



# A STUDY ON IMPULSE BUYING BEHAVIOR AMONG CONSUMERS IN KERALA

**Sruthymol Joseph**

*Assistant Professor, Kristujyoti College of Management and Technology, Changanerry*

## ABSTRACT

*The whole of a consumer's attitude, preference, intentions, and decisions regarding their behavior in the marketplace makes up their buying behavior. One of the key consumer behaviors is impulsive purchase. It's an impulse decision made right before a purchase to acquire a good or service. At least once in our lives, every single person has succumbed to impulsive shopping. We've all purchased items that we truly didn't need. We made this purchase because we loved the product's shape, color, pricing, and other characteristics. Impulsive purchasing is what this is.*

**KEYWORDS:** *Buying behavior, Impulse buying*

## INTRODUCTION

We all spend money on things. Either a planned one or an unforeseen one is possible. When making planned purchases, one is aware of what to buy and where to get it. Contrarily, the shopper won't have made any decisions prior to unplanned or impulse purchases. An impulse buy or impulse purchase is when we make a purchase that our budget cannot support or that we may or may not require. An impulse purchaser or impulse buyer is someone who makes such purchases. According to research, impulse buying is greatly influenced by emotions and feelings, which are sparked upon seeing a product or an effective advertisement. A moment of irrationality replaces the consumer's sensible course of action. These urges, which are connected to the underlying desire for quick fulfillment, are frequently preyed upon by marketers and retailers.

For the past 60 years, impulsive buying has attracted the attention of academics and professionals. Researchers discovered that Indian consumers' shopping habits have fundamentally changed, and that impulsive purchase has become a highly noticeable behavior as a result of the arrival of foreign goods onto the Indian market. The very purpose of impulsive buying means making an unplanned purchase. It is founded on an illogical way of thinking. There is a high possibility that clients who visit the hypermarket with no intention of buying something end up doing so.

The purpose of this study was to evaluate the relationship between impulsive buying behavior and various important elements that consumers consider when making impulsive purchase decisions. Further, an overall impulsive buying behavior of consumers in Kerala is to be analyzed.

## OBJECTIVES OF THE STUDY

- To comprehend the idea of impulsive purchasing.
- To determine the several important factors that lead to impulsive buying among customers.
- To recommend strategies for preventing impulsive purchases.

## REVIEW OF LITERATURE

Hawkins et al. (2017) highlighted a number of variables influencing consumer behavior for purchases, including internal influences (learning, perception, attitude, etc.), group effects, social and demographic influences (family and home), and the impact of advertising. The study covered a variety of consumer behavior dimensions, including the types of consumer decisions, purchase involvement and product involvement. The study also placed a strong emphasis



on individual judgment and put out the idea that the capacity of a person to discern between discrimination that may entail numerous factors related to personal preference.

Syahrivar and Ardianto (2016) examined the effects of credit cards, shopping discounts, promotions, and store layout on impulsive purchases. One of Jakarta's largest department stores served as the study's location. The study found a substantial relationship between shopping discounts, promotion strategies, and store layout and impulsive buying behavior. The promotion strategy had the most impact on impulsive purchasing.

Coley and Burgess (2003) analyzed men and women in order to find variations in the affective and cognitive processes involved in impulse buying as well as gender differences in the kind of things that people buy on impulse. At the conclusion of the study, it was discovered that there were significant differences between men and women in terms of the affective and cognitive process components. Men and women also showed significant disparities in how frequently they bought various things on a whim.

Abrott and Goodey (1990) conducted research on the impulse buying habits of South African consumers by sampling 450 people from 15 large supermarkets, and they compared their findings to those of related studies conducted in the US and the UK. It was discovered that South African consumers demonstrated impulse buying behavior, but not to a greater extent than Americans. According to the study's findings, in-store stimuli are important in all cultures, and analyses of other variables, including brand loyalty and the presence of a shopping list, are also reported on a cross-cultural basis.

## METHODOLOGY OF THE STUDY

The current study is supported by secondary information that was acquired through literature reviews, journals, and other sources.

## CONCEPT OF IMPULSIVE BUYING BEHAVIOUR

An impulsive choice to buy a good or service is one that is made right before making a transaction. An impulse shopper or purchaser is someone who frequently makes such purchases. At some point, everyone has caved in to impulse buying. Nobody can refute it. We've all purchased at least one item that wasn't necessary. We merely felt compelled to purchase the item, so we did. The term "impulse buying" refers to this kind of purchasing.

## FACTORS THAT DRIVE IMPULSIVE PURCHASES

Numerous factors, which may be internal, external, or situational, might affect impulse buying. Below is a detailed discussion of a few of these elements:

### Emotions

Most customers anticipate that their social interactions, which are fundamental to the shopping experience, will satisfy their need for emotional support. Customers frequently prioritize their higher sensations of entertainment, delight, and joy over the financial repercussions when they are in an emotional state that forces them to make unneeded purchases.

### Visual marketing

Consumers are intended to understand the worth and quality of a product through visual merchandising. Retailers utilize it as a tool to boost the reputation of their establishments and present their merchandise to customers in a way that catches their attention and encourages them to make a purchase. Although these shops may be acting in good faith, these strategies and displays have a substantial impact on consumer purchase decisions.

### Displays

Customers are more likely to visit and make purchases even if they had no intention of doing so in a well-decorated store with a lovely and serene ambiance and gorgeous surroundings. Beautifully decorated establishments and vibrant displays instantly draw customers.



### **Availability of money**

This is a major contributing element to why customers indulge in impulsive buying, along with the individual's income level. When a consumer has enough money on hand, they will expand their shopping spree to include items they hadn't intended on buying and didn't really need.

### **Availability of time**

As was already established, some circumstances can affect a consumer's propensity to buy. Time availability is one of these variables. The availability of time and impulsive buying are closely related. In other words, the more time someone has available to them when making a purchase, the more likely it is that they will make impulsive purchases.

### **Offerings and discounts**

Discounts, cut pricing, and buy one get one deals all play a big role in convincing consumers to succumb to the Shopaholic disease. Even though in certain circumstances, it just encourages consumers to make pointless purchases, it gives them the impression that they received the better price.

## **TYPES OF IMPULSIVE PURCHASE**

### **Pure impulse purchase**

Products that encourage emotional impulse purchases are often displayed adjacent to checkout counters in brick-and-mortar stores. Despite the fact that the purchase would go against their usual purchasing habits, people behave quite emotionally and buy the thing.

### **Suggestion impulse purchase**

On the other hand, you might also notice some more sensible products right next to the counter. Suppose it's a protein bar. This kind of goods is starting a unique kind of impulse buying process. The buyer justifies, "I'm going to the gym soon and I'm hungry." In essence, the consumer is still making an impulsive purchase by buying something he does not actually need, but the justification gives him the impression that the decision was made for a valid cause or a genuine need rather than an emotional one.

### **Reminder impulse purchase**

Reminder-based impulse purchases are the third variety. Although the consumer had no intention of purchasing the item, the way it was displayed in the shop gave her the need to stock up.

### **Planned impulse purchase**

The fourth category of impulse buy is what is referred to as planned impulse buy. Low price or offers are frequent triggers for this kind of buying. Once more, the buyer makes the mistake of purchasing either more or something he does not need.

## **HOW CAN AVOID IMPULSIVE BUYING**

### **Avoid retail locations unless absolutely necessary**

If you're bored or trying to find a hobby, avoid using shopping as an activity. You're more likely to cave in to temptation and purchase something you don't need to if you surround yourself with temptations.

### **Avoid going to websites for buying**

Online purchasing is risky since you might see one product after another quickly. Additionally, internet merchants focus their advertising on past purchases in the hopes that you will want to make a similar or same purchase again. If you know what you want in your head, go to the store and physically buy it or try it on to be sure it is what you need.

### **Have a list and a strategy for your purchases at all times.**

Do not purchase anything that is not on your predetermined list. That's how easy it is, in fact. Prior to going shopping, make a strict list of the items you absolutely must have. Then, map out your route around the stores to collect those items, being sure to avoid attractive but unnecessary side aisles.



### Don't use credit cards.

It's risky to use credit cards because you can adopt an "I'll worry about it later" mentality. The issue is that you will probably regret spending the money when "later" comes because you will then need to find the money to pay for your purchase. Your budget is likely to be affected by this.

### CONCLUSION

Changes occur anywhere and everywhere. In the case of retailing, this is accurate. The modifications attempt to improve consumer satisfaction while also affecting how consumers behave. In today's cutthroat business environment, success is easily assured by seizing the attention of clients and providing superior services. There is no need to think of young clients' spontaneous shopping as a bad habit. Instead, it should be viewed as a chance to increase profits by boosting interest in items.

### REFERENCES

1. Abratt, R. and Gooday, S, 1990, *Unplanned buying and in-store stimuli in supermarkets. Manage. Decis. Econ.*, 11(2), pp.111-121.
2. Manjundar Ramanauj, (2013), *Consumer behavior - insights from Indian market PHI Learning private limited Delhi.*
3. Bajpal, (2015), *Marketing research, Pearson education, India.*
4. Gilbert David, (2017), *Retail marketing management, Pearson education.*
5. Alvin C. Burns, Ronald F. Bush, *Marketing Research, Prentice Hall 1997 edition.*
6. Raju M S - Dominique Xardel, *Consumer behavior, Vikas publishing house, 2004 edition.*
7. Naresh k. Malhotra *Marketing research - An applied orientation, 5th edition 2007.*
8. ho, J., Ching, G. S., & Luong, T. H. (2014). *Impulse buying behavior of Vietnamese consumers in supermarket setting. International Journal of Research Studies in Management*, 3(2), 33-50.
9. Coley, A., & Burgess, B. (2003). *Gender differences in cognitive and affective impulse buying. Journal of Fashion Marketing and Management*, 7(3), 282-295. <https://doi.org/10.1108/13612020310484834>
10. Gandhi, A., Vajpayee, A., & Gautam, D. (2014). *A study of impulse buying behavior and factors influencing it with reference to beverage products in retail stores. Samvad-SIBM's Research Journal*, 8(15), 1-17.
11. Geetha, M., & Bharadhwa, S. (2016). *Impulse Buying Behavior in India - An Overview. Asian Journal of Business Research*, 6(1). <https://doi.org/10.14707/ajbr.160021>
12. *American Enterprise*, (1994). "The demographics of shopping," July/August, 92-93.