

Factors Influencing Impulsive Buying Behavior of Consumers: Evidence from Bhatbhateni Superstore

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Abstract

This study examines the factors influencing impulsive buying behavior among consumers at Bhatbhateni Superstore. Impulse buying, defined as spontaneous and unplanned purchases, has gained significant attention due to its impact on consumer behavior and retail strategies. The study identifies various internal and external factors, such as store atmosphere, browsing behavior, layout, promotions, time availability, and money availability, that contribute to impulsive buying tendencies. A quantitative research approach, utilizing a descriptive design, was adopted, with data collected from 140 consumers through a structured questionnaire. The results revealed significant positive relationships between impulsive buying behavior and all the factors under investigation. Among these, in-store browsing showed the strongest correlation with impulsive buying. The findings support the rejection of all null hypotheses, indicating that each factor significantly influences impulsive buying behavior. These insights are valuable for retailers in designing store environments and promotional strategies aimed at enhancing impulse purchases. The study contributes to the understanding of impulsive buying behavior, particularly within the context of a superstore setting in Nepal.

Keywords: *Impulsive buying behavior, Consumer behavior, Bhatbhateni superstore, Store atmosphere, Promotions, In-store browsing.*

1. Introduction

The buying behavior of people can be classified into two types such as planned buying and unplanned buying. An impulse buying or impulse purchase is a decision to buy a good or service on the spur of the moment. It is defined as spontaneous, immediate purchase without pre-shopping

intentions either to buy a specific product category or to fulfill a specific buying task (Beatty & Ferrell, 1998). Impulse purchases can be anything, including new goods, samples, or well-known products at unusually low prices. When impulse buyers have the need to buy, without looking for details or considering alternatives, they make a buying decision. Then, after the purchase on impulse, customers can experience positive or negative outcomes through the post purchase assessment. Some products purchased on impulse are not deemed functional or appropriate in the lives of the purchasers, and they experience dissonance as a result of their purchase. Consumers are influenced in this process by internal and external factors that cause their buying behavior by impulse (Tinne, 2011).

The rapid increase in impulse buying could be a part of the cultural transformation associated with changes in consumer buying habits like that of decrease in future-oriented, planned buying, and an increase in present-oriented which lead to impulse buying. It is important to understand what drives people to buy items impulsively and whether or not they regret the bulk of their impulse purchases (Khin, 2019). Highly impulsive buyers are more likely to act without thought, to be emotionally drawn to the item, and to seek instant gratification. These customers are often unconcerned about the possible negative effects of their behavior. Consumers' shopping habits have shifted drastically, and impulse buying has emerged as a highly visible behavior. In this context, the role of impulse buying plays a significant role for modern retailers and hence for researchers (Wanjugi, 2012). One of the trends ongoing in consumer behavior is the incidence of impulsive buying throughout the world. This in particular is fascinating to marketers because they play around with consumer emotions and trigger them to buy their products. Increased disposable income, the independence of youth consumers, joint family structure shrinking to nuclear size, exposure of a customer to hundreds of promotional messages every day, shopping in a supermarket environment, and other factors may all contribute to the prevalence of impulsive buying (Pradhan, 2016).

Nowadays, the way of people shopping is changing. They want a much more comfortable atmosphere in the shopping superstore. They enter superstores because they are prepared to make more frequent purchases with a clear strategy and specific products. Frequency of visiting super shop increases the rate of unplanned that is impulse purchase. A lot of factors like specifically planned, generally planned, substitute products are involved to this nature of impulse buying which is a problem for consumers as well as shop owners. Researcher has found that consumer's impulsive buying behavior or irrational decision making is common among supermarket, but what

factors trigger such decision among consumers is a less explored question in Nepalese supermarket. Thus this study tries to find out the factors that directly influence the impulsive buying behavior of consumers in the Bhatbhateni supermarket.

2. Objective of the Study

To examine the relationship between each influencing factors and impulsive buying behavior of consumers in the Bhatbhateni superstore.

3. Literature Review

Hadjali et al. (2012) found that impulse buying notably impacts apparel purchases. The study identified factors like promotions, shopping environment, gender, irritability, and personality traits. It showed that in-store stimuli, credit cards, and sales staff influence buying decisions. Using the big five personality test, the result showed that personality features have incredible impact on impulse buying behavior except for the products at discounts. Ekeng, Lifu, and Asinya (2012) found that demographic characteristics significantly influence impulse buying. Female shoppers tend to engage in impulse buying more often than males, especially due to their attraction to expensive products. Younger shoppers, particularly teenagers, are more prone to impulsive purchases compared to older adults, as they have fewer responsibilities and less concern about spending. Additionally, higher income and education levels encourage impulsive buying, as consumers become more spendthrift and are motivated by social status. The study suggests that consumers should prioritize their goals and manage expectations to avoid unplanned purchases.

Bhushan and Agarwal (2018) studied impulsive buying behavior among urban consumers in Delhi/NCR, finding that consumers with expressive personalities and a pleasure-seeking tendency are more likely to buy impulsively. Retailers should target these consumers using specific color combinations to enhance expressiveness and pleasure-seeking behavior, while other traits like emotional stability and conscientiousness can be addressed through promotions. The study also explored the impact of visual merchandising, showing that window displays, mannequins, floor merchandising, and in-store promotions influence impulse buying, though the correlation is weak. Retailers should focus on effective visual merchandising to attract more impulse buyers. Jamal and Lodhi (2015) examined factors influencing impulse buying behavior in Karachi's superstores, focusing on internal and external variables. The study found that hedonic motivation and shopping environment have the most significant impact on impulse buying. Credit cards, promotional

schemes, visual merchandising, and gender also affect impulse buying, with gender showing a negative influence. The study concluded that hedonic motivation has the strongest positive correlation with impulse buying, while credit cards and promotional schemes have the weakest relationship.

Vishnu and Raheem (2013) studied factors influencing impulse buying behavior for FMCGs in Larkana, Pakistan, aiming to identify key variables affecting impulse purchases. The research found that Pakistani consumers are more likely to buy impulsively when offered complementary products and price discounts in stores. Factors such as income level, window displays, and visual merchandising significantly influence consumer behavior, with a well-decorated, pleasant store environment and colorful surroundings playing a key role in driving impulse purchases. Akyuz (2018) explored the triggers of impulse buying behavior among Turkish consumers in supermarkets. The study found that sales promotions, credit card use, and both positive and negative moods positively influence impulse buying. However, demographic factors like age, gender, and education level showed significant differences, while income level and marital status did not. Interestingly, credit card usage negatively impacted impulse buying, while income level had the strongest positive association with impulsive purchasing behavior. Alauddin et al. (2015) examined consumer impulse buying behavior in selected supermarkets in Bangladesh. The study identified several factors influencing impulse purchases, including in-store atmosphere, point-of-purchase displays, product characteristics, store size, and availability of branded goods. These factors, along with discounts and packaging, contribute to unplanned buying behavior. The research also found that the frequency of supermarket visits affects impulse buying, as consumers often make purchases not initially planned or listed.

Cho, Ching, and Luong (2014) studied the factors influencing impulse buying behavior among Vietnamese consumers in supermarkets, distinguishing between direct and indirect factors. The research found that in-store browsing and a positive consumer mood are the strongest predictors of impulse buying. Consumers in a good mood tend to explore more areas of the store and bring others along, which enhances their excitement and positive reaction to the shopping environment and products. Arthur, Owusu, and Boateng (2020) investigated the determinants of impulsive purchasing behavior among Ghanaian shoppers. The study found that three out of five variables had a significant impact on impulsive buying behavior. It supported the theory that store environment, salespeople, and sales promotions influence impulsive buying. The results revealed that shoppers in two medium-sized malls in Ghana showed strong impulsive buying tendencies,

with salespeople, store environment, and promotions being the most important predictors of this behavior. Ahad et al. (2015) studied the factors influencing impulse buying behavior, focusing on window displays, in-store environment, and promotional signage. The results showed that all three factors positively affect impulse buying behavior. Among them, the in-store environment had the strongest influence on consumers' impulse buying tendencies. The study suggests that enhancing the in-store environment could effectively trigger impulse buying, leading to increased sales and profits. Ezekiel (2015) studied impulse buying behavior and demographic factors among University of Calabar students in Nigeria. The findings revealed a positive relationship between gender and impulse buying, with mood also influencing purchasing behavior. Additionally, the research showed a positive link between age and impulse buying, with younger consumers feeling less risk when spending. The study highlighted that women were particularly influenced by products such as jewelry and cosmetics. Aragoncillo and Orus (2017) conducted a study comparing impulse buying behavior in online and offline settings, exploring the impact of social media. The results showed that offline channels slightly encourage more impulse purchases than online channels. However, motivating factors like convenient payment, increased variety, and personalized reviews had a stronger impact on online impulse buying. The study found that Facebook and Instagram had a high penetration rate and significantly influenced impulse purchases, while Twitter had less impact. Additionally, shoppers of clothing and accessories on the internet viewed social media as a key motivator for their buying decisions. Aumentado, Siochi, and Domingo (2017) studied factors affecting impulsive buying behavior in clothing across different age generations in District IV of Cavite. The study found that people tend to be less impulsive when shopping alone, but are more likely to make impulse buys when in a positive mood, have more time to shop, and money available. Product characteristics, price, and promotions also contributed to impulsive clothing purchases. The research showed that affordable clothes, promotions, and attractive window displays triggered impulse buying across age groups. Additionally, the study highlighted the strong influence of money availability on unplanned purchases, with Baby Boomers showing no significant impact from fashion trends or negative moods. Hussain and Ali (2015) studied the effect of store atmosphere on consumer purchase intention in international retail chain outlets in Karachi. The research found that atmospheric factors like cleanliness, scent, lighting, and display/layout positively influenced consumers' purchase intentions. However, music and color were found to have an insignificant impact on consumer purchasing decisions.

4. Methodology

The research methodology of this study follows a structured approach to explore the factors influencing impulsive buying behavior in Bhat-Bhateni superstore. A quantitative research approach was employed to gather data, using a descriptive research design that focuses on defining the research goal, developing data collection methods, and reporting findings. A sample size of 140 consumers was selected through convenience sampling, given the time constraints and academic nature of the study. Primary data was collected using a structured questionnaire, which was self-administered to the respondents. Statistical tool such as mean, standard deviation and correlation analysis were applied to process and interpret the data, using SPSS and Microsoft Excel. The study also included a pilot test to ensure the reliability and validity of the questionnaire. The research relied on a primary data sources, with the questionnaire structured around classification questions and Likert scale responses to analyze the factors behind impulsive buying behaviors.

Hypothesis

In order to fulfill the objectives of the study, following are the research hypothesis that has been formulated:

- Ho₁: There is no significant relationship between in-store atmosphere and impulsive buying behavior of consumers.
- Ho₂: There is no significant relationship between in-store browsing and impulsive buying behavior of consumers.
- Ho₃: There is no significant relationship between store layout and impulsive buying behavior of consumers.
- Ho₄: There is no significant relationship between promotions and impulsive buying behavior of consumers.
- Ho₅: There is no significant relationship between time availability and impulsive buying behavior of consumers.
- Ho₆: There is no significant relationship between money availability and impulsive buying behavior of consumers.

5. Results and Discussion

5.1 Demographic Characteristics

Table 1: Demographics Characteristics of Respondents

Gender	Respondents	Percentage
Male	62	44.3

Female	78	55.7
Total	140	100
Age Group		
Up to 25 years	27	19.3
26-35 years	100	71.4
36-50 years	11	7.9
Above 50 years	2	1.4
Total	140	100
Occupation		
Student	15	10.7
Employee	26	18.6
Business	96	68.6
Unemployed	3	2.1
Total	140	100
Monthly Family Income		
Up to Rs. 25,000	6	4.3
Rs. 25,001-Rs. 50,000	34	24.3
Rs. 50,001-Rs. 75,000	28	20
Rs. 75,001-Rs.100,000	27	19.3
Above Rs. 100,000	45	32.1
Total	140	100

Descriptive Analysis

a) In-store Atmosphere

Table 2: Distribution by In-Store Atmosphere

Statements	Min	Max	Mean	S.D.
Bhat-Bhateni has pleasant store environment (air conditioning, cleanliness) which makes my shopping comfortable.	1	5	4.04	0.666
I like the in-store fragrance and sweet, fresh food etc.	1	5	3.57	0.824
Soothing music at the store makes my shopping experience pleasant.	1	5	3.72	0.922
The lighting used in the store allows me to examine the products clearly.	1	5	3.96	0.821
Average score			3.8232	0.59335

Table 2 presents the distribution of responses related to the in-store atmosphere at Bhat-Bhateni. The store's environment, including air conditioning and cleanliness, was rated the highest, with an average score of 4.04, indicating that customers find the environment comfortable and conducive

to shopping. The in-store fragrance and fresh food received a moderate rating of 3.57, suggesting a neutral to slightly positive response. Soothing music also had a positive effect, with an average score of 3.72, although responses varied more widely compared to the other factors. The lighting, which allows customers to examine products clearly, scored 3.96, reflecting a generally positive view of the store's lighting. The overall average score for all factors is 3.8232, indicating a generally favorable opinion of the in-store atmosphere, with a relatively low level of variation in responses, as shown by the standard deviation of 0.59335.

b) In-store Browsing

Table 3: Distribution by In-Store Browsing

Statements	Min	Max	Mean	S.D.
I decide what to buy only after I look around the store.	1	5	3.59	0.951
I tend to purchase additional product even if it is not in my shopping list.	1	5	4.15	0.719
More I spent time in the browsing, the more chance to buy things.	1	5	3.84	0.976
I buy things that catch my eye when I pass by.	1	5	3.66	0.92
Average score			3.8107	0.6576

Table 3 presents the distribution of responses related to in-store browsing behavior. The statement "I decide what to buy only after I look around the store" received an average score of 3.59, suggesting that customers generally take time to browse before making purchase decisions. The statement "I tend to purchase additional products even if it is not in my shopping list" scored higher at 4.15, indicating that many customers are inclined to make impulse purchases. The statement "The more I spend time browsing, the more chance I have of buying things" received a score of 3.84, reflecting a moderate tendency among customers to purchase more as they browse. "I buy things that catch my eye when I pass by" was rated 3.66, suggesting that visual stimuli also play a role in purchase decisions. The overall average score for in-store browsing behaviors is 3.8107, indicating that, on average, customers are somewhat likely to engage in browsing behavior that influences their purchases, with a moderate level of variation in responses as reflected by the standard deviation of 0.6576.

*c) In-store Layout***Table 4: Distribution by In-Store Layout**

Statements	Min	Max	Mean	S.D.
Product display is well-managed at Bhat-Bhateni.	1	5	3.77	0.752
I can easily find what I am looking for.	1	5	3.49	0.933
I am attracted to buy product that has eye-catching display.	1	5	3.51	0.754
Product presentation attracts me to buy more.	1	5	3.54	0.817
Average score			3.5786	0.56349

Table 4 presents the distribution of responses related to the in-store layout at Bhat-Bhateni. The statement "Product display is well-managed at Bhat-Bhateni" received an average score of 3.77, indicating that customers generally perceive the store's product display as organized. The statement "I can easily find what I am looking for" scored slightly lower at 3.49, suggesting that while the layout is somewhat effective, some customers find it slightly difficult to locate items. "I am attracted to buy products that have eye-catching displays" received a score of 3.51, indicating a moderate tendency for customers to be influenced by visually appealing displays. The statement "Product presentation attracts me to buy more" scored 3.54, reflecting that product presentation does have some impact on purchase behavior. The overall average score for in-store layout is 3.5786, showing a generally positive but somewhat mixed view of the store's layout, with a low level of variation in responses as indicated by the standard deviation of 0.56349.

*d) Promotions***Table 5: Distribution by Promotions**

Statements	Min	Max	Mean	S.D.
Promos such as buy one get one become my reason to buy.	1	5	3.47	0.909
I am attracted to the discount and offers provided in the products.	1	5	3.75	0.858
I often buy product when there is seasonal offer.	1	5	3.35	0.936
I prefer to go shopping when there is card discount or cash back schemes.	1	5	3.24	0.981
Average score			3.4536	0.75065

Table 5 presents the distribution of responses related to the impact of promotions on purchase behavior. The statement "Promos such as buy one get one become my reason to buy" received an average score of 3.47, suggesting that while some customers are influenced by such promotions, it is not a strong driver for all. The statement "I am attracted to the discount and offers provided in

the products" scored higher at 3.75, indicating that discounts and offers have a relatively strong appeal for customers. The statement "I often buy products when there is a seasonal offer" received a score of 3.35, reflecting a moderate tendency among customers to make purchases during seasonal sales. "I prefer to go shopping when there is card discount or cash back schemes" was rated 3.24, suggesting that such offers have a relatively lower impact on customer behavior compared to other promotions. The overall average score for promotions is 3.4536, indicating a moderate influence of promotions on customer purchase decisions, with a relatively low level of variation in responses as shown by the standard deviation of 0.75065.

e) Time Availability

Table 6: Distribution by Time Availability

Statements	Min	Max	Mean	S.D.
I spend more time to look through products when shopping at day time.	1	5	3.56	0.916
The longer in store, the more opportunities to buy additional products.	1	5	3.72	0.937
I take additional time to buy things when there is holiday or extra time.	1	5	3.6	1.03
If I have enough time, I spend longer time at store to buy.	1	5	3.66	0.994
Average score			3.6357	0.7553

Table 6 presents the distribution of responses related to the impact of time availability on shopping behavior. The statement "I spend more time to look through products when shopping during the day" received an average score of 3.56, indicating a moderate tendency for shoppers to spend more time browsing during the day. "The longer in-store, the more opportunities to buy additional products" scored 3.72, suggesting that extended shopping time increases the likelihood of impulse purchases. The statement "I take additional time to buy things when there is a holiday or extra time" received a score of 3.6, reflecting that customers are likely to spend more time shopping during holidays or when they have extra time. "If I have enough time, I spend longer time at the store to buy" scored 3.66, indicating that having more time influences shoppers to extend their visit and make more purchases. The overall average score for time availability is 3.6357, suggesting that time availability moderately influences shopping behavior, with a relatively low level of variation in responses as indicated by the standard deviation of 0.7553.

f) *Money Availability***Table 7: Distribution by Money Availability**

Statements	Min	Max	Mean	S.D.
I can buy anything I like as I have good source of income.	1	5	3.34	1.001
I tend to buy without plan when I have cash or balance in debit or credit card.	1	5	3.53	1.00
I tend to carry extra cash when I go shopping.	1	5	3.69	0.936
I have strong budget for buying products.	1	5	3.24	0.862
Average score			3.4482	0.65391

Table 7 presents the distribution of responses related to the impact of money availability on shopping behavior. The statement "I can buy anything I like as I have a good source of income" received an average score of 3.34, indicating that while some customers feel financially comfortable, it's not a strong driver of their purchasing decisions. "I tend to buy without a plan when I have cash or a balance on my debit or credit card" scored 3.53, suggesting that availability of cash or credit encourages some impulse buying. The statement "I tend to carry extra cash when I go shopping" received a score of 3.69, reflecting that many shoppers bring extra money with them, potentially for unplanned purchases. "I have a strong budget for buying products" scored the lowest at 3.24, indicating that not all shoppers have a strict budget when it comes to shopping. The overall average score for money availability is 3.4482, which suggests that while money availability influences buying behavior, the effect is moderate, with some variation in responses as shown by the standard deviation of 0.65391.

Correlation Analysis

Correlation analysis is a statistical method used to evaluate the strength and direction of the relationship between variables, showing how changes in one variable relate to changes in another. The variables for analysis: impulsive buying behavior and its factors are denoted as follows:

IBB = Impulsive Buying Behavior (Dependent Variable)

IA = In-store Atmosphere (Independent Variable)

IB = In-store Browsing (Independent Variable)

IL = In-store Layout (Independent Variable)

PN = Promotions (Independent Variable)

TA = Time Availability (Independent Variable)

MA = Money Availability (Independent Variable)

Table 8: Correlation Matrix

	IBB	IA	IB	IL	PN	TA	MA
IBB	1	0.259**	0.668**	0.438**	0.219**	0.551**	0.479**
IA		1	0.335**	0.405**	0.197*	0.298**	0.294**
IB			1	0.407**	0.196*	0.528**	0.366**
IL				1	0.224**	0.360**	0.375**
PN					1	0.248**	0.115
TA						1	0.418**
MA							1

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Table 8 shows the correlation matrix between the dependent variable, impulsive buying behavior, and several independent variables, including in-store atmosphere, in-store browsing, in-store layout, promotions, time availability, and money availability. The analysis reveals several significant relationships between impulsive buying behavior and these variables. For instance, there is a positive correlation of 0.259 between impulsive buying behavior and in-store atmosphere, with a p-value of 0.002, indicating a significant relationship. In-store browsing shows a stronger correlation of 0.668, with a p-value of 0.000, signifying a strong and significant impact on impulsive buying behavior. The in-store layout also positively influences impulsive buying behavior with a correlation of 0.438 and a p-value of 0.000, further emphasizing its significance. Promotions exhibit a moderate correlation of 0.219 with impulsive buying behavior, and the relationship is still significant, with a p-value of 0.009. Time availability and money availability both show strong positive correlations (0.551 and 0.479, respectively), with p-values of 0.000, signifying their significant influence on impulsive buying behavior. These findings collectively highlight that various in-store factors, including the atmosphere, browsing opportunities, layout, promotions, time, and money availability, all significantly contribute to impulsive buying behavior.

Summary of Hypothesis

Table 9: Summary of Results of Hypothesis Testing

Hypothesis	P-value	Remarks
Ho ₁ : There is no significant relationship between in-store atmosphere and impulsive buying behavior of consumers.	0.002	Reject

Ho ₂ : There is no significant relationship between in-store browsing and impulsive buying behavior of consumers.	0.000	Reject
Ho ₃ : There is no significant relationship between store layout and impulsive buying behavior of consumers.	0.009	Reject
Ho ₄ : There is no significant relationship between promotions and impulsive buying behavior of consumers.	0.000	Reject
Ho ₅ : There is no significant relationship between time availability and impulsive buying behavior of consumers.	0.000	Reject
Ho ₆ : There is no significant relationship between money availability and impulsive buying behavior of consumers.	0.000	Reject

6. Conclusion

In conclusion, this study aimed to investigate the factors influencing impulsive buying behavior at Bhat-Bhateni Superstores, focusing on various in-store factors such as atmosphere, browsing, layout, promotions, time, and money availability. The research employed a quantitative approach, utilizing descriptive research design and a sample of 140 consumers selected through convenience sampling. Primary data were collected using a self-administered questionnaire, and statistical tools, including correlation and regression analysis, were applied to analyze the data. The findings revealed significant positive relationships between impulsive buying behavior and all the independent variables, with in-store browsing showing the strongest correlation. The study confirms that factors like in-store atmosphere, layout, promotions, time, and money availability have a significant impact on impulsive buying decisions. These results led to the rejection of all null hypotheses, as the p-values for each relationship were below the significance threshold of 0.05, affirming the relevance of these factors in driving impulsive buying behavior. The findings provide valuable insights for retailers to design their store environment and promotional strategies to stimulate consumer impulse purchases effectively.

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