

Influence of In-Store Factors on Consumers' Impulse Purchase Decisions: A Study of FMCG Products in Nashik City

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Abstract

Among other developing countries, India is primarily a focusable market for rapid moving consumer products. Indian customers have a variety of options when it comes to purchasing FMCG products for their own use. Even in this modern era, consumer purchase decisions remain unpredictably unpredictable, making it more difficult to comprehend the consumable purchasing pattern. In this setting, Indian consumers have completely changed their shopping attitudes and behaviors, and as a result, retail companies have completely modified their marketing strategies to match the attitude and pattern of purchasing behavior toward the FMCG procurement trend.

Impulse purchase is generally coined as unplanned decision to purchase the product. Modern retailers have realized the role of impulse buying which contributes a valuable amount of revenue to their offer and is psychologically bounded towards the brand loyalty. In many circumstances consumers come across an emotional imbalance during shopping along with buying conflict, without thinking about the consequences of purchasing the product at the time. These entire situations may lead to impulsiveness in the behavior of the consumers during the shopping. Impulse purchase influenced by various variables is related to arouse the impulse purchase of customer such as demographic variables, product variables, situational variables and psychological variables.

The study explores the influence of In-store factors on impulse purchase decision with reference to fast moving consumer goods in Nashik City. Main objective of this study is to determine various factors influence the impulse purchase on FMCG goods, analysis the demographic factors in determining the purchase decision on FMCG products, analysis the impact of emotional, motivational and attitude of customer under impulse purchase towards FMCG products and identify the relationship of impulse variables using mediating testing. Primary data was collected directly from the respondents considering the impact of impulse purchase on FMCG product through a structured questionnaire that was distributed to 230 valid no. of respondent and completed by the respondents.

The findings bring interesting conclusion in this research paper that retailer wants to understand the needs, attitude and emotion pattern of customer once they enter into retail shop to purchase the consumer goods.

Keywords: Retail Mall, Impulsive Purchasing, Consumer Behavior, FMCG Products

1. Introduction

Impulse purchase is generally coined as unplanned decision to purchase the product. Modern retailers have realized the role of impulse buying which contributes a valuable amount of revenue to their offer and is psychologically bounded towards the brand loyalty. Rooks (1987) in his research point out that impulsive buying behavior “as a buyer experiences feel the quick decision, often leading and prevailing impel to purchase something instantly”. This definition was redefined by Beatty and Farrell (1998) who indicates that “a sudden and instant purchase with no buying intention either to purchase the same variety of product or to execute the exact buying idea or task”. This thought happens after understanding an urge to purchase the product and it force to be liable the impulsive environment without any reflections.

Piron (2007) identified that shoppers are occupied by stimulating the force of products and situations. Consumers generally not plan for buying in impulse situation, it take place so naturally and not be possible to predict by customer in earlier to the incidence in shopping. Many times the buyer knows only to purchase the product only at the spot of shopping. Even while to take decision to buy the product spontaneously, there may be many conflicts in the mind of customer, but customers are able to conquer such struggles and decide to purchase the product at the spot of shopping.

Psychological and social factors were studied to understand the impulse behavior of shopper. Murray's (2000) confirmed that impulsivity is the propensity to respond quickly. Often impulse buying is determined without attention of any benefits and uses of the product or services. In many research it is identified that the logic behind is the ability and intellectual thinking can be taking a lower priority and start up in the process of purchase decision making. Often the trend changed quickly and researchers understood that many factors influence the shoppers in the buying tendency and also shopper are covered under the theme of impulse buying and impulse buying is happening so frequently by retailer.

Impulse buying is subjective to number of factors like social economic fact, present environment, individual behavior, feelings, psychological, motivational, time and cultural variables

2. Objective of the Study

- 1) To learn about the different forms and features of impulse purchase behaviour
- 2) To examine the effects of situational emotional and motivational factors on impulse purchase

Decision.

3.1 Types of Impulse Purchase

Stern (1962) Says four types of impulse buying action occur during the shopping.

Pure Planned Impulse: Buyers deviate from the usual purchasing trend. This group of purchasers is heavily influenced by emotions, and their impulsiveness is at an all-time high. It occurs as a result of a desire to satisfy or because the product is unusual. The customer is not shopping for goods at all, but rather has a strong

emotional bond with the product at a low price, which is a common trigger for this type of category.

Reminder Impulse: When a product unexpectedly reminds customers that they require it for their purposes, there is already an unconscious desire for the product, implying that the buyer has prior awareness and intent to purchase the product. The reminder impulsive action can also remind people of a specific promotion, such as an advertisement or information that was previously noticed by shoppers at any point or location, prompting the buyer to take advantage of the opportunity to acquire items while shopping. The relationship between the reminder impulse and the suggestion impulse purchase is that the items are well known to the consumer in the first low appearance but not in the second low appearance.

Suggested Impulse: If the buyer first sees the product, he has a need to expand in the shopper that can only be satisfied by purchasing it. Although this purchase may turn out to be a balanced or useful option, it was not planned because the buyer had no prior knowledge of the items. The importance of imagery in the retail business is the main theme for product purchases.

Planned Impulse: Buyer enters shop with the goal of purchasing a product or a type of product, but has no option of product type, brand, size, or price. Instead of specific promotional offers and other stimuli such as discounts and offers, salespeople have an impact on purchasing decisions within the store. Takeout is the actual purchasing choice made at the moment of sale. This action distinguishes it from a planned purchase when a precise list of products is in mind, such as buying fruit juice rather than fruits.

3.2 Features of Impulse Purchase Behavior

Impulsive purchase have long relationship with buying behavior of customer, many of marketers know the strategy of bringing the customer attention at the point of purchase. Generally, the meaning behind impulse purchase is a unplanned buying activity without any intention. The decision to purchase is taken by the buyers swiftly without following the positive and negative aspects involved in the buying decision. Shoppers' are interested to buy the items or goods, because they are delighted and stimulated by various factors which make them to buy the items. Many studies continue to enlighten the distinct individualities impact in impulse buyers in detail. Many research results are same nature and commonly suggest result followed by previous research.

Buyers report a same set of personal attitude and feelings when they are involved in impulsive purchases. Consumers experienced the trend of buying through merchandise which is more appealing and fun. Buyers feel that they have more emotional feeling dominating them strongly when they are involved in impulse buying. The consumer's buying decision to purchase is pressing and it is seen as if a one and only chance to purchase that specified item. The environment was enjoyable and experienced a sense of self wakefulness and excitement because of such impulse activity. In case of instant purchase the consumers know the huge levels of contentment. The consumers are feeling to be pride and attitude to hold the particular product. The pertinence of the choice to purchase impulsively is augmented by the high level of urges developed within the shoppers mind. There is a possibility for post purchase frustration activity also.

In earlier days, impulse purchase concept was firstly observed in retail sectors. Generally the shoppers had the idea to get into impulsive purchases only after entering into retail stores and explore the merchandise displayed inside the stores. Stern studies clearly explained the features of four type of impulse buying activity such as pure, planned, and suggested and reminder impulse buying situations to cover the customer under the situation of impulse behavior of customers. This exciting action and result of impulse buying occupy the attention of many research scholars. Many researchers have indicated that impulsive behavior gets stimulated by hedonic appeal of creative strategy such as credit cards facility, offers, discounts, EMI facility and online marketing are more comfortable to increase the impulse purchases to a great extent. The emotional situations have also an impact on the purchase attitude. There is raise in stress level due to the buyers are regulated with their daily habit and an increase in the stage of enthusiasm and pleasure were also investigate. Situational factors like availability of time and money could increase the impulse buying activity in rapid. Differences in the psychological variables of buyers can also impact the mediating factors that support to influence impulse purchasing. In another aspect that customer behavioral variables could also have more effect where the buyers have positively as well as negatively aspects.

4. Literature Review:

Kang (2013) revealed in his study that the impulse buying decision process initiated under the situation of unplanned proceeding to acquire certain product which stimulus them, Stimulus will be the information search, alternative evaluation and short cycle in decision making process. Impulse buyers could be classifying into two types. The impulse buyers make their preference without any information search. Their buying behavior is lead to satisfy certain emotional thoughts and needs. The second types made the purchase decision on the kind of product information available. Impulse buyers buying decision was complete on the stop of impulse purchase happened but its impact will arise and exploit the profit of the purchase made on the retail shop.

Lim (2014) exposed that that shoppers are more exciting rather than rational during the surrounding of the retail format. Their study clear state that there was different nature in purchase consequence in the buying pattern. This pattern is determined by the culture and lifestyle of customer to force to purchase the products. A research concludes that the data about the purchase by various customer are in dissimilar social and culture habit. The research concluded that collectivist variables make to pressure in purchasing the product more than anything.

Koksalet *al.* (2015) carried out in his research in Delhi union territory as selected as sample study and find out the demographic factors. The research was depended on the primary data under the selective number of respondents is 250 count, through a structured questionnaire. The study revealed the findings as that individual buyers are consider and concluded that young and mid age customers are highly disposable amount towards the impulse buying. They motto behind the shopping is to feel the enjoyment state and pleasure during the shopping tendency. It makes them to spent a lot without any intention of usage of the product for their uses.

Yang et al. (2014) discussed how the ambient, design, and social aspects of a retail scenario, as well as consumer response, influence impulse purchase. They employed the Stimulus-Organism-Response model and hedonic incentive to

investigate the relationship between these qualities and buyers' responses to these variables. Consumers either directly or indirectly respond positively to these features of a retail environment, according to studies. Most other studies have found that consumer lifestyle is one of the most important factors influencing spontaneous purchases.

5. Research Design

This study is based on descriptive in nature. Descriptive research design is a study to describe the impulse buying behavior of buyer in store environment by analyzing more precise way. The purchase intention of the consumer was measured through questions that have revealed the influence of impulse buying behavior of the customer.

5.1 Sample Size: The study sample was selected on FMGC retail malls and organized FMGC retail shops at Nashik city. The structured questionnaire is distributed among the 250 respondents. Out of 250 samples 180 filled questionnaire are received. The response received from the respondent totaling to 180 numbers who belong to different educational, occupational and income group from the study area.

5.2 Primary data: In this study primary data was collected with the aid of a questionnaire. The Questionnaire contains a set of questions arranged in an order. The data collection was done using a questionnaire, which consisted of closed and open-ended questions

5.3: Secondary sources: In this study, the secondary data was collected from the previous records, magazines, published articles, submitted a thesis, the internet, etc.

6. Data Analysis & Interpretation

Table 1: Perceptions about Situational Factors

Situational Variables	Parameters	No. of Respondents	Percentages
Did you buy something that you had not planned	Yes	147	81.67
	No	33	18.33
Frequency of shopping	Twice a week	17	9.44
	Weekly once	21	11.67
	Twice a month	84	46.67
	Once in a month	58	32.22
Ratio of buying out of total bill	Maximum	12	6.67
	Very high	32	17.78
	High	116	64.44
	Low	14	7.78
	Very low	6	3.33

Do you purchase more products during the festival season	Yes	136	75.56
	No	44	24.44
Behavior and guidelines of sale person will induce impulse buying	Strongly agree	98	54.44
	Agree	68	37.78
	Neutral	6	3.33
	Disagree	3	1.67
	Strongly disagree	5	2.78

(Source: Primary Data)

The study signifies the types of purchased made by the respondents, 81.67 percent of the respondents feel that most of the product purchased was not planned in advance, it clearly indicate that pure impulse purchase have more chances towards the customer shopping cart. Majority of the respondents 46.67 percent visit shopping twice in the month for their family requirement to fulfil. More than 75 percent respondents are buying more products beyond the shopping list, it reflects in exceeding in total bills they decided for their month budget.

Table 2: Perception about Emotional factors

Emotional Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.
Product smell, color and design will influence to buy the FMCG product.	7.92%	9.78%	10.71%	29.04%	42.55%	3.88	0.92
Popularity and innovations of product increases recall value and helps in buying tendency	7.45%	9.94%	17.39%	24.38%	40.84%	3.81	0.97
Need for touch will bring to the impact in my buying decision	10.40%	14.7% ⁵	13.66%	38.66%	22.52%	3.48	0.96
Changing shopping trend such as	19.57%	34.01%	23.76%	15.22%	7.45%	2.56	0.86

teleshopping, online shopping environment act as major factor in buying decision.							
I spend more time in the store looking around, if I like the ambience and the back ground sounds	41.61%	32.76%	15.68%	6.68%	3.26%	1.97	0.76
I choose only those stores to shop which have eye catching window display	37.73%	25.31%	18.94%	10.09%	7.92%	2.25	0.71
I prefer shopping only to through those outlet where I have loyalty cards	36.18%	25.16%	17.86%	11.0% ²	9.78%	2.33	0.81
shopping companion will influence in purchase decision	18.94%	11.80%	16.61%	27.48%	25.16%	3.28	0.79
Buying is a way of reducing stress in my daily life.	32.92%	23.14%	25.78%	9.78%	8.39%	2.37	0.89
Personality are influence me to purchase the product	42.86%	33.54%	15.22%	4.81%	3.57%	1.92	0.87
Social media will affect	13.66%	9.94%	26.09%	17.24%	33.07%	3.46	0.81

me to buy the product							
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(Source: Primary Data)

The above table explained that the mean for emotional performance ranges from 1.92 to 3.88 during the study among the respondents. Mean value of 3.2 denote that respondents believed that social media and companion will influence in purchase decision. The highest mean score of 3.81 and 3.88 expressed that innovations will increase the buying tendency and smell, color and design will influence to buy the FMGC product by the respondents. On the lesser mean value of 1.92 the respondent's feels that personality are not influence in the purchase decision.

Table 3: Perception about Motivational factors

Motivational Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.
Special occasion motivate me to buy the FMCG product	11.75%	13.25%	9.79%	37.80%	27.41%	3.55	0.98
Comments of Reference group to motivate me to buy.	47.29%	34.19%	10.99%	5.12%	12.41%	2.81	0.81
Emotional attachment with product is a motivational factor to buy product	3.16%	4.07%	8.43%	35.99%	48.34%	4.22	1.01
Various promotional activities regarding product motivates to buy the products	3.61%	7.08%	10.39%	35.69%	43.22%	4.07	0.99
The more information about a product are motivate to buy the product	3.01%	4.82%	7.68%	33.89%	50.60%	4.24	1.02

style of a product to motivate me purchase the product	35.99%	27.56%	20.03%	10.24%	6.17%	2.23	0.79
Motivation by accompanying persons prompts me to buy.	10.09%	12.95%	11.14%	32.83%	32.98%	3.65	0.89

(Source: Primary Data)

It is portrayed from the above table that the mean value towards motivational variables influences the impulse activities involved by the respondents. Mean value ranges from 2.23 to 4.24 identified from this study. It is clearly identified that high range score mean of 4.24 indicate that more information about a product are motivate to buy the product by the respondents. Lowest value of mean range 2.23 identified that style of a product will not motivate the respondent to buy the product. Various promotional activities mean value of 4.07 will influences the impulse buying behavior of the respondents

7. Research Findings

- Most of the respondents purchased the product without pre-planned 76.05% list of shopping items. It indicates that the purchase decisions are influenced at the time of shopping. Most of respondents visit the shopping mall once in the month 38.55% to fulfil the month larger requirement for their families. These types of customer are highly focused and admire by impulse activities in the shop. Few of the respondents are visit the mall twice a week, they are not interested to follow the shopping list for the month wise, and this customers are not focus towards the impulses activities.
- The study found that high level of unplanned purchased has happened during the shopping, it clearly indicate that 31.48% of total bill will exceed highly apart from the actual budget they decided for the purchase. Customers are not able to purchase only planned items strictly while they enter into shopping malls. Most of the customers preferred only a particular shopping mall for their shopping activities and monthly visit 34.49 % of customer visit the particular mall for various conveniences.
- The study revealed that behavior and guide lines of sale persons 44.30% will not support to customer for purchase the product and will not induce the impulse buying behavior. Most of customers did not get support from sales persons 44.30 % (disagree) during their shopping time. Their buying decision is decided by the visibility of the production the shelf.
- Results from the study highlights that emotional and psychological factors play a vital role in every customer. If the retailer touches this variable they can easily cover the customer and increase the sale brackets. Most of the customers feel that they are ready to buy the product at first sight attraction towards the product. Retailers should utilize this opportunity and new product and product should display in store promotional, it trigger the emotion sentiments of the customers.

- Most of customers are engaged in unplanned purchase or impulse purchase to satisfy their emotional needs and feelings. Retailers want to trigger the emotional and sentimental feeling of customer once they entered into retail shop. Store appearance, store image, product display are the major variables will influence these feel from the customer.

8. Conclusion

There is a big opportunity for the marketers and retailer that the majority of the customer are not know the concept of impulse buying. Customers purchase the product in the artificial environment created by the retailer in the name called as impulsive action. This impulse action should be covered with acceptable, honorable action, ethical manner, social acceptance and positive information and rightly guided to the valuable customer. Impulse action will create customer into loyalty bound towards the retail shop.

This research studies analyses the influence variables of in store factors on impulse purchase behavior on retail sectors dealing with the fast-moving consumer product. From the findings and suggestion in this study, researcher strongly identified that the customers are major sources to selling their products by the retailer. Retailer wants to understand the needs, attitude and emotion pattern of customer once they enter into retail shop and make the customer to feel that they not only buy the product apart from the customer occupied the value added services or support indirectly influenced by retailer in the name of customer relationship with them. This will induce the customer to have the positive store image and be loyalty towards the retail shop. The cumulative increase in visiting the store will induce to browsing the in store is likely to increase impulse buying and as well as increase the sales.

Apart from this retailer want to concentrate on mass merchandise strategies such as store display, parking facilities, in store promotion, advertisement, offers, discounts, low price, convenient store layout, friendly sale staff, product variety, enhancement of in store browsing, latest product, new product and arrivals displays, easy to access the product, quick billing system, fulfil the social needs, hedonic motives, store cleanliness, emotional triggering store environment, lighting, perfumes, customer relationship, restroom and lift facilities will influence the buyer towards the impulse purchase. If the customer think the store have positive image towards its activity this will reflect in the sales and revenue. Retailers want to continually need to improve all the variables and needs to inspire the customer to create the impulse buying. The variables which are recommended are not new to this study, most of the impulse study fundamentally concluded towards this factor. But the retailer wants to continuously investigate and try to improve according to the latest trend of buyer. Finally, the retailer wants to understand the needs and wants of customer and it should be fulfilling before they expected.

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