

A Literature Review on the Factors Influencing Impulse Buying Behavior

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ABSTRACT

One's decision to buy is influenced by both emotional and rational factors. Emotional or rational elements influence the person's decision to buy the products. When physically near a desired object, highly impulsive buyers are more likely to react to spur-of-the-moment buying cues and are more receptive to unexpected buying ideas (Beatty & Ferrell 1998). When making purchases, the majority of customers exhibit impulsive buying behavior. Numerous variables may have contributed to this. Numerous academics have studied impulsive buying behavior and all the aspects that lead to impulsive action. The main factors influencing for impulse buying in offline and online mode are external stimuli, in-store stimuli, consumer demographic variables, sensation cues, emotions, extrinsic and intrinsic factors, situational variables, social factors, social medias etc. Here an effort is made to know the findings of different research related to impulse buying behavior since 1950. The literature analysis of various research works were classified under the heads, impulse buying behavior, and factors and cues which influence impulse buying. The result shows that the consumers were attracted by external stimuli, in-store stimuli, intrinsic cues, extrinsic cues, sensation cues, and social medias for impulse buying. This paper may help marketers, especially retailers who are in need to know the consumer's impulsive behavior.

Keywords: Impulse Buying, Factors Influencing Impulse Buying, External Stimuli, In-Store Stimuli, Intrinsic Cues, Extrinsic Cues, Sensation Cues, Social Medias.

Introduction

The idea behind impulse buying is that the logical sequence of the consumers' actions is replaced with an irrational moment of self-gratification. Consumers will conduct impulse purchases due to certain motives. "Impulse buying is a rapid and instant purchase with no pre-shopping intentions either to buy the particular product category or to fulfill a specific buying task (Beatty & Ferrell, 1998)". Salespersons are trained to support consumers to make more and more purchases. While analyzing why impulse buying occurs, there are certain techniques which encourage the consumers for impulse buying, and various literature reviews help us to know the techniques that influence the consumers for impulse buying.

Review Methodology

The review was conducted in order to identify the factors that influence the consumers for impulse buying behavior while purchasing in offline and online mode. 85 articles from 1950 onwards were reviewed and 55 articles which gives an idea about the factors that influence impulse buying is considered for the study. The main studies included were the research which says about impulse buying behavior, intrinsic and extrinsic cues, sensation cues and social medias.

Literature Review

According to Mahek Iram and D. Y. Chacharkar (2017) "Impulse buying behavior" is a sensitive action that is influenced by both external and internal influences. Since 1950 (Vernon T. Clover -1950), there has been a large volume of research studies on various aspects of retail strategies and impulse buying behavior, such as visual merchandising, factors that affect impulse buying, intrinsic and extrinsic cues, sensation cues, and so on. The studies were carried out by researchers throughout the world. The research is grouped into the sections such as the meaning of buying impulsively and the factors that lead customers to buy impulsively.

Impulse Buying Behavior

While analyzing the consumer's attitude towards buying it can be found out that Consumers always pay out a few minutes of planning previous to shopping but with the thoughts of a lifestyle purchaser and a better income by which consumers are optimistic to buy additional and the fact is that they have impulse buying behavior. (Williams 1972). While examining the impulse buying style it can be pointed out that consumers are more impulsive towards some product categories (Vernon T. Clover 1950). Some of the consumers show a tendency towards impulse buying and this trend is one of the main factors in triggering consumers into impulse buying (Beatty & Ferrell 1998). Planned buy or impulse buy is where he provided the essential structure of impulse buying and can be categorized as planned, unplanned, or impulse, and "impulse buying is highly successful unplanned buying and a result of a quick decision making" (Stern 1962). When we visit a store without consciously recognizing a purchasing goal or necessity, we are engaging in impulse buying. (1982, Engel and Blackwell). It cannot always be stated that unexpected purchases are always impulse purchases, although it is true that impulsive purchases are characterized as unplanned behavior. Impulse buying is defined as an action that is the outcome of a consumer's emotional, instinctual, or cognitive side (Weinberg & Gottwald 1982).

The standard definition for impulse buying is distinguished by some crucial essentials such as "a sudden and spontaneous desire to act, a state of psychological disequilibrium, the onset of psychological conflict and struggle, a reduction in cognitive evaluation and lack of regard for the consequences of impulse buying" (Hochand Rook 1985). Consumer impulse buying is a daily life trait that can be associated with materialism, seeking awareness, and enjoyable aspects of shopping. "Impulsive buying" is characterized as "a consumer's tendency to buy- spontaneously, unreflectively, immediately, and kinetically" (Dennis W. Rook and Robert J. Fisher 1995). A definition for impulse buying is given as "a sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices" (Bayley and Nancarrow 1998). A pattern of the consumer's frequent feelings is identified through the impulse buying process such as leisure activity, pleasure, reward, scarcity, security, and anticipation (Malin Sundstrom and Jenny Balkow 2013). Impulse buying is defined as a sensitive behavior that is always influenced by external as well as internal factors but does not always essentially involve cognitive dissonance with it and everything depends on the consumer's experience and situations related to the buying circumstances (Mahek Iram and D. Y. Chacharkar 2017). The definition of impulse buying is "the behavior of shoppers who buy products from stores that they did not intend to buy." "Instant purchases are referred to as impulse purchases" (Anmol Rasheed 2017).

• The Factors that Influence for Impulse Buying

The buying regularity, displays in the store, promotions and marketing, store ambiance and retailers and interior perceptions factors such as lifestyle, individuality, and influence of demographic variables are the external stimuli that influence the consumers for impulse buying (Chen 2001). "Gender affects impulse buying". When men tend to engage in impulsive buying of active and spare time for items that express their freedom and doings, the female group tends to obtain eye-catching and self-expressive supplies which are coupled with their appearance and touching aspects of self (Dittmar 1995). While observing the shopping environment, a psychological process occurs, and a change in the consumer's attitude occurs, influencing them to make impulse purchases. As a result of this stimulus, a consumer needs to own a product and believes he owns one (Hoch and Loewenstein 1991).

As compared to urban consumers rural consumers are fond of giving more value to the advertisement and its impact. It also points out that electronic Media influences rural consumers more than that print media (Rodge 2001). "Environmental influences" at the airport promote impulsive shopping. It can be found that the significant aspect of retailing is impulse purchases which are usually on little items that are selected by consumers at the moment they select them. (Rebecca Hodge 2004). So many

social factors influence impulsive buying. Employees at the store and customers are the social factors considered. Social factors such as employee friendliness directly influences customers to impulse buy. It can also be found that store managers may decrease the harmful consequence of crowding by guiding their employees to be friendlier with the consumers during busy times.(Mattila and Wirtz 2008).Whether publicity to mass media and liking advertising result in improved impulse buy trend, and whether the usage of cards (credit) acts as a facilitating incentive were analyzed and it reveals that "impulse buys are positively associated with publicity to commercial television, but not to other forms of mass media"(Pasi Huovinen and Petri Rouvinen 2008).Product display and product prices were the most important in-store stimuli that influenced consumers to impulse purchases in major retailers (Gupta 2009). When analyzing small-sized stores, the price of the product was found to be the most important factor attracting consumers for impulse purchases (Gupta 2009).

While analyzing the factors that create influence among consumers shopping in-store environment for impulsive buying, it is found that "Coupons and vouchers, store display, advertisements and promotions, behaviors of shop staff as well as price were the only significant factors of impulsive buying among the nine factors investigated" (Mariri Tendai and Chipunza Crispen 2009). A key relationship exists between the "window displays, credit card, promotional activities and impulse buying behavior of the consumer"(Alireza Karbasivar and Hasti Yarahmadi 2011)."Self-esteem, impulsivity, Shopping environment, promotional tools, and gender have significant impacts on impulse buying behavior especially for purchasing cloth" (Hamid Reza Hadjali 2012). Today to convert browsers to spenders, various in-store influencers are used by retailers. (Mohd Rumzi Taushif and Manisha Gupta 2013). The influence of consumer demographic variables on impulse buying behavior was analyzed and found that age and disposable income are the main factors that are associated with impulse buying behavior of juice items. High variance in impulse buying behavior can be found in the availability of disposable income. (Shabeera Sultana and K. Uma 2014). A stimulus-response model is used to analyze the impact of environmental factors on impulse buying behavior of various shoppers. It reveals that "consumer's emotions cannot be a mediating factor in the impulse purchase processes". Also, indicate that "seller guidance has a significant impact on impulse buying"(Amel Graa 2014)

As individual affluence rises, an increasing number of people are changing their manners and adopting Western culture, particularly in terms of clothing and cuisine. As a result, consumers' purchasing power has increased, which would lead to increased impulse purchases of various items, owing mostly to the strategy 'price' (P. Kannan and A. Vinayagamorthy 2014). "The most influencing factors for the impulse buying behavior of consumers are credit card, promotional approaches, window display, sensation cues, and product involvement"(Keyur B. Bhojak and Chirag M Gangani 2014). It is found that when the consumer's disposable incomes increase and the availability of credit facilities becomes easier, made impulsive purchasing in the retail environment is a major free time and lifestyle activity". It demonstrates that "impulsive consumer buying behavior is heavily influenced by different elements such as "window display, forum display, floor merchandising, or even shop brand name" (K. Balaji and M. Kishore Babu 2015). Buying impulsively is a risky game for women consumers because it gives a high degree of stimulation, but males engage in impulse buying because it is associated with their sympathy to market impulses, or low patience in the case of information overload (Agata Gsiorowska 2016). Consumers are promoted for impulse buying when the store atmosphere is kept neat, display at the point of consumption is attractive, promotional tricks are influencing, and also provided various payment services.(Anmol Rasheed 2017). The variables are categorized as personal factors such as "influence of family, availability of money, availability of time and the in-store factors such as sales promotions, store environment, and store employees on generation Y influence for impulse buying behavior" (Mudassir Husnain 2019).

- **Intrinsic and Extrinsic Cues**

Supermarkets encourage impulse purchases using cost-effective point-of-purchase banners in the store. "In-store stimuli are promotional techniques used to increase product impulse purchases." "On-shelf positions, POP displays, price-off promotions, in-store settings, sampling, coupons, and in-store demonstration" are among the strategies employed (Yu and Bastin 2010). The environment and price must be attractive in generating emotional responses and store-related attributes of merchandise and service quality as a must as per shoppers recognize. Also reveals that shopping pleasure is serious in affecting both types of emotions. It is clear that positive and negative emotions attract shoppers' impulse buying behavior and serve as essential mediators(Lan-Ying Huang, Ying-Jiun Hsieh 2011).The major

factor that influences shopping motivation among fashion shoppers were “trial facilities, brand reputation, personalization possibilities and store attractiveness concerning products and services, brand value, and price”. Sometimes fashion cycles were shorter and at that time the brand image and loyalty will be turned flimsy (Aniruddha Akarte2012)..Gender-wise analysis of the impact of intrinsic variables on impulsive buying behavior did not show any significant variance. (Anant Jyoti and Anushul Verma2014). According to a study on the primary extrinsic and intrinsic components of impulse buying, “the first factor was extrinsic in nature, and the second, third, and fourth factors were intrinsic in nature.” The study looked at the association between gender and impulsive buying, as well as wealth and impulse buying (Deepa Nair and Saritprava Das 2015).

The impulse buying behavior of customers toward trendy products is the direct as well as indirect effects of intrinsic variables and it reveals that “direct impacts of consumer’s need for uniqueness and optimum stimulation level on impulse buying while hedonic purchase did moderate the effects of consumer self-spending control and novelty-fashion consciousness on impulse buying behavior” (Mai Ngoc Khuong and Ta Bao Tran 2015).The demographic factors, that is the ‘Factors intrinsic and extrinsic which include sex, age, occupation, status, social class and the features of the product such as quality, packaging, price, brand name, and shelf life’ were examined and reveals that these factors were all positive and significant (Ahaiwe, Emmanuel Onyedikachi 2015).The extrinsic product cues in consumers’ preferences and purchase intentions concerning moderating effects were analyzed and it is found that consumers used three-way extrinsic cues in high-involvement products interaction as indicators for brand quality (Aayed Qasem, Rohaizat Baharun, Ammar Yassin2016). ‘Brand recognition is a responsiveness level that reveals consumers’ ability to confirm prior experience to a brand when given a cue’. Brand recognition is a determinant of customer impulsive behavior in buying automotive lubricants. The findings of the study revealed that there is a significant relationship exist between brand recognition and the impulse buying performance of consumers (James Olanipekun 2015).

- **Sensation Cues**

“When ambient scent and music are matching with each other in terms of their arousing qualities, consumers rate the store environment significantly more positively, resulting in higher levels of impulse buying behaviors, and experience enhanced satisfaction than when these environmental cues were at odds with each other” (Anna S. Mattila and Jochen Wirtz 2001). Multi-media content may prompt a greater intention to buy products and services impulsively. A still image of the music video has less control over impulse buying than the text of the lyrics displaying. It also gives information that diverse media formats caused touching responses that can explain the participant’s impulse buying intention (Thomas Adelaar 2003). The influence of sensation cue ‘touch’ on impulse purchasing behavior- When the cue “touch” increases impulse buying, the space between the product and the consumer decreases. They also recommended that impulse buying can be increased through purchase point signs, outside displays, and product packaging that encourages product ‘touch’”(Peck and Childers 2006). “The background music, order, or feel of the products which are the sensory stimulants play an important part in determining the shopping exercise of these individuals and the sensory cues create impulse buying activity” (Kaur and Singh 2007).

Sensory components such as “sight, sound, smell, and touch that influence consumer emotions and behavioral intentions” were investigated. The sensory components “‘sight’ and ‘touch’ had considerable effects on emotional pleasure, and sound’ had a direct impact on customer behavioral objectives. Pleasure has a major impact on client behavioral intentions as well. “‘Arousal’ has no influence” (Eunjoo Kang 2011). Mainly the valuable stimuli that trigger impulse buying in consumers originate to be “price and discounts offered along with any sale or clearance sign”, which mostly influence the purchase objectives of the customer. It also reveals that ‘sight’ was the most important cue that influences the buying behavior of consumers (Sonali Banerjee and Sunetra Saha2012). “Certain dimensions of visual merchandising affect impulse purchase”. Therefore, to enlarge the sales of the stores visual merchandising is considered as a very important strategy for marketing decisions (Neha P. Mehta and Pawan K. Chugan2013).

- **Social Medias**

Advertisements, social networks, product recommendation and product display on social medias attract consumers for impulse buying (Nyrhinen et.al, 2024). Online reviews, personalized discounts, visuals, and sound influence consumers for online impulse buying behavior (T.T.A. Ngo et.al, 2024). The stimuli such as quality of information, live streaming, interactivity creates impulse buying (Nguyen and

Nguyen, 2025). Mood and impulse buying tendencies are the internal factors and the efforts made by sellers for promotion, such as prize coupons and discounts are the external factors that simultaneously affect the consumers' online impulse purchasing during the pandemic time (Ika Febrilia and Ari Warokka 2021).

Conclusion

During a purchase, consumers exhibit impulse buying behavior. This could be owing to the influence of certain circumstances. Many studies are being conducted to investigate the factors that may influence impulse buying. An attempt is made here to learn about various studies conducted on this topic, which discovered that the main factors influencing impulse buying are external stimuli, in-store stimuli, consumer demographic variables, sensation cues, emotions, extrinsic and intrinsic factors, situational variables, social factors, social medias and so on. This knowledge will be useful for scholars conducting more research on this subject to identify gaps, as well as retailers seeking to identify elements that may be exploited to attract consumers for impulse purchases and earn more money.

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