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**A Study on consumer's mindfulness/awareness about Impulsive buying and
impact of various factors effecting impulsive buying.**

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ABSTRACT

This study attempts to know that people are mindful/aware about impulsive buying or not. It also important to know that which are the factors/ reasons due to which customers tends to impulse buy. People buy more things than they had planned to buy because of impulsive buying. The main objectives are to know whether people are aware of impulsive buying or not

and various factors effecting impulsive buying. The data for the study was collected through questionnaire. SPSS was used for the analysis of the responses so as to come to the conclusion.

Key words – Impulsive buying, mindful/ aware, factors, emotions, and unplanned

INTRODUCTION

Impulsive buying is the buying of a product in an unplanned manner. In other words, the person had not planned to purchase that product, i.e., they decided without any premeditation. Impulse buying is all about emotions and feelings rather than logic and planning. The person's sudden decision to purchase something is the result of suddenly seeing the product. Impulse buying may also be due to exposure to an extremely effective promotional message. Impulse purchases occur with a wide range of products. The consumer may suddenly decide to buy, for example, a chocolate, a pair of shoes, a scarf, some groceries, stationery etc. People often buy things which they did not plan to buy and hence they end up spending more money than they had thought of spending.

Impulsive buying is a common phenomenon and many people often impulse buy due to various reasons like impulsive buying nature, offers, discounts, attractive product etc. When the customers are in an emotional state that compels them to make unnecessary purchases, buyers are often more concerned about their greater feelings of amusement, delight, and joy without thinking about the aftermath of financial consequences. They feel happy and satisfied after buying certain extra product which they did not plan to buy. Thus this study will be helpful to know more about impulsive buying, factors affecting impulsive buying etc.

LITERATURE REVIEW

1. Jacqueline J. Kacen and Julie Anne Lee (2002) - Impulsive consumer buying behaviour is a widely recognized phenomenon in the United States. Impulsive buying behaviour is a sudden, compelling, hedonically complex purchasing behaviour in which the

rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information. Impulse buying is defined as “an unplanned purchase” that is characterized by relatively rapid decision-making, and a subjective bias in favour of immediate possession”. The objectives of the two studies were conducted to measure the influence of culture on consumers’ impulsive buying behaviour. The preliminary study concentrates on a parsimonious explanation of impulsive buying behaviour. The survey was administered to 706 students and non-students in four countries, two individualistic countries (Australia and United States) and two collectivist countries (Singapore and Malaysia). As part of a larger study, participants were asked to complete a questionnaire concerning. The study found that as hypothesized, the buying impulsiveness trait was more strongly associated with impulse buying behaviour for the individualist than for the collectivist groups. The results from our preliminary investigation indicate a stronger relationship between trait buying impulsiveness and impulsive buying behaviour for individualists compared to collectivists, which suggests that collectivists are less driven than individualists to act on their trait buying impulsiveness by making an impulse purchase. Our finding is consistent with other research that indicates the attitude-behaviour relationship is weaker in collectivist than in individualist cultures.

2. Piyush Sharma conducted a study on Impulse buying and variety seeking. Impulse buying and variety seeking are low-effort feelings-based behaviours, yet the similarities and differences in their socio-psychological origin are under-explored. Impulse buying is a sudden, compelling, hedonically complex purchase behaviour in which the rapidity of the impulse purchase decision precludes any thoughtful, deliberate consideration of alternatives or future implications (Rook 1987). This study uses the mall-intercept

approach to survey shoppers during a four-week period as they came out after shopping at a large shopping mall. It includes 760 initial contacts and out of these 321 (42%) shoppers agreed to participate. The results support the basic premise underlying this research. Both impulse buying and variety seeking have similar psychological origins but different socio-normative influences.

3. Melis Kaytaz Yigit (2020) – conducted a study on Consumer mindfulness and impulse buying behaviour: testing moderator effects of hedonic shopping value and mood. Mindfulness, a concept that has attracted attention both in daily life and in the academic field in recent years, focuses on the awareness of the “moment” that one experiences by adopting the “here and now” approach. This research is envisaged to examine the effects of hedonic shopping value, mood, and consumers’ mindfulness on impulse buying behaviour. The research aims to present the moderator role of hedonic shopping value and mood in the relationship between consumers’ mindfulness and impulse buying behaviour. This research is a quantitative descriptive study, the convenience sampling method was used due to time and cost constraints. The data were collected from 232 online questionnaires in three cities, Samsun, Trabzon, and İstanbul. The study found that the people with mindfulness tend to be less directed toward impulse buying behaviour that may arise as a result of any impulse since they can keep their current thoughts and experience under more control. Mindfulness people are aware of the impulses and actions they experience without judging them. s. Secondly, it was determined that the hedonic shopping value of people with low mindfulness has a significant moderator effect on their impulse buying behaviour.

4. Ruoh-Nan Yan, Molly Eckman, Hyo Jung Chang – conducted a study on Moderating effects of situational characteristics on impulse buying. This study aimed to investigate direct and indirect effects of apparel store environmental characteristics and consumers' positive emotional responses to the environment on impulse buying behaviour. Also, this study sought to examine how situational variables interact with consumers' positive emotional responses in influencing impulse buying behaviour. Survey data were collected using a store intercept method from 118 female consumers of an outdoor retail store in the western region of the USA. The study found direct effects of ambient/design characteristics on consumers' positive emotional responses and direct effects of consumers' positive emotional responses to the retail environment on impulse buying behaviour. Money availability and task definition moderated the relationship between consumers' positive emotional responses and impulse buying behaviour.

5. Impact of Store Environment on Impulse Buying Behaviour - Impulse buying is thus a spur-of-the-moment purchase with little thought (a shopper sees some candy and decides to buy on a sudden urge) while unplanned reminder buying is buying since the shopper forgot to put an item on her list (a shopper sees sugar in the store, remembers she is out of stock and buys it). We used a single-stage mall-intercept survey method to collect data using a process similar to previous studies. A total of 1478 shoppers were approached out of which 733 agreed to participate in the study, and after removing 13 incomplete questionnaires we had a usable sample of 720. It was found that store environment drives impulse buying behaviour through impulsive urge.

6. Mirela Mihić and Ivana Kursan (2010) – conducted a study on assessing the situational factors and impulsive buying behaviour: market segmentation approach. Impulsive buying behaviour is affected by a number of factors, from demographic, cultural and individual to environmental ones. The leading idea of this study is consideration of situational factors as “stimulators” of impulsive buying behaviour. Namely, the notion is that the consumer, who is determined by his/her personal characteristics, comes to a concrete shopping environment, which by its specific features will in some way influence him/her. The purpose of this study is to determine the correlation between situational factors and impulsive buying behaviour with the aim of separating an adequate number of different customer segments. This study was carried out on the sample of 180 respondents (supermarket shoppers) in the Split-Dalmatia County. In the selection of sample units, nonprobability and within it proportional quota sample were used. The questionnaire uses multiple choice structured questions and mostly five-point Likert scale. This research provides new comprehension of the correlation between situational factors and impulsive buying behaviour in the observed county in Croatia. The research results expressed by mean values of respondents’ responses reveal that most situational factors to some extent induce shoppers to buy on impulse, which to some extent differs from the expectations and the first hypothesis proposed. Therefore, hypothesis H1 is confirmed partially.

7. Dr. Satinder Kumar and Ms. Arshveer Kaur – conducted a study on Understanding Online Impulsive Buying Behaviour of Students. The marketers have always shown keen interest in the consumers. They try to understand the way the consumers think, feel and how they choose from the different alternatives available to them for example the product, brand, how and to what extent the consumers are influenced by the peer

groups, family, salesperson etc. through the knowledge of consumer behaviour. The objective of the study is to identify the factors affecting perception of the consumers towards online impulsive buying. Through structured questionnaire the data was collected from the students pursuing graduation and post graduation in commerce and business at various colleges of Chandigarh. The study found that The factors which were extracted were Personal behaviour, Situation at the time of purchase, Product Promotion, Ethical Issues and Suggestive factors. Impulsive buying behaviour leads to sudden desire of the consumer to make unplanned purchase after seeing the product online. There are different factors in the arena of impulse buying which have tremendous impact on it. The consumers differ from each other so their tendency to buy impulse is also different.

OBJECTIVES OF THE STUDY

- To know whether people are mindful/aware about impulsive buying
- To know whether people are engaged in impulsive buying or not.
- Factors affecting impulsive buying.

RESEARCH METHODOLOGY

In this study researchers had used descriptive method. Data for the study was collected by circulating the questionnaire to the various customers who purchases various products. Researchers took 50 respondents for this research.

Data Analysis and Interpretation

Table-1
Are you mindful / aware about impulsive buying?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	47	94.0	94.0	94.0
No	3	6.0	6.0	100.0
Total	50	100.0	100.0	

Interpretation – 47 out of 50 respondents said yes that means they are mindful about impulsive buying.

Table-2
How frequently have you purchased products more than you had planned to purchase?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	10	20.0	20.0	20.0
Occasionally	28	56.0	56.0	76.0
Rarely	11	22.0	22.0	98.0
Never	1	2.0	2.0	100.0
Total	50	100.0	100.0	

Interpretation – 10 respondents out of 50 respondents said that they have always purchased more than they had planned to buy. 28 respondents said that they have occasionally purchased products more than they had planned to purchase. 11 respondents said that they have rarely purchased more than they have planned and only 1 respondent has never purchased products more than planned to buy.

Table-3
How frequently you ended up spending more money than you originally set out to spend?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	21	42.0	42.0	42.0
Occasionally	12	24.0	24.0	66.0
Rarely	15	30.0	30.0	96.0
Never	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Interpretation – 21 respondents out of 50 respondents said that they have always ended up spending more than they had set out to spend. 12 respondents said that they have occasionally ended up more than they had set out to spend. 15 respondents said that they have rarely ended up spending more than they had set out to spend. 2 respondents have never ended up spending more than they had set out to spend.

Table-4
Is impulsive buying very common?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	68.0	68.0
	No	2	4.0	72.0
	May be	14	28.0	100.0
	Total	50	100.0	100.0

Interpretation – 34 respondents said that impulsive buying is common, 2 respondents said that it is not common and 14 respondents are not sure.

HYPOTHESIS

H0 - There's no significant mean difference for age wise mindfulness/awareness about impulsive buying.

H1 – There is a significant mean difference for age wise mindfulness/awareness about impulsive buying.

H0 - There is no significant mean difference between doing impulsive buying and age groups.

H1 - There is a significant mean difference between doing impulsive buying and age groups.

H0 – There is no significant mean difference between the factors/ reasons of doing impulsive buying and age groups.

H1 - There is a significant mean difference between the factors/ reasons of doing impulsive buying and age groups.

ONE-WAY ANOVA TEST

Descriptives

Reasons due to which impulsive buying takes place. [Discounts]

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	5.00	.000	.000	5.00	5.00	5	5
19 - 30	37	3.97	.986	.162	3.64	4.30	1	5
31 - 40	8	4.38	.744	.263	3.75	5.00	3	5
40 - 50	2	5.00	.000	.000	5.00	5.00	5	5
Total	50	4.14	.948	.134	3.87	4.41	1	5

ANOVA

Reasons due to which impulsive buying takes place. [Discounts]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.172	3	1.724	2.041	.121
Within Groups	38.848	46	.845		
Total	44.020	49			

Interpretation - Here the significance value is 0.121 which is more than 0.05, therefore the hypothesis is accepted.

Descriptive

Reasons due to which impulsive buying takes place. [Various schemes (buy 1 get 1 free)]

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	4.67	.577	.333	3.23	6.10	4	5
19 - 30	37	4.14	.918	.151	3.83	4.44	1	5
31 - 40	8	4.38	.744	.263	3.75	5.00	3	5
40 - 50	2	4.50	.707	.500	-1.85	10.85	4	5
Total	50	4.22	.864	.122	3.97	4.47	1	5

ANOVA

Reasons due to which impulsive buying takes place. [Various schemes (buy 1 get 1 free)]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.214	3	.405	.526	.666
Within Groups	35.366	46	.769		
Total	36.580	49			

Here the significance value is 0.666 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

Attractive_products

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.00	1.732	1.000	-1.30	7.30	1	4
19 - 30	37	3.65	.676	.111	3.42	3.87	2	5
31 - 40	8	4.00	.535	.189	3.55	4.45	3	5
40 - 50	2	3.50	.707	.500	-2.85	9.85	3	4
Total	50	3.66	.745	.105	3.45	3.87	1	5

ANOVA

Attractive products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.288	3	.763	1.407	.253
Within Groups	24.932	46	.542		
Total	27.220	49			

Interpretation - Here the significance value is 0.253 which is more than 0.05, therefore the hypothesis is accepted.

Descriptive

Factor – Various promotional activities

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	2.67	.577	.333	1.23	4.10	2	3
19 - 30	37	3.51	.961	.158	3.19	3.83	1	5
31 - 40	8	4.13	.641	.227	3.59	4.66	3	5
40 - 50	2	3.50	.707	.500	-2.85	9.85	3	4
Total	50	3.56	.929	.131	3.30	3.82	1	5

ANOVA

Factor – Various promotional activities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.035	3	1.678	2.071	.117
Within Groups	37.285	46	.811		
Total	42.320	49			

Interpretation - Here the significance value is 0.117 which is more than 0.05, therefore the hypothesis is accepted.

Descriptive

Factor/ reason - Impulsive_Buying_nature

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.33	.577	.333	1.90	4.77	3	4
19 - 30	37	3.92	1.090	.179	3.56	4.28	1	5
31 - 40	8	4.25	1.035	.366	3.38	5.12	2	5
40 - 50	2	4.50	.707	.500	-1.85	10.85	4	5
Total	50	3.96	1.049	.148	3.66	4.26	1	5

ANOVA

Factor/Reason - Impulsive_Buying_nature

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.497	3	.832	.744	.531
Within Groups	51.423	46	1.118		
Total	53.920	49			

Interpretation - Here the significance value is 0.531 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

Customers often buy things spontaneously

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.67	.577	.333	2.23	5.10	3	4
19 - 30	37	3.65	.949	.156	3.33	3.97	1	5
31 - 40	8	4.13	.354	.125	3.83	4.42	4	5
40 - 50	2	3.50	.707	.500	-2.85	9.85	3	4
Total	50	3.72	.858	.121	3.48	3.96	1	5

ANOVA

Customers often buy things spontaneously

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.606	3	.535	.714	.549
Within Groups	34.474	46	.749		
Total	36.080	49			

Interpretation - Here the significance value is 0.549 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

Customers often buy more things than customer had planned to buy

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.33	.577	.333	1.90	4.77	3	4
19 - 30	37	3.68	.818	.135	3.40	3.95	1	5
31 - 40	8	3.63	.916	.324	2.86	4.39	2	5
40 - 50	2	4.00	.000	.000	4.00	4.00	4	4
Total	50	3.66	.798	.113	3.43	3.89	1	5

ANOVA

Customers often buy more things than customer had planned to buy

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.570	3	.190	.285	.836
Within Groups	30.650	46	.666		
Total	31.220	49			

Here the significance value is 0.836 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

often_buy_things_which_were_unwanted_and_unplanned

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.67	.577	.333	2.23	5.10	3	4
19 - 30	37	3.68	.669	.110	3.45	3.90	2	5
31 - 40	8	4.13	.641	.227	3.59	4.66	3	5
40 - 50	2	4.00	.000	.000	4.00	4.00	4	4
Total	50	3.76	.657	.093	3.57	3.95	2	5

ANOVA

often_buy_things_which_were_unwanted_and_unplanned

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.470	3	.490	1.147	.340
Within Groups	19.650	46	.427		
Total	21.120	49			

Interpretation - Here the significance value is 0.340 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

You_usually_find_great_pleasure_in_shopping

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	4.00	1.000	.577	1.52	6.48	3	5
19 - 30	37	3.70	.996	.164	3.37	4.03	1	5
31 - 40	8	3.50	.756	.267	2.87	4.13	3	5
40 - 50	2	4.00	.000	.000	4.00	4.00	4	4
Total	50	3.70	.931	.132	3.44	3.96	1	5

ANOVA

You usually find great pleasure in shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.770	3	.257	.283	.837
Within Groups	41.730	46	.907		
Total	42.500	49			

Interpretation - Here the significance value is 0.837 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

Normally you love to shop no particular list in mind

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.67	1.528	.882	-.13	7.46	2	5
19 - 30	37	3.22	.886	.146	2.92	3.51	1	5
31 - 40	8	2.88	.835	.295	2.18	3.57	2	4
40 - 50	2	3.50	.707	.500	-2.85	9.85	3	4
Total	50	3.20	.904	.128	2.94	3.46	1	5

ANOVA

Normally you love to shop no particular list in mind

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.688	3	.563	.676	.571
Within Groups	38.312	46	.833		
Total	40.000	49			

Interpretation - Here the significance value is 0.571 which is more than 0.05, therefore the hypothesis is accepted.

Descriptives

When_you_shop_you_tend_to_impulse_buy

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18	3	3.33	.577	.333	1.90	4.77	3	4
19 - 30	37	3.49	.837	.138	3.21	3.77	2	5
31 - 40	8	3.75	.886	.313	3.01	4.49	2	5
40 - 50	2	4.50	.707	.500	-1.85	10.85	4	5
Total	50	3.56	.837	.118	3.32	3.80	2	5

ANOVA

When_you_shop_you_tend_to_impulse_buy

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.410	3	.803	1.158	.336
Within Groups	31.910	46	.694		
Total	34.320	49			

Interpretation - Here the significance value is 0.336 which is more than 0.05, therefore the hypothesis is accepted.

FINDINGS

1. The study found that impulsive buying is a common phenomenon.
2. The study found that impulsive buying is very common at certain places grocery store, stationery, apparel store etc.
3. The study found that many people do impulse buy.
4. The study found that many people buy more things than they had planned to buy.

5. The study found that many people do spend more money than they had planned to spend.

OBJECTIVE BASED FINDING

Objective	Finding
To know whether people are mindful/aware about impulsive buying	The study found that 47 respondents out of 50 respondents are mindful about impulsive buying.
To know whether people do impulsive buying or not	The study found that most of the respondents have done impulsive buying at some point or the other
Factors affecting impulsive buying.	There are various factors like discounts offered, offers like buy one get one free, impulsive buying nature etc which leads towards impulsive buying.

CONCLUSION

The study concludes that respondents are mindful/aware about impulsive buying and the customers often tend to buy the things which they didn't plan to buy. Thus, impulsive buying can be useful but can also prove costly. Thus, we conclude that people do buy things in an unplanned manner.

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