

IMPACT OF IN-STORE FACTORS ON IMPULSIVE URGE AND BUYING BEHAVIOUR**Rohit Yadav**

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ABSTRACT

This research hopes to provide insights on the influence of external factors that trigger Impulse Buying Behaviour (IBB) in the Fast-Moving Consumer Goods (FMCG) products. This research includes external factors like Visual Merchandising, Packaging and Store Atmosphere that have been taken into consideration and their impact on Urge to Buy Impulsively (UBI) and IBB has hence been studied. Further, data was collected from 489 respondents who paid visits to malls and other type of stores; analysis was conducted through Structural Equation Modelling (SEM). Study considered 11 hypotheses and out of them 4 did not found support and significance. Results from the study shows that all variables had positive and significant relationship with IBB. In regard to UBI and IBB relationship, study found strong support. Relation of UBI with situational in-store factors shows that UBI have strong and significant relationship with visual merchandising and packaging except store atmosphere. Gender is not found to have an impact upon UBI and IBB, while age is found to be negatively related with IBB and non-related with UBI. With growing organized retail in world markets, study holds significant value and insights for marketers, retailers and theorists to understand impulsive behaviour of customer inside store.

Keywords: Impulse Buying Behaviour; Store Atmosphere; Visual Merchandising; Product Packaging

1. INTRODUCTION

As competition rises in the retail sector, number of attractive products are rising rapidly while improving displays in store and packaging of product (Jones et al., 2003; Lee and Kacen, 2008), these attributes lure customers while also facilitating pleasurable and modern store environment (Tendai and Crispen, 2009). Aim of such changes is not just limited to attract customers but also to instigate customers' quick decision making by catering to their desire of abrupt possession of item as an 'impulse buy'. IBB is the branch of consumer behaviour that results in the consumer making purchases that are not planned and completely unintentional. Rook (1987) defines IBB as an unexpected and unplanned purchase that occurs due to a sudden and strong urge of the consumer to buy a product or a service (Lee and Kacen, 2008). It is an emotional, cognitive or combined response to a sudden stimulus, and hence the purchase decision is made at the point of sale. Therefore, IBB could be a result of combination of stimuli that trigger such behaviour.

IBB contributes up to 40% of the purchases made in a retail store and hence boost up the sales volume of any product or service (Hausman, 2000). IBB is not seen as a sensible and rational approach. Rook (1987), (Dittmar et al, 1995) and Hausman (2000) characterize IBB as a thrilling but regretful

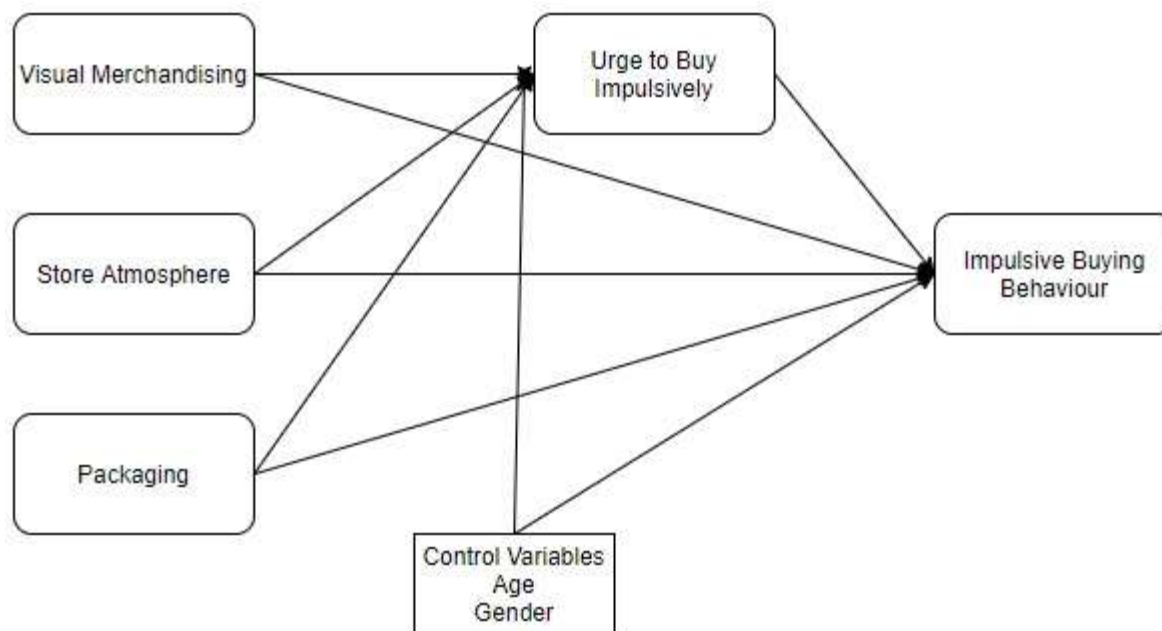
experience. However, IBB contributes significantly in increasing the sales volume of goods, across different product categories. IBB is highly significant and impactful in our society and is one of the most complex consumer behaviours to study upon. Both marketers as well as consumers seek ways to induce and reduce impulse buying respectively.

Rightly given by Dholakia (2000) that environmental factors pose high impact upon impulsive buying, where in-store factors are store environment, in-store music, friendly store employees, etc. In other researches also store environment holds due importance (Mattila and Wirtz, 2008; Chavosh et al., 2011). It is worth understanding that mostly all situational factors are feasibly not under control by retailers, therefore it can be inferred that information extracted from relationship amongst situational factors and IBB provides key insights for retailers. This research hopes to provide insights on the influence in-store factors that trigger UBI and IBB in the FMCG products. Additionally, study has attempted to evaluate role of control variables i.e. 'age' and 'gender' is also integrated in the studied model.

2. THEORETICAL BACKGROUND

According to the theory of reasoned action (TRA), individuals' spontaneous or rational behaviour is dependent upon their previously associated beliefs and information gained (Fishbein and Ajzen, 1975). TRA posited that human beings commonly make rational decisions while systematically utilizing available information, whereby intent forms actual behaviour as antecedent. In theory, TRA is credited with exceedingly huge levels of predictive capabilities (Hale et al., 2002), but Bentler and Speckart (1979) pointed out that it majorly elucidates on will of decision while excluding various types of behaviours out of its scope like spontaneous and impulsive behaviour. Impulsive and spontaneous behaviour are exclusion as they may not be formed out of deliberate decision making (Hale et al., 2002). Hence, it can be stated that impulsive buy intent is not an antecedent of impulsive behaviour. Rather, individuals systematic thought process is the reason/trigger behind unanticipated purchase desire, once activated urge turns into a strong and persistent demand for abrupt action. Therefore, it can be stated that UBI further leads to actual IBB as shown in figure 1. Rook (1987) while identification of various antecedents to IBB, actually identified impulsive buy through customers' experience of spontaneous, strong and continual urge for purchase of any item suddenly. Prime reason associated amongst flow from UBI to IBB is physical proximity originated through in-store browse (Beatty and Ferrell, 1998; Foroughi et al., 2013). However, impulsive buy is considered more of a hedonistic and complex behaviour (Trandafilović et al., 2013), that supposedly results in emotional issue swinging in between feeling of satisfaction and guilt, this can be associated as a reason behind UBI resulting in IBB (Trandafilović et al., 2013; Harmancioglu et al., 2009). Still, one key question still remains unanswered as what in-store factors affects UBI and IBB.

Figure 1: Conceptual Framework



2.1 In-Store Factors

Purchase intentions of consumers are majorly influenced by their emotions, which can be specific to certain things like their self-interests, characteristics of a product, etc. Impulse buyers don't go into the specifications of the product or service and hence many internal and external factors stimulate their purchases. **In-store browsing** tends to establish a connection between buyers and the retail outlet (Bloch, Ridgway, & Sharrell, 1989). Hence, the more time spent by buyers for in-store browsing, the more likeliness of impulse or unplanned purchases to occur (Jarboe and McDaniel, 1987) which is represented by three antecedents mentioned below. **Visual Merchandising** stimulates impulse purchasing as it enhances the image of the store by appealing and influencing the customers to make purchases, especially in case of FMCG products (Frings, 1999). Exterior displays also include and floor and/or wall merchandising with a promotional signage that comprises of the logo of the brand or the store (Mills et al, 1995). **Packaging** is described as a salesperson of the company which tries to trigger impulse buying among consumers by appealing to them through the packaging and labelling of the product (Rettie & Brewer, 2000). Packaging acts as a differentiating element for the product and labelling contributes in educating the consumer about the product. Packaging also acts as a promotional aid as it serves as the last chance of a brand to persuade the buyer to make a purchase (McDaniel & Baker, 1977). Packaging performs two roles i.e. of logistics and marketing. The logistics function of packaging involves protection of the product from the external environment, whereas the marketing function of logistics involves the communication of the brand to the customer (Husnain & Akhtar, 2016). **Store Atmosphere** impacts the customer emotionally (Kotler, 1973; Kollat and Willett, 1976). It includes factors like cleanliness and layout of the store, as well as the display of the merchandises and temperature, scent, music, and lighting of the store (Young & Faber, 2009). It was seen by Dabholkar, Thorpe & Rentz (2009) that store atmosphere enhances the convenience of the shopper hence enhancing his shopping experience. The staff or the retail outlet and the customers inside the retail outlet impact the impulse buying in consumers (Mattila & Wirtz, 2008). Crawford & Melewar (2003) states that a salesperson, who is well-trained and knowledgeable,

can decrease the disappointment level of the consumer by guiding and aiding him in the purchase process, thereby boosting up the sales of the retail store.

Researchers suggest that marketers may build up stimuli that could significantly trigger IBB among consumers, thereby boosting up the sales. Hence it is suggested that marketers should have a complete understanding of the consumer and the behaviour exhibited by him (Crawford & Melewar, 2003; Bayley & Nancarrow, 1998; Xiao & Nicholson, 2011). However it is yet to be discovered that exactly what type of consumption situations or product factors or store and product displays lead to more UBI and IBB.

3. IMPULSE BUYING BEHAVIOUR IN THE FMCG SECTOR

Indian researchers have identified that IBB is significantly prevalent in the FMCG industry like Biscuits, Chocolates, etc. along with apparel industry.

FMCG include the items for daily or frequent consumption, and hence they are bought by people at regular intervals. They are the items that sell quickly, and are priced low (Vijayakumar & Nijanthan, 2019). The FMCG also known as Consumer Packaged Goods, though have relatively small profit margins, they generally tend to sell in large quantities, so the total profit on such products is high. The FMCG sector is one of the fastest developing sectors in India. The demand for the FMCG relatively remains stable, even during an economic crisis, as they tend to satisfy the fundamental needs of individuals (Deliya, 2012).

FMCG have a little purchase cycle and get replaced easily due to high variety of substitutes available for them in the consumer markets and their fairly low costs. However, due to a majority of impulse buying happening in this sector, it provides major profits to the brand companies. FMCG sector includes Personal Care Products, Snack Foods, Beverages, Home Care Products, etc. (Gopiseti & Linganna, 2017).

In a survey conducted in 2008, it was found that about 74% of British shoppers engaged themselves in IBB, especially with respect to the FMCG products. This figure further increased to 76% in 2011. These results were noted after a recession period and were seen on BBC news. Recession slowed down the spending of British consumers on recreational activities, however, it continued to increase the IBB among them. IBB here is seen irrespective of the recession and the spending power of consumers. It is thus concluded by many researchers that consumers exhibit an irrational buying behaviour even at the times of recession, terming it as the IBB (Cargill & Wendel, 1996; Holbrook & Hirshman, 1982). It has been studied that consumers mostly make rational or impulse choices depending on the situation they are in while making the choice (Park, Kim, Funches and Foxx, 2012). Tauseef (2011) found out the various factors that impacted IBB of the consumer for FMCG products. These included factors like sales and promotions, placement of products, window merchandising, effective price strategy etc.

Factors like visual merchandising also increase sales of items by combining them and making packages of related FMCG products (Frings, 1999). In the FMCG sector, packaging plays an important role as it not only provides protection to the product, but also acts as the salesmen of the marketer (Rettie & Brewer, 2000). Sehwret, (2002) and Sehwret & Kundu, (2003) stated that packaging is an extremely important tool to induce impulse buying. Colourful packaging does catch

the attention of the buyer and motivates him to make an impulse purchase. Deliya, (2012) defines the importance of packaging design for the impulse purchases of FMCG products. Packaging design of FMCG products contain relevant and useful information of the product, for the consumer, and can also be utilised for brand recognition and identification, as well as for the safety of the product. Dabholkar, Thorpe & Rentz (2009) analysed that the store atmosphere enhances the convenience of the shopper thereby contributing to his shopping experience.

4. HYPOTHESIS FOR THE STUDY:

4.1 UBI and its relation with IBB

According to a study by Beatty and Ferrell (1998), UBI and IBB have distinct functions and their relationship requires further study. Past studies stated that UBI is state of desire felt upon encounter of an item like specific product, brand and model in a mall, store or hyper market (Dholakia, 2000; Mohan et al., 2013). From these studies it can articulated that UBI precedes final impulsive purchase (Beatty and Ferrell, 1998); it also points towards a positive relation with an impulse buy. Studies also suggested that as purchasers browse in shopping environment, there urges surge causing higher engagement and increased impulsive buy (Beatty and Ferrell, 1998). Indeed, numerous authors have established that UBI is positively associated to IBB (Hanzaee & Taherikia, 2010; Foroughi et al., 2012; Mohan et al., 2013). Hence, we posit that:

H1. UBI positively and significantly affects IBB.

4.2 Situational In-Store Factors

This section talks about the previous studies and awareness in relation to hypothesized relationships with in-store factors and studied two constructs of UBI and IBB.

Frings (1999) stated that visual merchandising communicates the image and value of a store to all its potential customers by educating the customer and hence enhancing the store image thereby increasing the sales of multiple items. Jarboe & McDaniel (1987) also studied that in-store browsing lead to more impulse purchases, in the setting of a regional mall. Han (1987) has also said that visual merchandising provides shopping aid to the customer, to provoke a desire or urge to make an impulse purchase.

Also, in the research conducted by Darden et al., (1983) author stated that store displays play a critical role by being a component for enhancing the physical attractiveness of a store, influencing consumer's choice of store and creating a perception or image about the store in the minds of the consumers.

It is seen from the above researches that visual merchandising plays a crucial role in influencing IBB. Hence, this study will test the following hypothesis w.r.t. the FMCG sector:

H2A: There exists no significant relationship between visual merchandising and IBB.

H2B: There exists a significant relationship between visual merchandising and UBI.

Babin, Darden & Griffin (2004) concluded a positive relationship between store atmosphere and impulse buying as they stated that pleasing store environments contribute in increasing the time that a consumer spends in a store and thus increases their chances to make impulsive purchases. Mohan et al. (2013) stated that store environment stimulates the emotional states of customers by creating a desire or urge to make an impulse purchase.

Mattila & Wirtz (2008) found out that the social factors like the store staff and fellow customer influence the social context on impulse buying. Luo (2005) stated that when there are other customers present, there is a significant influence exerted on impulse buying process as it increases the likeliness of an impulse purchase to occur.

From the researches mentioned above, it can be seen that the store atmosphere, particularly the social context of a retail store tends to exert an influence on IBB. Hence, this study will test the following hypothesis w.r.t. the FMCG sector:

H3A: There exists significant relationship between store atmosphere and IBB.

H3B: There exists a significant relationship between store atmosphere and UBI impulsively.

Stern (1962) said that packaging not only enhances the product's worth, but also promotes the impulse purchases by educating the customer about the product completely. McDaniel & Baker (1977) said that packaging acts as a promotional aid as it is the last chance of a brand to persuade the buyer to make a purchase.

Husnain & Akhtar (2016) in their research stated that packaging not only enhances the look of the product but also gives direction of how to use it, hence satisfying the customer. They also stated that effective communication through packaging, creates a perception of good quality product in the minds of consumer and a non-effective communication does its opposite

From the above mentioned researches, it can be seen that Packaging acts as an important factor that impacts the IBB among consumers. Hence, this study will aim to test the following hypothesis w.r.t. the FMCG sector:

H4A: There exists significant relationship between packaging and IBB.

H4B: There exists a significant relationship between packaging and UBI.

4.3 Control Variables: Age and Gender

As shown in figure 1, age and gender are selected as control variables that affect UBI and IBB both. Previously conducted studies have pointed out effect of age on higher and lower IBB for younger and older individuals respectively (Wood, 1998; Verplanken & Herabadi, 2001). On similar lines, Bellenger et al. (1978) established that purchasers under the age group of 35 show higher usage of IBB than their older lot. Another study by Eysenck & Eysenck (1985) on impulsiveness and traits showcased comparatively higher score for younger purchasers than their older counterparts. It could be attributed to rather lower self-control displayed by young customers indicating superior control on emotions (Kacen & Lee, 2002). While certain studies identify that IBB has significant relation with age (Wood, 1998; Gutierrez, 2004). Therefore, study posits that

H5A. Age significantly affects IBB.

H5B. Age significantly affects UBI.

Similar to 'age', various studies have identified the significantly associated role of gender with IBB (Coley & Burgess, 2003; Gilboa, 2009; Verplanken & Herabadi, 2001; Gutierrez, 2004). Similarly, Isler & Atilla (2013) found out that females are inclined higher than males towards instinctive and spontaneous shopping. While, spontaneous shopping can be attributed to emotional expressions difference (Fisher & Dubé, 2005) amongst both genders. While, few studies have confirmed the opposite that men are more impulsive in their purchases than women (Cobb & Hoyer, 1986; Mai et al., 2003). On the contrary, few studies like Ghani et al. (2011) and Mihic & Kursan (2010) identified

that IBB does not hold any significant differences amongst both genders. Therefore, it is safe to hypothesize that

H6A. Gender significantly affects IBB.

H6B. Gender significantly affects UBI.

5. RESEARCH METHODOLOGY

Study utilized questionnaire based assessment, purposive sampling was used. The principal cause of choice for purposive sampling are: firstly, probability sampling depends upon certain population and their visit assurance, while in this case there is no assurance and purpose of someone’s visit to any store and secondly, many a times respondents show non-serious responses that affects the authentic result of research, hence purposive sampling seems fit to cater genuinely concerned respondents. To evade non-response bias, survey was designed in a structured and non-disguised manner where respondents were clearly told purpose of the survey and respondent’s information will not be shared with anyone until they agree upon. Hence, one way analysis of variance (ANOVA) was performed to screen out non-response bias. ANOVA test resulted in non-significant outcome. All the selected variables for this study were carefully selected under supervision and guidance of subject experts post careful literature review.

In lieu of identifying fit and apt sample size, authors of the study gazed at certain recommended viewpoints, including a) A priori by G*power: power analysis gave 400 as suitable sample size; b) Known population sample size identification table by Krejcie & Morgan (1970) that recommends utmost size of 384; and c) Dependent upon total factors to be analysed Comrey & Lee (1992) suggested sample size of 500. Hence, study choose maximum of the all these techniques i.e. 500 as sample size was found fit. Although, authors personally collected contacted all the respondents, out of 500 responses 489 were found usable, details are mentioned below that comprises of 280 females and 209 males, details are mentioned in table 1. The customers in various general stores, shopping malls, departmental stores and hyper markets in the region of Delhi NCR, India were chosen as population for the study.

Table 1: Sample Profile

Measure	Item	Frequency	Percentage (%)
Gender	Female	280	59.1
	Male	209	41.9
Age	Below 20	103	21.06
	20-30	132	27.0
	31-40	158	32.3
	41-50	77	15.7
	Over 50	19	0.04
Occupation	Student	149	30.5
	Part Time	106	21.7
	Business Owner	77	15.7
	Services	96	19.6
	Retired	61	12.5

Education	School	173	35.3
	Diploma	124	25.4
	Graduate	133	27.2
Income (INR)	Post Graduate or Less than 2.5	59	12.1
	2.5 to 5.5 Lakhs	153	31.3
	5.5 to 7.5 Lakhs	183	37.4
	7.5 Lakhs and above	129	26.4
		24	4.9

From the sample data the study shows that impulse purchases in the FMCG sector were mainly made on snack foods, personal care products and chocolates. Respondents who filled the questionnaire, majorly (40%) stated that they made impulse purchases at least once a week, while other major portion of respondents stated that they made at maximum one impulse purchase a month (33%). Rest impulse purchases were made in a quarter of a year and year (28%).

5.1 Confirmatory Analysis: Structural Equation Modelling (SEM)

Study utilized a 2 step approach for data analysis. Firstly, measurement model was created to gauge strength and validity of constructs. Secondly, study required structural model assessment of hypothesised relationships; therefore model was built and assessed.

Table 2: Reliability and Item Measurement

Construct	Item	Cronbach Alpha	Loadings
Urge to Buy Impulsively (Beatty & Ferrell, 1998)	I felt urge to purchase many FMCG items without any previous planning	0.85	0.932
	I browsed and reviewed many		0.811
	In store I felt many urges to buy FMCG		0.776
Impulsive Buying Behaviour (modified version)	I ended up spending more money than I originally set out to	0.74	0.933
	I bought more than what I had planned to		0.776
	I indulged in impulsive buying		0.925
Visual Merchandising by Kim (2003)	I tend to enter a store when I am attracted by an eye catching or	0.72	0.885

	I tend to rely on store displays when I make		0.771
	If I see an interesting promotional offer (reduced price, sales promotion, and etc.)		0.972
	When I see a special promotion sign, I go to look at the product.		0.759
Store Atmosphere by Tinne (2011)	Any offer organized by stores affects my buying behaviour.	0.88	0.911
	I would make a spontaneous buy when people around		0.789
	If the shop atmosphere and décor attracts me, I'll make an impulse purchase.		0.890
Packaging by Vyas (2015)	After seeing the product packaging, I	0.88	0.839
	Colour of the package draws my attention and stands out on the		0.801
	I decide quality based on package.		0.811
	Packaging placement and display also affect		0.793
	The details and information on the package influence my purchasing decisions		0.821

Table 3: Constructs Measurement

Constructs	CR	AVE	MSV	ASV	1	2	3	4	5
1. Urge to Buy Impulsively	0.753	0.610	0.192	0.101	0.82				
2. Impulsive Buying Behaviour	0.842	0.614	0.209	0.121	0.59	0.81			
3. Visual Merchandising	0.887	0.651	0.215	0.095	0.63	0.69	0.89		
4. Store Atmosphere	0.911	0.763	0.552	0.212	0.56	0.56	0.55	0.91	

5. Packaging	0.819	0.645	0.316	0.105	0.52	0.47	0.62	0.64	0.87
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5.2 Measurement Model Results

Measurement model is analysed using SPSS that identified various latent and associated observed variables in the study, while assessing theoretical relationships. Measurement model identifies the degree to which observed variable load upon assessed latent variable (Byrne, 2010). Assesses relations given results stated that every factor has loaded aptly on its associated construct with loadings exceeding the minimum acceptable value of 0.7 (Byrne, 2010) with every item loading higher than 0.4 (Ferdinand, 2005) as shown in table 2.

5.3 Common Method Variance (CMV) Test

As every research is assumed to be affected by some or the other bias, hence CMV test becomes a necessity to deny bias existence. For CMV test, study undertook various steps i.e. Confirmatory Factor Analysis (CFA) is conducted to identify fitness by loading all assessed variables onto one factor. Assessed relations gave poor fit results, as nearly all the indices gave poor results ($\chi^2/df=4.10$; CFI= 0.69; TLI= 0.71; RMSEA= 0.08). Therefore, as suggested by Podsakoff et al. (2003), results of the test showed absence of CMV. Measurement model is further made to go through assessment of discriminant and convergent validity for its constructs. As shown in table 3 Maximum Shares Variance (MSV) is greater than Average Variance Extracted (AVE), and Average Shared Squared Variance (ASV) is greater than AVE satisfying both essential settings for discriminant validity. Further, convergent validity is assessed through three settings: first, Composite Reliability (CR) should be greater than 0.7; second, Composite Reliability (CR) should be higher than AVE; and third, AVE should be higher than 0.5. They were all found satisfied in table 3. Therefore, results of the study have shown good overall convergent and discriminant validity.

5.4 Structural Model Test

Study used SEM through SPSS AMOS 20 (Yadav and Mahara, 2018) for testing causal relations or simple path analysis between variables for proposed model (N=489). Path analysis is used to evaluate and describe various dependencies amongst variables (dependent and independent); it is a form of multiple regression analysis for evaluation of proposed model. This evaluation provides path estimates (β) values that show strength of relation amongst hypothesized variable relations. Goodness-of-fit indices for the model are found a decent fit i.e. ($\chi^2/df=1.7$; CFI=0.99; TLI=0.947; RMSEA=0.057) as recommended by Hair et al. (2010). The structural model is found as acceptable fit for hypotheses test.

Table 4: Hypotheses Test

Hypotheses			Estimate	S.E.	P-value	Supported(Yes/No)
H1	UBI	→ IBB	0.602	0.062	***	Yes
Hypothesized relation between Situational In-store factors with UBB and IBB						
H2A	Visual Merchandising	→ IBB	0.133	0.041	0.004	Yes
H2B	Visual	→ UBI	0.079	0.044	0.002	Yes

Hypotheses			Estimate	S.E.	P-value	Supported(Yes/No)
H3A	Merchandising Store Atmosphere	→ IBB	0.101	0.018	***	Yes
H3B	Store Atmosphere	→ UBI	0.025	0.031	0.053	No
H4A	Packaging	→ IBB	0.252	0.022	0.003	Yes
H4B	Packaging	→ UBI	0.421	0.019	***	Yes
Hypothesized relation between control variables with UBB and IBB						
H5A	Age	→ IBB	-0.252	0.045	***	Yes
H5B	Age	→ UBI	-0.069	0.055	0.450	No
H6A	Gender	→ IBB	0.022	0.028	0.324	No
H6B	Gender	→ UBI	0.031	0.053	0.611	No

*** means p value is 0.000

5.5 Results

Results from the study as shown in table 4, states that all situational in-store factors shows that UBI is positively and significantly related to IBB. Therefore, it can be inferred that both visual merchandising (beta= 0.133, p= 0.004), store environment (beta= 0.101, p= 0.000) and packaging (beta= 0.252, p= 0.003) significantly and positively affects IBB. While, results focussed on UBI are not the same as IBB; in-store factors like visual merchandising (beta= 0.079, p= 0.002) and packaging (beta= 0.421, p= 0.000) have shown significant and positive affect while store atmosphere (beta= 0.025, p= 0.053) is rejected as it was not found significant.

In relation to control variables ‘age’ and ‘gender’ UBB was found insignificant for both variables age (beta= -0.069, p= 0.450); gender (beta= 0.031, p= 0.611), while IBB was found negatively significant for age (beta= -0.252, p= 0.000) and insignificant for gender (beta= 0.022, p= 0.324). Therefore it can be deduced from the results related to control variables that UBI’s relation to both age and gender stands insignificant, on the other hand IBB is not found related to gender but is negatively related to age. Thus positing that impulsive behaviour of shoppers in case of FMCG products does not vary with gender while IBB changes negatively in case of age i.e. it is higher for youngsters while lowering down as the age goes higher. As shown by results that IBB will not vary with gender pointing at likelihood that female participation is as comparative as male character. Interestingly, our findings show that impulsive buying behaviour does not vary with gender, which indicates that the likelihood of females indulging in impulsive purchase is as high as males. It makes clarity over the thought that in modern era social equality is rising and women working within society have taken a shift.

6. DISCUSSION

It can be seen from the research that interesting window displays do catch the attention of consumers and appeal as well as attract the customers to a store, thereby stimulating IBB among individuals. It can also be noted that product displays in stores also tend to attract the attention of buyers in a store.

The above data also reveals that store displays are the reason behind the purchase decisions made by a consumer. It is seen that respondents who often engage in IBB also tend to often rely upon store displays when they make a decision to purchase.

It can also be seen from the data above that special promotional signs do induce the consumers in a store to go to the product and have a look at it. It can also be said that clearance or sale signs not only entice consumers to look at the products but also trigger individuals to make unplanned and impulse purchases. This is because promotional offers like reduced price or sales promotion stimulate the buyer to make impulse purchases. It can be seen that even the people who occasionally engage in IBB, tend to make a purchase on seeing an interesting promotional offer like reduced price, etc.

It can be seen from the results above that packaging is a very crucial factor in inducing impulse buying. This is because a product's packaging significantly plays a role in attracting attention of buyers hence influencing IBB. Also, the details and information on the package are described well and are visible clearly, they exert an influence on the buyer's purchasing decisions. It can also be said from the results above that the brand name on a product's packaging is one of the reasons behind consumers making impulse purchases. Also, the colour of a product's package if visibly stands out, it tends to catch the attention of its buyers in the store. It is seen from the study that if the shape of the package offers comfort and protection to buyers, they often tend to get attracted to the product. Hence shape maybe a characteristic in product packaging that influences buying behaviour in individuals.

It can be seen from the study that packaging decides the quality of the product inside for majority of the buyers. A good quality packaging reflects on the quality of the product inside to also be good. The picture on a product's packaging is also seen to induce impulse buying among consumers as it catches their attention. It is also seen from the study that the display of a product's packaging has an effect on the IBB of the consumers. If product's packaging is displayed right in the center of a retail store, it is bound to catch the attention of the buyers and therefore affect their impulse buying.

The study also reveals that offers organised by retail stores have an affects on the consumer's buying behaviour. It can also be seen from the study that the store atmosphere and the décor of the store don't necessarily stimulate impulse buying among buyers.

However, the staffs of the store play a crucial role in influencing IBB among individuals. It can be said that a polite and respectful sales person can induce IBB and a rude and hostile sales person can discourage impulse buying behaviour. It can also be seen that well-trained and well-informed staff can significantly induce IBB in consumers as it doesn't lead to any disappointments for the buyer. A sales person, who educates the buyer well about the product, can create satisfaction in the mind of the buyer, most likely leading to an impulse purchase.

It can also be seen from the study that in most cases positive or negative comments made by the reference groups of a buyer can thus induce or discourage impulse buying in the buyer respectively. It is also seen that outings with friends or family does result into impulse purchases. People who

sometimes engage in IBB tend to very often make impulse purchases when they go out with their friends or family. Also, it can be said from the study that consumers tend to make purchases if others in the store are making them, however it is not always the case.

7. CONCLUSION

It can be concluded that IBB is highly significant and impactful in our society and is one of the most complex consumer behaviours to study upon. Both marketers as well as consumers seek ways to induce and reduce impulse buying respectively.

Analysis show that situational in-store factors have a significant impact on impulse buying and it can be therefore said that IBB among individuals is a result of the various situational external factors he is exposed to in a retail setting that triggers him to make impulse purchases. Hence manipulating the external stimuli can significantly increase the possibility of an impulse purchase.

This study establishes a relationship between visual merchandising and IBB, wherein it can be said that factors like store and window displays enhances the image of the store by appealing and influencing the customers to make purchases, especially in case of FMCG products. It can be said that store and window displays influence the customer's choice of store by making the store look physically attractive. It is seen from the study that factors like product display, special promotional signs, sale or clearance signs and promotional offers like reduced price of products, can also stimulate impulse buying behaviour among buyers.

The study also establishes a relationship between packaging and IBB, wherein a product's packaging stands out and differentiates the product from its competitors, hence stimulating IBB. Factors like colour and shape of the package, information on the package, picture and brand name on the package, along with the packaging placement, all exert an effect on impulse buying behaviour of the consumer. It can be thus concluded from the study that packaging is as a salesperson of the company which tries to trigger impulse buying among consumers by appealing to them.

The study also concludes that store atmosphere impacts the customer emotionally, thereby influencing IBB among consumers. It can be said from the study that the behaviour of an individual is a result of the expectations of his peers or those around him in the retail store. It can also be seen from the study that factors like the behaviour of salesperson, comments of reference group, offers given by the store and the store décor, all play a significant role in impacting impulse buying behaviour.

8. FUTURE SCOPE AND LIMITATIONS OF THE STUDY

8.1 FUTURE SCOPE OF THE STUDY:

Study has crucial knowledge to impart towards volatile consumer behaviour specific to impulsive behaviour still there is lot that future studies can contribute to a) FMCG industry in India still remains untouched when it comes seeing the impact and influence of the internal factors in an individual that have an effect on the IBB of individuals. b) There still lies a lot of scope in studying about how the in-store elements like the music, scent and temperate of the store impacts and influences IBB among individuals. c) Studying the impact of factors like value-added pricing in the FMCG sector of India could be a very interesting study to carry out as there is lot of scope in that area of research as well.

8.2 LIMITATIONS OF THE STUDY:

Every study has certain limitations, therefore this study also faced certain limitations like a) study was limited only to a specific geographical location, i.e. Delhi NCR, India and the results might or might not be applicable elsewhere in the world. Hence, before stating or generalizing the findings, caution must be taken. b) The study might have some biasness due to the being limited to only a specific geographical location. The respondents varied in terms of the age groups, gender and occupation, which might have influenced the results due to the differences between the various groups. c) The study only focuses on external factors influencing the UBI and IBB. Many researchers like Vohs and faber (2007); Kacen and Lee (2008) have stated that IBB is a result of the interactions between the internal traits of an individual and the situation he is in.

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