

## STUDY ON IMPULSIVE BUYING BEHAVIOUR AMONG CONSUMERS IN SUPERMARKET IN MALAPPURAM DISTRICT

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### ABSTRACT

*Impulse buying refers to the unplanned or spontaneous purchase decisions made by consumers without prior shopping intentions. The objective of this study is to analyze the various factors that drive impulsive purchasing behavior in supermarkets and to examine the relationship between these factors and the occurrence of impulsive buying. The study explores variables from internal, external, demographic, and social perspectives that influence consumer impulse buying behavior. The findings indicate that both dependent and independent variables significantly impact impulsive buying in supermarkets. This study aims to provide a comprehensive understanding of consumer psychology and the role external factors play in influencing consumers' purchasing decisions.*

**Keywords:** Impulse buying, Consumer Behaviour, Low Cost, Promotional schemes

### INTRODUCTION

Impulse purchasing, or impulse buying, refers to an unplanned or spontaneous decision to purchase a product or service. Impulse items can include new products, samples, or well-established products offered at unexpectedly low prices. According to Parboteeah (2005), building on Piron (1991), impulse purchasing is a result of unplanned decisions triggered by exposure to a stimulus and is often made on-the-spot. Impulse buyers typically browse without a specific intention to purchase a particular item or visit a specific store. As they browse, exposure to stimuli triggers an urge to buy, leading them to make a purchase decision without seeking additional information or considering

alternatives. After making an impulse purchase, consumers may experience either positive or negative post-purchase evaluations. Both internal and external factors influence the impulse buying process.

Consumer behavior studies the “when, why, how, and where” of purchasing decisions, aiming to understand the decision-making process of buyers, both individually and in groups. Firms shape their marketing strategies based on consumer needs, which are analyzed through consumer buying behavior. Impulse buying can be viewed as a dominant emotional response that drives the consumer to make a purchase. The sudden desires that arise when consumers encounter a product often override rational thinking, leading to spontaneous, unplanned purchases. An impulse buyer is someone who makes such unplanned decisions, which often disrupt the typical decision-making process by replacing logic with a moment of self-indulgence.

Several factors contribute to impulse purchasing, such as demographic influences, product promotions, store layout, store environment, and hedonistic desires. The retail industry is currently experiencing significant changes worldwide, driven by shifting consumer preferences, consumption patterns, and buying behaviors. Store marketing mix activities play a crucial role in ensuring the long-term sustainability of retailers. In-store marketing activities, such as point-of-purchase displays, promotions, background music, mannequin displays, and product proximity, are key to attracting consumers and encouraging them to spend more. These strategies are often aimed at prompting unplanned or impulse purchases, as they create a pleasant and modern shopping environment that entices consumers. Retailers frequently generate significant revenue through impulse purchases, driven by their in-store activities, which shape a positive shopping experience. Understanding the impact of factors like product promotions, store environment, store layout, and hedonism is essential for analyzing impulse buying behavior in supermarkets.

## **SIGNIFICANCE OF THE STUDY**

Consumer buying behavior in emerging economies like India is continuously evolving. Malappuram has experienced a significant increase in the number of shopping

centers and supermarkets, driven by factors such as rising disposable income, increasing financial independence of young consumers, the shift from joint families to nuclear households, and greater exposure to promotional messages. With easier access to online shopping, ATMs, and point-of-sale terminals for debit/credit payments, impulse buying is becoming increasingly common among consumers.

Marketers and supermarket owners capitalize on this trend by utilizing various store-related attributes, such as product promotions, store layout, store environment, hedonism, and high-quality service, to encourage impulse purchases. This study will assist companies in predicting impulse buying behavior to a certain extent, enabling them to design more effective marketing strategies and activities accordingly.

## **SCOPE OF THE STUDY**

The scope of the study focuses on understanding impulse buying behavior among supermarket customers in Malappuram District. It examines the various factors influencing this behavior, such as in-store promotions, product placement, store layout, and visual merchandising. The research specifically targets supermarket shoppers, considering demographic variables like age, income, and lifestyle, to determine how these factors affect impulse purchases. The study excludes other retail formats like online shopping or small grocery stores, keeping its focus solely on supermarkets. It also explores the psychological triggers behind unplanned purchases, including emotions, mood, and social influences like peer pressure or cultural norms. Data collection methods will include surveys and observation, supported by the analysis of sales records to identify patterns and trends in consumer behavior. Ultimately, the findings will provide practical insights for retailers to enhance store layouts and promotional strategies, while also offering consumers a better understanding of their purchasing habits.

## **STATEMENT OF THE PROBLEM**

Impulse buying refers to an unplanned decision to purchase a product or service, often made at the moment of purchase. In a dynamic and emerging economy like India,

consumer buying behavior is constantly evolving. Numerous studies conducted worldwide have shown that impulse buying is common in retail stores and supermarkets. This study aims to identify the factors that influence impulse buying behavior among consumers in supermarkets, specifically focusing on customers in Tirur, Malappuram. The research will analyze the overall impulse buying tendencies of supermarket visitors, with an emphasis on understanding key determinants such as product promotions, store layout, store environment, and hedonism that drive this behavior. Through this study, we aim to explore the key factors that contribute to unplanned purchasing in supermarkets.

### **OBJECTIVES OF THE STUDY**

1. To assess customer perceptions of product promotions, store layout, store environment, hedonism, and their relationship with impulse buying behavior in supermarkets.
2. To analyze the impact of product promotions, store layout, store environment, and hedonism on impulse buying behavior among supermarket customers.

### **HYPOTHESIS**

H1: There is no gender- wise difference in perception on impulse buying.

H2: There is no gender-wise difference in perception on product promotion.

H3: There is no gender-wise difference in perception on store layout.

H4: There is no gender-wise difference in perception on store environment.

H5: There is no gender-wise difference in perception on hedonism.

H6: Product promotion, store layout, store environment and hedonism are significant predictors of impulse buying behaviour.

### **METHODOLOGY OF THE STUDY**

The study was conducted in Malappuram District, focusing on consumers of supermarkets as the population. Data was collected from 100 respondents using a convenience sampling method. Both primary and secondary data were utilized, with primary data gathered through a structured questionnaire and secondary data sourced from books, reports, and articles from national and international journals. All variables were

assessed using a five-point Likert scale. The data was codified and tabulated, with responses presented as percentages. A T-test was used to analyze differences in perception between males and females, while multiple regression analysis examined the influence of product promotion, store layout, store environment, and hedonism on impulse buying behavior. The data analysis was conducted using SPSS software.

## **REVIEW OF LITERATURE**

**Beatty, S.E. & Ferrel, M.E. (1998)** in their study on “Impulse buying: Modeling its precursors”, described that impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. They explained that the impulse buying behavior occurs after experiencing a buying desire by the shopper and without much reflection.

**Chen, T. (2008)** suggested that product type plays a major role in impulse buying among young generation in Taiwan. Impulsive buying tendency and involvement with clothing products are positively associated with traditional store shopping, but not online. Another major finding outlines the emerging role of the internet as a competing marketing channel. Product like clothing cannot be tried on and can be presented only in pictures and words online, greatly inhibiting the likelihood of impulse buying compared to store- shopping. However, the same does not apply for computer peripherals.

**Gupta, S. Heng, X. & Sahu, V. (2009)** in their paper “Impact of store size on impulse purchases”. According to him, store size is also one of the important factors, which can influence impulse buying behavior, which means bigger the size of the store more the probability of impulse buying. The study demonstrates that stores that are big in size attract more customers to spend on impulse than small sized stores.

**Karbasivar ,A. & Yarahmadi, H. (2011)** analyzed the impact of four variable including window display, free product, cash discount and credit card on consumer impulse behavior using the sample size of 275 in Iran shopping mall. He developed questionnaire using the Likert scale type questions in order to collect data. In order to ensure reliability and validity of the research instruments Cronbach alpha test and factor analysis was used.

**Ekeng, A.B. & Lifu, F.L. & Asinya, F.A. (2012)** stated that demographic factors are highly influencing the impulsive buying of consumers, it differs between male to female consumers. The female consumers are highly attracted towards the fancy products. There is an inverse relation of age of shoppers and impulsive buying behavior. The youngsters no bother about the cash that they spend, rather than the older people care about the money. Increase in income is a main factor for impulsive buying or it lead to buy unplanned products.

**EFFECT OF PRODUCT PROMOTION, STORE LAYOUT, STORE ENVIRONMENT AND HEDONISM ON IMPULSE BUYING**

Multiple regression analysis was conducted to examine the effects of product promotion, store layout, store environment, and hedonism on impulse buying. This method allows for assessing the overall fit of the model (i.e., the variance explained) and the relative contribution of each predictor to the total variance explained.

<b>Table 1</b>				
<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.568 <sup>a</sup>	0.323	0.319	0.602
a. Predictors: (Constant), product promotion, store layout, store environment and hedonism				

Multiple R represents the multiple regression coefficient, which indicates the strength of the relationship between the predictors and the dependent variable. In this case, the R value is 0.568, suggesting a strong level of prediction for the dependent variable, impulse

buying. R Square, or the coefficient of determination, measures the proportion of variance in the dependent variable that is explained by the independent variables (product promotion, store layout, store environment, and hedonism). With an R Square value of 0.323, the model explains 32.3% of the variability in impulse buying based on these predictors.

<b>Table 2</b>					
<b>ANOVA<sup>a</sup></b>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	16.453	4	4.113	11.316	0.000 <sup>b</sup>
Residual	34.534	95	0.364		
Total	50.987	99			
a. Dependent Variable: Impulse buying					
b. Predictors: (Constant), product promotion, store layout, store environment and hedonism					

Table 2 presents the ANOVA results, which assess the goodness of fit of the regression model. The results indicate that the independent variables (product promotion, store layout, store environment, and hedonism) statistically significantly predict the dependent variable, impulse buying, with  $F(4, 95) = 11.316$  and  $p < 0.001$ . This suggests that the regression model provides a good fit for the data and the predictors collectively contribute to explaining the variation in impulse buying behavior.

<b>Table 3</b>					
<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sign
	B	Std.	Beta		

		Error			
(Constant)	1.072	0.343		3.127	0.002*
Product Promotion	0.369	0.095	0.417	3.906	0.000*
Store Layout	0.163	0.101	0.184	1.616	0.109
Store Environment	0.042	0.102	0.043	0.410	0.683
Hedonism	-0.006	0.086	-0.006	-0.067	0.946
a. Dependent Variable: Impulse buying					
*Significant at 5 percent level					

Table 3 presents the coefficients of the regression model, indicating how much the dependent variable (impulse buying) changes with a unit change in each independent variable (product promotion, store layout, store environment, and hedonism), while holding all other variables constant. The general form of the regression equation to predict impulse buying is:

$$\text{Impulse Buying} = 1.072 + (0.369 \times \text{Product Promotion}) + (0.163 \times \text{Store Layout}) + (0.042 \times \text{Store Environment}) + (-0.006 \times \text{Hedonism})$$

The table 3 also provides the statistical significance of each independent variable, testing whether their coefficients are significantly different from zero in the population. The t statistics and corresponding p values are as Product Promotion:  $t = 4.369$ ;  $p < 0.001$ , Store Layout:  $t = 1.612$ ;  $p = 0.109$ , Store Environment:  $t = 0.410$ ;  $p = 0.683$ , Hedonism:  $t = -0.068$ ;  $p = 0.946$ .

Based on these results, product promotion is statistically significant in predicting impulse buying ( $p < 0.001$ ), while store layout, store environment, and hedonism are not statistically significant predictors ( $p > 0.05$ ). Therefore, the hypothesis H6: 'Product promotion, store layout, store environment, and hedonism are significant predictors of impulse buying' is partially rejected. Only product promotion significantly predicts impulse buying in this model.



## **MAJOR FINDINGS OF THE STUDY**

The major findings of the study are discussed below:

### ***A.) IMPULSE BUYING***

Overall impulse buying was calculated using the mean score of responses to the four indicators of impulse buying. A t-test was employed to examine statistically significant differences in the mean overall impulse buying scores between male and female respondents.

**Gender-Wise Difference in Overall Impulse Buying:** It was observed that the mean overall impulse buying score for males is slightly higher than that for females. The t-test results reveal that the difference in mean scores between males and females is statistically significant.

### ***B.) PRODUCT PROMOTION***

Overall product promotion was computed using the mean score of responses to the five indicators of product promotion. A t-test was employed to examine statistically significant differences in the mean overall product promotion scores between male and female respondents.

**Gender-Wise Difference in Overall Product Promotion:** The mean overall product promotion score for males is slightly higher than that for females. The t-test results reveal that the difference in mean scores between males and females is statistically significant.

### ***C.) STORE LAYOUT***

Overall store layout was computed using the mean score of responses to the three indicators of store layout. A t-test was employed to examine statistically significant differences in the mean overall store layout scores between male and female respondents.

**Gender-Wise Difference in Overall Store Layout:** The mean overall store layout score for males is slightly higher than that for females. However, t-test results reveal that the difference in mean scores between males and females is not statistically significant.

### ***D.) STORE ENVIRONMENT***

Overall store environment was computed using the mean score of responses to the three indicators of store environment. A t-test was employed to examine statistically significant

differences in the mean overall store environment scores between male and female respondents.

**Gender-Wise Difference in Overall Store Environment:** The mean overall store environment score for males is slightly higher than that for females. However, t-test results reveal that the difference in mean scores between males and females is not statistically significant.

### ***E.) HEDONISM***

Overall hedonism was computed using the mean score of responses to the five indicators of hedonism. A t-test was employed to examine statistically significant differences in the mean overall hedonism scores between male and female respondents.

**Gender-Wise Difference in Overall Hedonism:** The mean overall hedonism score for males is slightly higher than that for females. However, t-test results reveal that the difference in mean scores between males and females is not statistically significant.

### **MULTIPLE REGRESSION ANALYSIS**

Multiple regression analysis was performed to examine the effects of product promotion, store layout, store environment, and hedonism on impulse buying. Multiple regression allows the determination of the overall fit (variance explained) of the model and the relative contribution of each predictor to the total variance explained.

- **Multiple R**, the regression coefficient, was found to be 0.568, indicating a high quality of prediction for the dependent variable (impulse buying).
- **R Square** (coefficient of determination) shows that 32.3% of the variance in the dependent variable is explained by the set of predictors (product promotion, store layout, store environment, and hedonism), with an R Square value of 0.323.

The ANOVA results demonstrate that the independent variables significantly predict the dependent variable, with  $F(4, 95) = 11.316$  and  $p < 0.001$ . Therefore, it can be concluded that the regression model is a good fit for the data.

The regression analysis shows that **product promotion, store layout, store environment, and hedonism** are significant predictors of impulse buying.

## SUGGESTIONS

Based on the study's findings:

**Gender Differences:** Female respondents were more prevalent in impulse buying. Therefore, supermarkets should focus on increasing product promotions, store layout, store environment, and hedonistic activities that appeal to male customers.

• **Impulse Buying and Visual Stimulation:** As male respondents showed a higher mean score for impulse buying, supermarkets should enhance visual stimulations and create exciting or thrilling store displays to increase spontaneous purchases.

• **Product Promotion:** The mean score for product promotion is higher for males. Supermarkets should aim to enhance product promotional activities for female consumers, offering sales, discounts, coupons, and targeted advertisements.

• **Store Layout and Environment:** Since these factors do not significantly contribute to impulse buying, supermarkets should focus on creating more attractive layouts and environments with elements like window displays, good ambiance, background music, and appealing lighting to improve the shopping experience.

• **Frequent Impulse Products:** Supermarkets should prioritize low-cost, frequently purchased items by applying attractive packaging, promotions, sales, discounts, and in-store advertising to stimulate impulse buying.

## CONCLUSION

Retailing in India has grown rapidly over the past decade. The current study, titled "Determinants of Impulse Buying Behavior among Consumers in Supermarkets," was conducted in the Tirur area to identify factors influencing impulse buying behavior among supermarket consumers. The study also analyzed the relationships between factors affecting impulsive purchasing decisions.

The study used four independent variables—product promotion, store layout, store environment, and hedonism—and five demographic variables—gender, age, education, monthly income, and employment. The dependent variable was the consumer's impulse buying behavior.

The regression analysis revealed that **product promotion** was the only factor with a statistically significant effect on impulse buying. The other three factors—store layout, store environment, and hedonism—did not have a significant influence. According to ANOVA results, the regression model statistically significantly predicts the dependent variable. T-test results also show a statistically significant difference between males and females in terms of overall impulse buying and product promotion.

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