et al (1999) proposed a new model which shows a relation between environment and the shopper which also has its roots in theories like the theory of reasoned action (FISHBEIN and AZJEN 1975) and examined the role of certain moderating factors in the different possible paths and validated it in the seasonal sales context.

The Mc GOLDRICK model identified two moderating factors that affect relation that exist between the surrounding environment and response of the shopper to it and they are socio-demographic background and the cognition levels of the consumer. The SOCIO-DEMOGRAHICS variable of a customer will determine their response to the environmental cues and also the chances or likeliness of them making a impulsive buy. Researchers have proved that age (BELLENGER et al. 1978) and gender (DITTMAR and DRURY 2000; DITTMAR et al. 1995) will determine the propensity levels of customers in doing an impulse purchase. Another major factor that effects the process of impulse purchase is the value or consideration of money that he customer has with him (BEATTY and FERRELL 1998).

A CONCEPTUAL MODEL OF ENVIRONMENT-SHOPPER RELATIONSHIPS (FROM MCGOLDRICK ET AL. 1999)

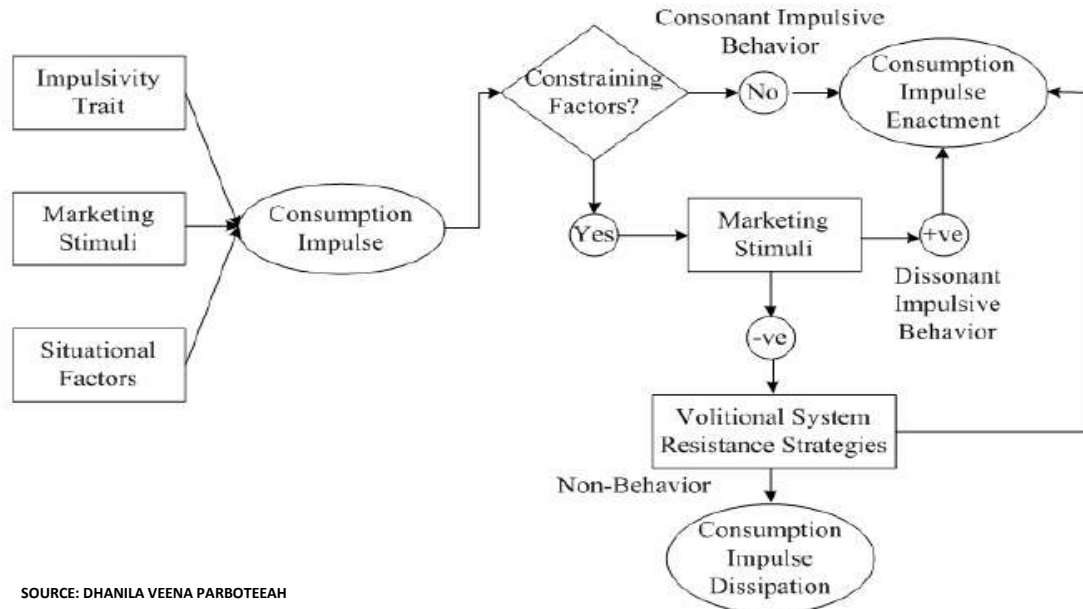


Response of the customer to the environment either in the form of ‘avoidance of dissonance’ behaviors will be moderating how the relation will span between the customer and the environment and thus the behavior that results from his behavior. One such consequence of purchasing on impulsiveness is the sense of regret once the customer incurred the cost of an impulse purchase and the dissenting feel will pressurize him as he must be defending his own decision. As Impulsive Buying Behavior is a direct consequence of the exposure to external stimulus it can be better understood by going through prior research done in environmental psychology. Mc GOLDRICK model is having a major limitation is that it is only applicable to seasonal sales and cannot be generalized to routine sales.

#### **VI. An Integrated Model Of Consumption Impulse Formation And Enactment**

Integrated Model of Consumption Impulse Formation and Enactment was proposed by DHOLAKIA (2000) to explain the process of a customer’s impulsiveness to buy and the basic premise of his framework is that the process of impulse purchase will consist of a continuum of various behaviors involving process factors of motivation, volition, cognition and psychology. DHOLAKIA model tries to explain role psychology mechanisms with regard to process of impulse purchase.

Marketing stimulus, the impulse traits of the customer and the situation are identified as the antecedents of the process of impulsive purchase. ROOK (1987) identified that exposing the customer to a marketing stimulus is the vital factor of process of impulse purchase. DHOLAKIA (2000) concluded that marketers can increase the likeliness of occurrence of impulse purchase through manipulation of store atmospherics. HOCH and LOEWENSTEIN 1991 stated that physical and temporal proximity with respect to the product will determine the impulse purchase tendency of a customer. Environmental and Personal factors existing at the time of impulse purchase are considered as the Situational factors. Take the instance of amount of money with the customer (environmental factor) will play an important role in the likeliness of occurrence of an impulse purchase (BEATTY and FERRELL). Mood of the customer (personal factor) is a determining factor behind the process of impulse purchase (BEATTY and FERRELL 1998). Customer’s propensity of to do an impulse purchase referred as the impulsivity trait (ROOK and FISHER 1995) is also a vital factor that determines the process of Impulse purchase. Presence of one or a combination of these factors will suffice in bringing an urge to do an impulse purchase.

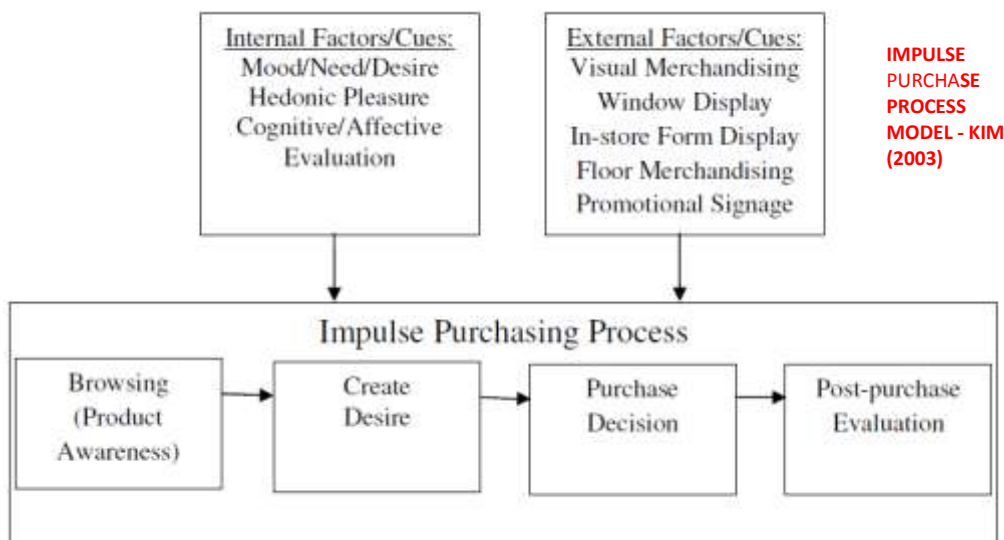


SOURCE: DHANILA VEENA PARBOTEEAH

Along with the urge to do an impulse purchase there will be a spontaneous release of certain psychological response which might be constraining the customer's impulsiveness and the factors that are involved in this process are impeding aspects in the current context, the customer considering the deleterious consequences in the long-term and anticipatory emotions. Current impediments like certain situational factors, like the money or the time available with a customer will be disrupting the flow of impulse purchase process (BEATTY and FERRELL 1998). Long-term consequences of an impulse purchase when considered by a customer will make him do the thinking seriously with regard to the cost of his decision to do an impulse purchase. The emotion that is anticipated which may be negative like a sense of feeling regret will be causing a feeling of resistance to do an impulse purchase on the part of the customer and in the presence of the factors of restraint he will be experiencing a moment of internal conflict and in the absence of this conflict he will be responding to the urge of impulsiveness and then buying the product "on-the-spot" (ROOK 1987).

Customers when in the context of their consideration of these factors of restraint would weigh the pros and cons of the decision to purchase a product on impulse which is an instantaneous process and will result in an evaluation that is positive or negative. In case if there is a positive evaluation about the impulse purchase, the shopper will be purchasing the product as he feels that benefit of impulse purchase is more than the cost involved in it and in case of evaluation in the negative he will be under the influence of various restraint strategies that will be deterring his purchase on impulse. The customer through the usage of various said strategies will be regulating his own mental state, by controlling self or avoiding the situational stimuli.

**VII.PROCESS OF IMPULSE PURCHASING – KIM MODEL (2003)**



**IMPULSE PURCHASE PROCESS MODEL - KIM (2003)**

KIM (2003) modified CHURCHILL'S and PETER'S (1998) model and omitted several steps, with the likes of recognizing need, searching for information, and evaluating alternatives, and reclassified various factors that influence the process of impulse purchase behavior. The process of impulse purchase will start with awareness about the product. In the beginning shoppers will start to browse a store in the absence of any desire of doing a purchase or thinking about a certain item.

#### **VIII. JAN-RIEMER ROORDA early bird and night owl model**

JAN-RIEMER ROORDA (2013) in his studies tried to prove that aged/old age customers (early birds) tend to purchase impulsively in the evening or late afternoon and young customers (night owls) do it at mornings and early afternoons. Aged people sleep lesser than their younger counterparts (KLERMAN AND DIJK, 2008) and so are treated as early birds in this context. Yoon (1997), Yoon et al. (2007) and May et al. (1993) also from their studies correlated with the same. Retailers in the morning and early afternoon can focus on impulse products that target the younger customers and in the late afternoon and evening focus on impulse products preferred by older customers by replacing them at the checkout counter thereby increasing the chances of occurrence of impulsiveness on the part of customers at the stores. Advertisements on these impulse products preferred by younger customers could be done in afternoon or evening and for products preferred by aged customers could be in the morning or early afternoon.

The behavior of early bird and night owl customers will vary according to their alertness peaks spread throughout that day. Early bird customers (larks) are found to be showing high activity in early morning and Night owls at late hours/Nights and this extremity is on account of variation in diurnal arousal levels of these categories (HORNIK, 1988). This is shown as the reason for high arousal energy levels of early bird customers in the morning and early afternoon than night owls. Night owls have high arousal energy levels during late afternoons and evenings when compared to early birds (THAYER et al., 1988). Arousal energy levels are related to peaks in body temperature along with hormone CORTISOL levels of the customer. In case of high involvement products customers search for strong arguments which is not the case with low involvement products and hence a brand endorsing celebrity will be able in persuading the potential buyers (PETTY AND CACIOPPO, 1983).

#### **VII. Conclusion**

Festive day atmosphere makes people do purchases on impulse than on normal days and people who don't do it will be prone to it because of their family and friends. The festive atmosphere in the malls has a soothing effect on the stress and negative emotions of customers. Generally due to them undergoing a mechanical and stressful life, they try shopping on weekends to relieve their stress as a result of their negative emotions. When they enter the store they feel excited on seeing new products in the background of good music, fragrance and neat packaging and in the presence of family members and friends want to try new products which are increasing their comfort and style quotient. In some cases they try to improve their Para social interaction with people whom they don't come across on their workdays. The tendency to do an Impulse buy is the degree to which the customer is likely to do a purchase on impulse (JONES, REYNOLDS, WEUN, & BEATTY, 2003). The discount display boards is a major factor that makes people to do impulse purchase because of their feeling discounted on seeing the prices prior and after discount. The customer having enough money available with him facilitates him in making an impulse purchase in the words of The availability of money is a facilitator in the impulse buying process (MAI et al., 2003), as it gives him the power to make a purchase. In the event of him not having sufficient money he will avoid shopping in total. JONES et al (2003) stated that customers will have the propensity to make impulse purchases.

Impulse buyers are who are accustomed to impulsiveness are unlikely to stop doing purchases on impulse even when got let down by some products as it is a hobby or habit they can't desist from due to their money splurging character and lack of sensing utility of product. Impulsiveness in my mind is the sixth sense that most people have and exhibit at Times they senses the right threshold stimulus that is able to drive them to display it. People who are having a busy five day work lifestyle and high salaries are the ones who tend to be more prone to impulse purchases due to their busy scheduled and mechanical work life which will reduce their utilitarian thinking aspect and increase their hedonic feelings and do it repeatedly without feeling the negatives of being letdown in the previous cases. For them doing a shopping is a social activity that will make their Loneliness to disappear.

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