

External factors' influence on impulsive buying behavior

Influencia de los factores externos en el comportamiento de compra impulsiva

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ABSTRACT

There have been numerous factors relevant to inducing the impulsive buying behavior of consumers. In fact, a substantial quantity of studies has been made to have a better understanding which is perceived to be a branch of consumer behavior. To describe impulsive buying, researchers use the terms intentional and unintentional procuring. Impulsive buying is strongly associated with sudden urge and unplanned acquisition of products. The study focused on the external factors: promotional approaches, in-store display (window display), credit line, store characteristics, and sensation cues, the perceived crowd, and presence of peers and family factors. A quantitative study and questionnaire were used to collect data. The data was collected from one hundred sixty-two college students of Surigao del Sur State University. And results revealed that there was a favorable impact of the external factors on the impulsive buying behavior of consumers. Moreover, promotional factors were the most dominant factor that influences. But in entirety, these external factors most of the time influenced the impulsive buying behavior of the respondents. This paper is beneficial for marketers that creating effective promotional strategies will lead to their greater sales and ultimately greater profits when targeting the impulsive buying behavior of consumers. The study also encompasses valuable data to appreciate impulsive buying behaviors influenced by external factors that could be helpful and have applied drive that could recommend entrepreneurs with the valuable understanding that will permit them to formulate some features in marketing and promotional approaches that can be appropriate in their different business.

Keywords: impulsive buying, promotional approaches factor, credit line factor, store characteristics and sensation cues, perceived crowding.

RESUMEN

Ha habido numerosos factores relevantes para inducir el comportamiento impulsivo de compra de los consumidores. De hecho, se ha realizado una cantidad sustancial de estudios para comprender mejor lo que se percibe como una rama del comportamiento del consumidor. Para describir la compra impulsiva, los investigadores utilizan los términos de contratación intencional y no intencional. La compra impulsiva está fuertemente asociada con el impulso repentino y la adquisición no planificada de productos. El estudio se centró en los factores externos: enfoques promocionales, exhibición en la tienda (escaparate), línea de crédito, características de la tienda y señales de sensación, la multitud percibida y la presencia de pares y factores familiares. Se utilizó un estudio cuantitativo y un cuestionario para recopilar datos. Los datos se obtuvieron de ciento sesenta y dos estudiantes universitarios de la Universidad Estatal de Surigao del Sur. Y los resultados revelaron que hubo un impacto favorable de los factores externos en el comportamiento impulsivo de compra de los consumidores. Además, los factores promocionales fueron el factor más dominante que influye. Pero en su totalidad, estos factores externos la mayoría de las veces influyeron en el comportamiento impulsivo de compra de los encuestados. Este documento es beneficioso para los especialistas en marketing, ya que la creación de estrategias de promoción efectivas conducirá a mayores ventas y, en última instancia, mayores ganancias al enfocarse en el comportamiento impulsivo de compra de los consumidores. El estudio también incluye datos valiosos para apreciar comportamientos impulsivos de compra influenciados por factores externos que podrían ser útiles y han aplicado un impulso que podría recomendar a los empresarios con la valiosa comprensión que les permitirá formular algunas características en los enfoques de marketing y promoción que pueden ser apropiados en su diferentes negocios

Palabras clave: compra impulsiva, factor de enfoques promocionales, factor de línea de crédito, características de la tienda y señales de sensación, aglomeración percibida.

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Introduction

In the evolution of marketing, there have been numerous attempts to comprehend the different behaviors of consumers. Consumer behavior is one of the core focus of marketing and it is referred to as the diverse interface of effect and perception, behavior, and the environment by which human beings transpire the exchange of characteristics of their lives.

The vital arguments of this definition are the dynamic, interactive nature and the involvement of exchange relations in consumer behavior. It also confers with the emotions, feelings and thoughts of consumers with their involvements and associated activities in accordance to the environmental factors such as product information from formal or informal sources that affect all these variables. Understanding and describing consumer behavior and the preferences including decision process of consumers are the utmost substantial indicator of the purchasing decisions and one of the specific types of purchase is impulsive buying.

Impulsive buying is an instance when consumers involve on abrupt, influential, and insistent urges to acquire some commodities instantly. Also, it is purchasing things that might or might not be of necessity or that budget cannot afford. Impulse and non-impulse buying tendencies are differentiated by two factors. Firstly, impulsive purchases are completed in an unintentional means and in absence of a known purpose to obtain the commodities before going to the store. Secondly, it is a purchasing tendency which involves emotional responses which happen before, during, or after an impulse purchase.

Impulse buying has been known as a persistent phenomenon that is attributable to 50% of the entire procurement value (Foxall, Goldsmith, Brown, 1998). The tendency to buy impulsively has been serious by such market modernizations as cash machines, credit cards, online shopping, as well as home shopping networks. These innovations have made it easier for individuals to purchase as the whole activity can be accomplished with an improved speed. In fact, retailers consider impulse buying to be a substantial feature of business profitability, and this prompts them to make retail settings which boost these types of purchasing behaviors.

Nearly every individual has involved in the impulsive purchasing behavior in one or several spending instances. However, it is unfortunate as impulsive purchasing inclinations organize consequence into severe and, at times, undesirable costs. For instance, studies have indicated that impulsive buying is among the contributing factors to alcohol and drug addiction, eating disorders, teenage pregnancies, excessive spending, and criminal delinquency. Since the root causes of impulsive buying are yet to be uncovered, it has become necessary to research on the causes of this buying impuissance so that effective remedies can be formulated (Willig 2008, pp. 34-36).

The utmost common external factors consist of the price of the commodities, the discount being offered, virtual merchandising, and the attitude of the shop attendants. Further external factors include such factors as the floor design, window display, interpersonal triggers, situational triggers, and availability of the shopping coupons (Benson 2008, pp. 71-72). External factors of impulse buying refer to marketing cues or stimuli that are positioned and

controlled by the seller in an effort to entice consumers into purchase behavior (Youn and Faber, 2000). External Stimuli are associated to the shopping and the marketing environment. The shopping environments include the store size, atmosphere, design and formats while the marketing environment is the various sales and advertising activities. Buying impulses can be induced when a consumer encounters an appropriate visual stimulus, or some promotional stimuli (Piron, 1991).

The shopping area or the physical surrounding comprise: arrangement of equipment and merchandise within the store; over-all interior design – color, lighting, aroma, music, equipment, etc.; point of sale promotional material displays of merchandise (Mihić, 2002., p. 82.). In addition to this, the temperature and presence of other people in the surrounding (Coloma & Kleiner, 2005), i.e. social shoppers (Nicholls et al., 1997; Underhill, 1999; Luo, 2005; Zhuang et al., 2006.; Anić & Radas, 2006 (a); Virvilaite, 2009), mood (Rook & Gardner, 1993; Beatty & Ferrell 1998; Vohs & Faber, 2003; Herczeg, 2006), in-store stimuli, such as promotional techniques, shelf signs, end-of-aisle displays (Abratt & Goodey, 1990; Hart & Davies, 1996), conspicuous product display, product packaging (Silayoi & Speece, 2004) or limited supplies notices (Shuman, 2006) also play a role in stimulating the impulse buying.

Furthermore, the further time is available, the higher is the chance for unintended buying (Iyer, 1989; Iyer et al., 1989; Herrington and Capella, 1995; Nicholls et al., 1997; especially when there is no buying task (Beatty & Ferrell, 1998). Other additional buying motivators are the price discounts or sales (Parsons, 2003; Virvilaite et al., 2009); store accessibility and sales staff (Aylott & Mitchell, 1998) as well as the location (Hart & Davies, 1996).

Impulse buying behavior has been detected as one of the significant studies directed by marketers and researchers, as impulsive buying has becoming a predominant phenomenon nowadays. This consumer buying behavior has developed such a part of each individual's lifestyle that they do not realize or they are not even conscious that they are practicing it at times.

Currently, market rivalry is high, and all sorts of industries apply promotion in their activities and diverse marketing strategies to maintain retention of their clientele. Subsequently, stimulation of impulse purchasing in the market of various goods may develop a robust viable lead and a profitable basis of returns.

Consequently, it is substantial for industries to understand impulse buying behavior as it can aid in cultivating sales. The foremost objective of this study is to evaluate the external factors influencing consumers' impulse buying behavior. Later, assess if sub-factors of external factors suggestively influence. Additionally, to evaluate which of these factors provides great influence to the impulse buying behavior of the consumers. Moreover, to determine the type of impulse buying behavior the participants have.

This study will pay to the consideration involving the impulse buying phenomenon that happens in businesses. Accordingly, the findings would be advantageous to various entities such as retailers, consumers and future researchers which may be associated into this matter. The outcomes of this study will have a real-world purpose that may offer the entrepreneurs or industries with beneficial perceptions that will permit them to conceptualize some features of marketing and promotional strategies that they can apply into their own business.

Furthermost of the studies involving to impulsive buying have been concentrating on the definition and the measurement regarding this buying tendency. Studies geared toward the determination of the factors which trigger the drive to purchase impulsively are still light, and, therefore, impulsive buying is thus far to be fully studied (Warner 2011, pp. 11-13).

This study evaluates the behavior tendencies to buy impulsively and some of its most common stimulating factors. The study, consequently, addresses diverse classes of external factors which prompt impulsive buying.

Results and Discussion

The results provide information regarding the respondents' impulsive buying behavior influenced by external factors: promotional approaches, in store display (window display), credit line, store characteristics and sensation cues, perceived crowd, and presence of peers and family factors.

Table 1. Gender of the Respondents

Category	FREQUENCY	PERCENTAGE
Male	37	23%
Female	125	77%
Total	162	100%

Table 1 showed that out of 162 respondents, 37 were male students and 125 were female students. Among the college students, most enrolled were female.

Table 2. Age of the Respondents

RANGE	FREQUENCY	PERCENTAGE
Below 20 years	102	63%
21 - 30 years	58	36%
Above 30 years	2	1%
Total	162	100%

Table 2 showed that the ages above 30 years has the least number of respondents and the youngest range of below 20 years old has the greatest number of respondents. Usually, the students in college range from the youngest range because individuals who went to first year in college started with 16-17 years of age and least were those who went to college at the middle age because at that point, mostly, they have already finished their college degrees.

Table 3. Marital Status

CATEGORY	FREQUENCY	PERCENTAGE
Single	158	98%
Married	4	2%
Total	162	100%

Table 3 revealed that majority of the respondents were single because at an early age, in their culture, they were encouraged by their families to finish first their studies before getting married to give more emphasis and concentration with their ambitions in life in the future.

Table 4. Promotional Approaches Factors

Indicator	weighted mean	interpretation
1. Free product can be reason for my impulse buying.	3.11	most of the time
2. Products at discount induces me for impulsive buying	3.25	most of the time
3. Sale/Clearance entice me to look through the product and tend to buy it.	3.04	most of the time
4. "Buy 1 get 1" frequently attract me to buy things impulsively.	3.33	all the time
5. Demonstrations can induce my unplanned purchases.	3.00	most of the time
6. Celebrity endorsement of products induce mu impulsive buying.	2.88	most of the time
7. Product advertisements on TV Commercials induce my unplanned purchases	2.75	most of the time
FACTOR AVERAGE	3.05	most of the time

The table 4 presented that the respondents were most of the time influenced to buy impulsively when products are at discount, free, on clearance sale, on buy 1 get 1, on demonstrations, advertised and endorsed by celebrities. But amongst these promotional approaches, celebrity endorsements got the least weighted average.

Table 5. In Store Display Factors (Window Display)

Indicator	weighted mean	interpretation
1. I only visit shops because their window display is beautiful and eye catching.	2.96	most of the time
2. I pay attention to shop's window display.	2.89	most of the time
3. I am interested in shopping to attractive shop window display.	2.86	most of the time
4. I buy a product in effect of shop's window display.	2.80	most of the time
5. I feel compelled to enter a store when I see an interesting window display.	2.95	most of the time
6. I tend to rely on store displays when I make a decision to purchase.	2.89	most of the time
FACTOR AVERAGE	2.89	most of the time

The table 5 exhibited that respondents were most of the time influenced to buy impulsively products that are displayed in windows of shops beautifully and eye catching. They even are forced to enter the store when they see an interesting window display.

Table 6. Credit Line Factor

Indicator	weighted mean	interpretation
1. I use credit card to buy impulse.	1.73	never
2. I tend to buy impulse because of the availability of credit.	1.97	sometimes
FACTOR AVERAGE	1.85	sometimes

Table 6 showed that respondents never use and not influenced to buy impulsively using credit card. But sometimes they tend to buy impulsively if there is available line of credit.

Table 7. Store Characteristics and Sensation Cues

Indicator	weighted mean	interpretation
1. Overall ambience and atmosphere of the store is appealing so I buy more than planned.	2.77	most of the time
2. Beautifully done shelves attract me to buy a product.	2.83	most of the time
3. The music playing in the store affects my purchase intention.	2.72	most of the time
4. If I like the music inside the store my chances of buying become greater.	2.59	most of the time
5. Aroma inside the store influence me to do unplanned purchases	2.61	most of the time
6. The more time I spend touching the product, greater are my chances of buying.	2.76	most of the time
7. Friendly and skilled staff often convince me to buy a product I didn't plan to buy.	2.91	most of the time
FACTOR AVERAGE	2.74	most of the time

The table 7 showed that the respondents were most of the time influenced to buy impulsively if friendly and skilled staff of the store convince them to buy such products. The beautifully done shelves of the store, over all ambience and atmosphere, music playing inside the store, the aroma and the ample time to spend touching a certain product inside the store influenced them most of the time too. But amongst them the music inside the store got the least weighted mean to increase chances of buying more inside the store.

Table 8. Perceived Crowding Factor

Indicator	weighted mean	interpretation
1. Crowd inside the store influences me to do impulse buying.	2.60	most of the time
2. I often purchase more when the store is crowded.	2.49	sometimes
3. I feel motivated to buy in stores which are crowded.	2.46	sometimes
4. I buy things that is not in my list when I see the store crowded.	2.37	sometimes
FACTOR AVERAGE	2.48	sometimes

The table 8 showed that most of the time the respondents' impulsive buying behavior is influenced with the crowd inside the store.

Table 9. Presence of Peers and Family Factor

Indicator	weighted mean	interpretation
1. Companions accompanying me influence me to do unplanned purchases.	2.94	most of the time
2. When I am alone I make more unplanned purchases.	2.57	most of the time

3. I tend to make unplanned purchase if it is recommended by peer or family.	2.85	most of the time
4. Approval of my family, environment or friend is the most important thing for me on my impulse buying of goods and services.	3.04	most of the time
5. I like to get other's opinions before I buy a new product.	3.20	most of the time
FACTOR AVERAGE	2.92	most of the time

The table 9 exhibited that the respondents were most of the time influenced by other's opinion before purchasing a new product. They also as well were influenced by the approval of the family, environment, friends and companions. But the least weighted mean was they make more unplanned purchases if they were buying alone.

Table 10. Summary of the Degree of Influence of the External Factors

EXTERNAL FACTOR	weighted mean	interpretation
1. Promotional Approaches Factor	3.05	most of the time
2. In Store Form Display (Window Display)	2.89	most of the time
3. Credit Line factor	1.85	sometimes
4. Store Characteristics and Sensation Cues	2.74	most of the time
5. Perceived Crowding	2.48	sometimes
6. Presence of Peers and Family	2.92	most of the time
GRAND MEAN	2.66	most of the time

The table 10 bared the results that the respondents' impulsive buying behavior were most of the time influenced by the promotional approaches factor as well as the in-store display (window display), presence of the peers and family of the buyers and the store sensation cues factors. Sometimes, they were influenced by the perceived crowd factors and the credit line factor which gathered the least weighted mean this is because the respondents were students and they were not usually engaged with credit and most of them were still dependents by their parents' income.

Conclusions

In conclusion, the study on the external factors influencing impulsive buying behavior is important in increasing profit of sellers and shopping involvement of consumers. Impulsive buying is an abrupt and instantaneous procurement with no pre-shopping purposes either to purchase the specific product or to fulfil a specific purchasing task. The results of the study specify that credit card and perceived crowding sometimes influence and the promotional approaches, in store form or window display, store characteristics and sensation cues and presence of peers and family mostly influence the impulse buying behavior of consumers.

These influences of factors have developed to the swelling basis of information for sellers to aid them in their objective to prosper in the business world that is realizing anticipated returns. Business organizations should be aware of these influences because of its rampant incidences and effects to consumer's impulsive buying behavior.

The study divulged the consumers' impulsive behavior affected by external factors, the order of consideration among these factors including how they were affected as to their impulsive acquisitions and indeed, in totality, consumers most of the time considered the six external factors studied.

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