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FACTORS IMPRESSING BUYERS BOOST PAYING ATTITUDE IN RETAIL: A CONCEPTUAL STUDY

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ABSTRACT

This paper aims at identifying the factors influencing consumer's impulse buying behaviour on a personal level as well as the outlets' atmospheric level. This research is descriptive in nature as it tries to find out the factors involved in impulse buying behaviour. Moreover, this research also focuses on looking at different aspects of impulsive buying behaviour of consumers and how it is done. It studies the factors that influence impulsive buying in consumers in a modern retailer format. Additionally, this research will help the retailers to form their strategies based on the findings of the research. This paper proposes a conceptual framework with a different factor influencing the behaviour, which affects the impulsive buying pattern in a customer. The primary objective of this research paper is come up with a conceptual model pertaining to the factors influencing the boost purchasing attitude in the consumers while they go for shopping in a typical retail store. The future researcher can test the proposed conceptual framework empirically to validate the proposed model in different contexts.

KEYWORDS: - Impulsive purchasing, Personal Factor, Retail's Outlet's atmosphere.

1. INTRODUCTION

Shopkeepers always feel good when their shops are filled with customers who are willing to buy. Shoppers who are doing window shopping suddenly sometimes feel the impulse to buy certain products based on their display style. Past research has shown proof of the unplanned purchases that happen for about 60% of the customers out of the total purchases that are accounted by the retailers (Ahmad et al.; Ali & Sudan, 2018). However, impulse buying behaviour varies from the product to product.

The fact that most of the customers shows unplanned behaviour and to be more specific, impulse buying behaviour proves that there is a sizable percentage share of unplanned *versus* the planned buying (Bellini et al., 2017). In 2017 a study conducted by (Bellini et al., 2017) on the Point-of-Purchase advertising revealed that 76% of the total purchase decisions are made while scrolling through the stores. Some authors also talk about different factors that affect the behaviour of the buyers toward the products available at their hands on the point of visiting stores (Husnain et al., 2019).

For instance, if it rains in the middle of the day and a person does not have his umbrella with him, he might go to the nearest possible store in search

for the same, but he does not find it, he might buy a Raincoat, to save himself from getting wet.

The atmosphere also changes the impulse of a person for thinking of buying one thing but ending up with buying some alternate product available easily (Lo et al., 2016). As **Kotler States (2017-74)** "*The design of the retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability.*" The attractive pitches by the salesperson, the impressive atmosphere of the retail outlets create an experience worth remembering, which in turn affects the consumer's purchase decisions and its process for the same.

Sangalang et al., (2017) while studying the Consumers buying behaviour in developing countries (e.g., India) adds more insights to the existing literature by understanding of the factors that affect the behaviour of the consumers towards a specific product.

2. LITERATURE REVIEW

Previous research in this field work on the theories of factors affecting the impulsive buying in consumers that highlight key factors that affect the impulsive buying behaviour based on the internal i.e. personal factors and environmental i.e. micro environmental or atmospheric factors as suggested by Qureshi & Vakkassi, (2019). The study was done on different types of outlets that affect impulsive buying behaviour of the consumers in retailer.

In the current scenario of the market and different companies fighting to maximize their sale, impulsive buying is a topic getting recognized by most researchers and academicians, more importantly on how to gain a competitive advantage with the 'unplanned purchases' which result in maximum sales. This also substitutes the buying pattern of the purchasers and its unexpected buying behaviour involves studying decision making. As a reported to the CEO of Coca Cola, Mukhtar Kent, their 70 % of the sales depend on impulsive buying (Sangalang et al., 2017). So, to understand, such behaviour a study had to conduct to know in much depth, the working of the factor that influences impulsive buying.

2.1 Impulsive Behavior

Over the past decades, many authors started to identify the decisions or the factors that influence the buying decision of the consumers which can also change during the last moment (Parmar & Chauhan, 2016).

There are two major contributors that affect the impulsive buying behaviour namely, personal factors (Lo et al., 2016) and outlets' atmosphere factors (Husnain et al., 2019). Both factors have carried out most of the factors written by different authors in the past for impulsive buying.

Analyzing the boosting attitude, which is thinking about as a conflicting attitude over time, conclude that emotional decisions are a rational conditions. For this cause, boosting attitude is conflicted as part of an area where boosts purchasing is perceived to be "socially acceptable". This attitude may even be motivated and build up by marketing actions. Even its not simple to provide a direct explanation of boost buying, researchers in buyer attitude do agree on the cause that it is the rapid purchase, which is more or less thoughtful and unexpected, of a product which the personal did not need in advance (Bellini et al., 2017). This kind of buying is indicated, among other things, by a immediate impact that manages the steps of purchasing; the consumer feels strength full and strong enforcement, an excitement and incitement, a impression of starting good or bad, and a failure to get hold of into account the significant.

2.2 Personal Factors Influencing Impulse Buying Behavior

2.2.1 Emotions

Despite millions of years of evolution and the development of abstract thought and critical thinking, humans still rely heavily on emotions when making purchase decisions (Husnain et al., 2019). The role kind of role emotions play while making purchase decisions can't be ignored. As emotion plays a crucial role in any decision made by the consumers.

Lots of buyers look forward to their inner support to be satisfied by their social reciprocity, inborn to the purchasing experience. When they are in a psychological state that enforces them to compel useless buying, purchasers are frequently a lot anxious about their high emotions of pleasure, amusement, and delight beyond the thinking about the outcome financial aftermaths.

A research conducted by the University of Glasgow suggests that in reality all of our modern emotions stem from 4 core feelings; happy, sad, afraid/surprised, and angry/disgusted. These are the feelings that entitled us to live against difficulty. They are deep-rooted into our minds, and shouldn't be avoided while arranging products into the mind of the buyers. Different moods change the buying perspective of consumers, and moods are affected by the emotions of a person. A person's emotional state can make them buy unwanted buying, purchasers are frequently more anxious about making the consumer happy, delightful, and full of joy due to which consumers sometimes buy without thinking about the end bill for the products.

2.2.2 Time Availability

Time availability with a consumer is also an important factor which influences the impulse buying attitude. As earlier noted various circumstances can impact the buying addictions in a buyer's attitude. Among such factors include the available time with the consumer. There is a end and significant relationship between time availability and impulsive buying attitude of a consumer (Khan et al., 2015). Especially, lot of time accessible to an individual in purchasing circumstance, the higher will be the probability of the person to build boosts buyers. Based on various studies, it is find out that customers required time to buy more, and all this influence the encouraging purchasing attitude of the buyers. If they stay at a place for a longer time, they will look at more things in the outlet that will attract them toward those items, and they will be bound to buy the product. As noticed by (Foroughi et al., 2012; Underhill, 2009), the longer a customer stays in a store, the higher are the chances of impulsive buying.

2.2.3 Friends and Relatives

The one of the most significant factor which comes under the personal factors is the influence of the

friends and sometime the relatives. Moreover, most of the impulse shoppers get influenced by their friends while making purchase decisions. In certain cases colleagues also play a pivotal role to affecting the buyers during buying (Qureshi & Vakkassi, 2019). A relative or colleagues swing you towards producing a purchase just because they expect something will go good with you.

For example, they will boost you to buy a Saree or T-shirt because they imagine it looks superior on you. Based on certain judgments, relative, colleagues, friends and families can influence an individual's buying attitude. It has been observed that Retail is a setting that attracts people connected to each other, like family, relatives or acquaintances. These people encourage each other to perform impulsive buying. As reported to Parboteeah (2005), Individuals' buying improves in the influence of acquaintances and decreases in the company of colleagues and friends are more active regarding personal moneymaking Problem. In a collective people, society provides more importance to colleague requires than their own. So aforesaid a people, boosts purchasing improves in personally to purchase for their colleagues and friends.

2.2.4 Money Availability

In this study money availability refers to the amount an individual has while going for the shopping. The income level and the money available of a personal is a greater and relevantly giving factor to why a buyer attracts in unlimited purchasing. When a buyer has adequate investments at the time of buying, he/she will expand the buying binge to incorporate things that they hadn't designed for and those that they also don't required.

The availability of money tends to develop positive feelings in individuals which consequently lead to boots buying from the customers. Money opportunity can be explicate as collections which an individual detects to pay out while going to the market for shopping which can be a significant element in boosts purchasing (Beatty & Ferrell, 1998). Money plays as the most important factor in the process of impulsive buying while making a purchase in a retail outlet (Beatty & Ferrell, 1998). More money means more purchasing power, which in turn increases the demand for a product, creating more chances for impulsive buying. But for money availability, Demographic factor is very important.

2.3 Outlets' atmosphere factors influencing impulse Buying Behavior

2.3.1 Discount offers

'Sale', is a word that has attracted a large number of crowds towards any retail outlets for years. A very good driver for influencing impulsive buying, it is a part of Discount offers. This factor, if applied in a store to a particular section can attract a large number of customers.

2.3.2 Displays

A well decorated white colored store of apple, a store with Ronald McDonald outside its stores to attract India crowd to take photos, colorful displays, calm surroundings, all such factors contribute towards displaying a store in such a way so as to attract a large number of customers and encourage them for impulse buying attitudes.

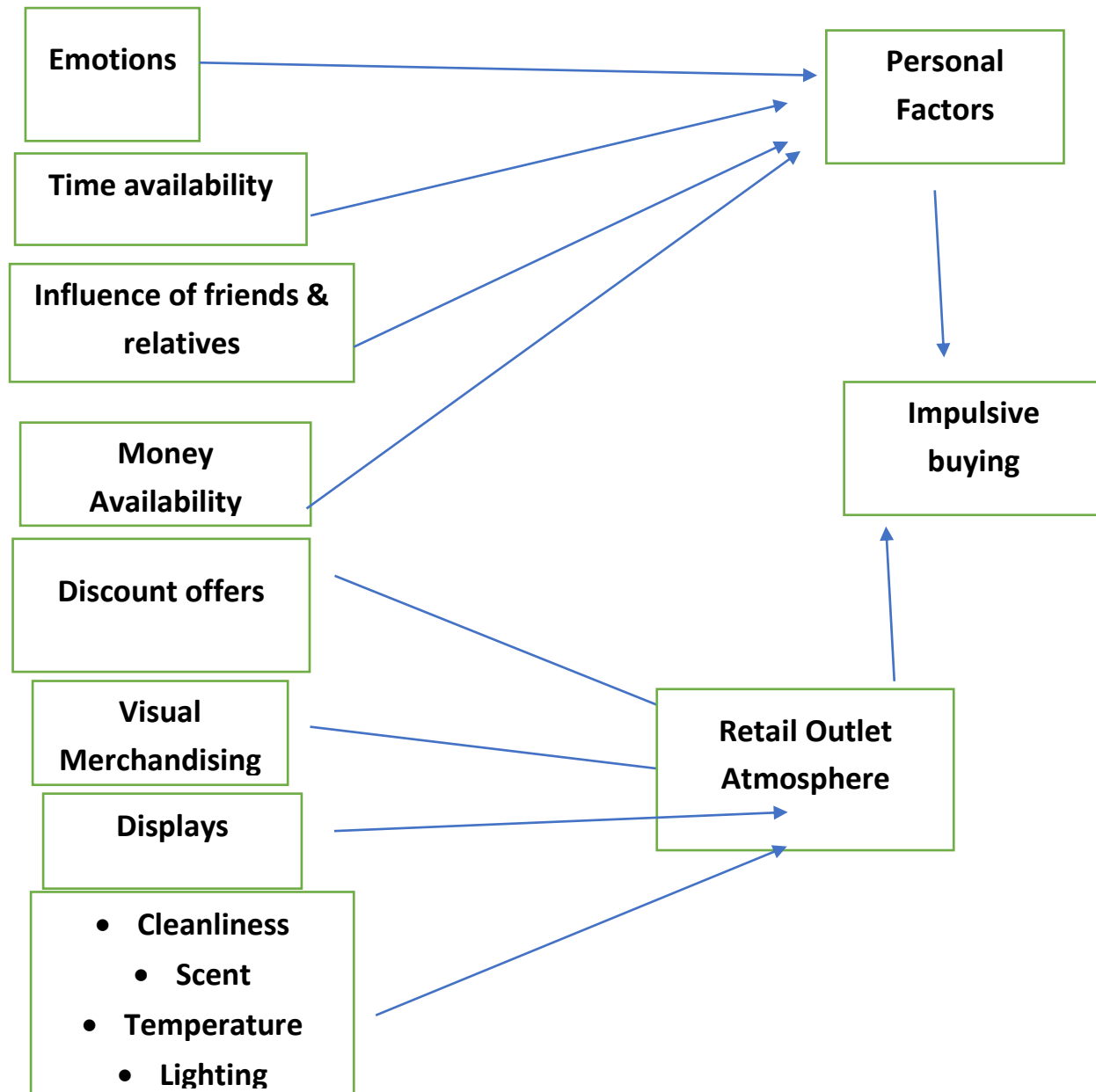
2.3.4 Visual Retailing

Visual retailing contributes to communicating the advantage of the product and standard to buyers. It is a move that is used by the retailers to improve the image of the product and grab proper attention and convince them to buy the products, thus contributing greatly towards impulsive buying.

2.3.5 Cleanliness, scent, Temperature & lighting

Clean appearance of a store creative a positive word of mouth towards that specific retail chain outlet which improves the atmosphere of the retail store. The scent is also a huge contributor towards a great positive factor for good image build-up for the retail outlet. Some scents are very attractive to most of the customers, which drag customers of different cultural backgrounds toward that particular store, in turn, increases the chances of impulsive buying. Temperature is a variable factor of the atmosphere of an outlet that leads to customer attraction. A pleasant temperature inside the retail outlet will retain the customer for a longer time, which increases the chances of impulsive buying. Lighting is an important factor that might cause excitement or dissatisfaction, depending on the type of lighting used. When a product is kept under proper lighting, customers are inclined to touch that product to check its quality (Areni & Ki, 1994).

3. CONCEPTUAL FRAMEWORK OF THE FACTORS INFLUENCING IMPULSIVE BUYING



4. CONCLUSIONS AND RECOMMENDATIONS

The major objective of this research was to identify the different factors that affect impulsive buying in consumers. In the past, many researchers have conducted research on these variables, but either personal factors were taken into considerations or the atmospheric variable. We did this research on both these factors to identify on a more specific detail with the information and with the help of the conceptual

framework that might help to understand the effect of the listed factors in a brief but better way.

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