# Antecedent of Consumer Impulsive Buying Behavior:

# A perspective of Developing Nation

Udgam Mishra[1]
*shreeudh@gmail.com*

## Abstract

*Impulsive buying concerns the unplanned decision made by consumers before buying any items. Recognizing the factors that influence consumer's impulsive buying behavior aids retail stores to understand consumer's decision-making process and accordingly help them design and develop courses of action. However, few studies have only been conducted in this area in context of developing nation. The purpose of this study is to identify the factors that influence impulsive buying behavior and the vital factor amongst them. After collecting 141 valid responses, the study validated the proposed conceptual model using structural equation model. AMOS 26 was used to analyze the data. Data were analyzed in two-fold: Measurement model and structural model. Three items were covaried to reach the optimal model fit revealing hedonic value and shopping enjoyment significant influence on impulsive buying. This research contributes to the knowledge about the relationship among hedonic value, marketing stimuli, shopping enjoyment and social interaction with impulsive buying behavior.*

**Keywords**: impulsive buying, hedonic value, marketing stimuli, shopping enjoyment, social interaction

## Introduction

Consumers have become more conscious about the consequences of impulsive buying as it has turned out to be a habit (Farah & Ramadan, 2020). Consumer's decision-making in general isn't based on in-depth exploration of information and customary, if incase every purchase are rational would develop to become monotonous and boring with no scope for entertainment and freshness to buyer (Sofi & Nika, 2017). Impulsive buying is a poorly conceived, prematurely expressed, unduly risky or inappropriate to the situation that often results to

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[1] Mr. Mishra is currently working as Lecturer at Mahendra Morang Adarsha Campus, Biratnagar, Tribhuvan University, Nepal

undesirable consequences (Daruna, & Barnes,1993) and consumers annually spend on an average of $5400 on food, clothes, household items and shoes impulsively (Iyer et al., 2019). Impulsive buying is viewed as irresistible, less deliberate and arousing pattern in comparison to planned and rational buying (Dhandra, 2020).

More than 80% of college students in Kathmandu ranging age group of 18-25 years, are impulsive buying latest trends and modern gadgets (Mainali et al., 2016). The growing independency of young consumers, increased disposable income, increased number of shopping centers and supermarkets, transformation of joint family into nuclear size, exposure of numbers of promotion messages, online retail access, easy reach to ATM and point of sales facilitating debit and credit card option, impulsive buying has amplified in Nepalese market (Pradhan, 2018). The study even adds Nepalese consumers are conscious regarding their impulsive buying and factor that backups the behavior, considerably popular behavior amongst Nepalese customers but buying is situational which might change according to environment. Retail outlets in Nepal design the shop's outlay, shelving and branding to promote impulsivity and has been tremendously in fashion (Shrestha, 2018) but many customers confirmed greater post-purchase dissonance after impulsive buying (Fellow et al., 2020).

Many researches on impulsive buying have been conducted in developed countries like USA, Canada, England and gaining popularity in developing economies like China, Korea, India, though not a new subject in Nepal, only few studies have been concentrated (Pradhan, 2018). Studies related to impulsive buying behavior have focused on variables namely impulsive buying traits (IBT) by Rock and Fisher (1995) (Shahjehan & Qureshi, 2019; Farid & Ali, 2018), available finance (Pradhan, 2018; Badgaiyan & Verma, 2015), shopping enjoyments (Atulkar & Kesari, 2018; Badgaiyan & Verma, 2014) and marketing stimuli (Iyer et al., 2019; Shrestha, 2018). Past studies have significantly examined the relationship between impulsive buying with personality traits, culture and store stimuli (Miao et al., 2020), but this study formerly focuses on the influence of predictors namely social interaction, shopping enjoyment, hedonic value and marketing stimuli on impulsive buying behavior. Hence, the first objective of this study is to identify the influence of hedonic value, marketing stimuli, shopping enjoyment and social interaction on impulsive buying and secondly to explore the most significant predictor that effect impulsive buying. The results and findings from this study will be a foundation for academicians and practitioners regarding the factors that influence impulsive buying in Nepal. It will work as an indicator to formulate new policies to attract and convert customers to buy impulsively.

**Conceptual Framework and research Hypothesis**

The present study uncovers the association between impulsive buying behavior with hedonic value, marketing stimuli, shopping enjoyment and social interaction. A conceptual framework is presented in Figure 1 and the discussion on literature to support formulated hypothesis are presented below:

**Hedonic Value**

Bloch & Richins (1983) defines hedonic value as individual behavior that are characterized by heightened arousal, excitement, adventure and entertainment. The intrinsic value of customers is related to fun and leisure motives and customers with strong hedonic values may not be satisfied with functional aspects of shopping (Khare, 2011). Customers hedonic value strongly and positively effects the consumer's urge to buy impulsively (Zheng et al., 2019). In a study conducted by Dey & Srivastava (2017) examined the relationship between hedonic motivation and impulsive buying where novelty, praise from others, fun, escapism and social interaction collectively formed the hedonic motivation, reveals a positive and significant influence on impulsive buying. Consumers with high impulsiveness concentrates on hedonic value (Zhang et al., 2018). Based on above discussion, following hypothesis has been proposed:

*H1*: Hedonic value positively affects consumer's impulsive buying behavior.

**Marketing Stimuli**

Marketing stimuli such as discounts price, promotion, store ambience and merchandize (Park et al., 2012) is the degree of persuasion offered by marketing communication mix (Abratt & Goodey, 1990). Promotional signage has a significant influence on impulsive buying (Shrestha, 2018). Sales promotion has a positive and significant influence on impulsive buying and even some consumer justify impulsive buying the result of their considerable savings (Miao et al., 2020). A study conducted by Akram (2018) examines the moderating role of sales promotion reveals significant and strong moderator between website quality and online impulsive buying, whereas telepresence and social presence has significant influence over marketing or product stimuli (Shen & Khalifa, 2012). Based on above discussion, the study proposes following hypothesis:

*H2*: Marketing stimuli positively affects consumer's impulsive buying behavior.

**Shopping Enjoyment**

A viable motivational construct that has not been empirically linked to shopping behavior (Forsythe & Bailey, 1996) is defined as pleasure one obtains in shopping process (Beatty & Elizabeth Ferrell, 1998). Consumers visit recreational stores to enjoy and to remove their strains and negative emotions which defines the positive and significant association of shopping enjoyment with impulsive buying (Atulkar & Kesari, 2018).Shopping for every consumer are not an enjoyment but view it as a strict economic perspective of acquiring a product, additionally a chore, necessary evil or unpleasant task filled with frustration and anxiety (Kim & Kim, 2008). Thus, this study hypothesized that:

H3: Shopping enjoyment positively affects consumer's impulsive buying behavior.

## Social Interaction

Social interaction has been studied widely in sociology, psychology and in communication is defined as the exchange between two parties where there is mutual acknowledgement of shared relationship, conversational exchange and focused attention by both parties on exchange (Hall, 2018). Social interaction enhances the relationship and communication between individuals is significantly associated with impulsive buying behavior (Dey & Srivastava, 2017). If family members and friends accompany an individual while shopping, individuals loose negative sense towards buying and is boosting factor for impulsive buying (Prashar et al., 2015). Tariq et al., (2020) examines the moderating role of social appeal in online impulsive buying behavior reveals a significant effect on impulsive buying. Based on above literature, following hypothesis is proposed:

*H4*: Social Interaction positively affects consumer's impulsive buying behavior.

## Methods and Materials

To examine the proposed model and hypothesis for the study, data were collected from online survey using google forms. For the collection of data, the researcher used closed-ended structural questionnaire. The questionnaire consisted of two main sections, including demographic data (Age, gender, occupation, marital status and education) and four latent constructs (hedonic value, marketing stimuli, shopping enjoyment and social interaction). After the data were collected, structural equation modeling (SEM) using Amos 26 was used to test the proposed hypothesis. The researcher tests the hypothesis in two-step procedure suggested by Gerbing and Anderson. The first section examines the measurement model followed by structural model in second section. Cronbach's Alpha, confirmatory factor analysis, exploratory factor analysis and item-to-item correlation is used in measurement model and structural model involves verifying the goodness of the fit model.

## The Measures

The measurement scale used in the study is adapted from previous studies and scale contained multiple items. The items to measure social interaction (SI) were adapted from Dey & Srivastava (2017): SI1, I like to observe others in the store; SI2, Shopping with others is a good way to enhance friendship; SI3, I like to go shopping with others; SI4, I feel comfortable going shopping with friends. Shopping enjoyment (SE) was adapted from Atulkar & Kesari (2018) and Badgaiyan & Verma (2014): SE1, Shopping is a fun and enjoyable activity for me; SE2, I obtain pleasure to buy something attractive; SE3, I like to shop in relaxing and refreshing store environment; SE4, Shopping is a waste of time. Hedonic value was adapted from Kim & Kim (2008); HV1, Compared to other things I could have done, the time spent shopping was truly enjoyable; HV2, This shopping trip was truly a joy; HV3, I enjoyed this shopping trip for its own sake, not just for the items I may have purchased; HV4. Marketing stimuli were adapted from Badgaiyan & Verma (2015): MS1, If I see discount price, I tend to buy impulsively; MS2, If I see an interesting promotional offer (reduced price, sales etc.) on in-store signs, I tend

to buy; MS3, I am more likely to make an unintended purchase if the product has a sale or clearance sign; MS4, I usually visit stores at sales offers.
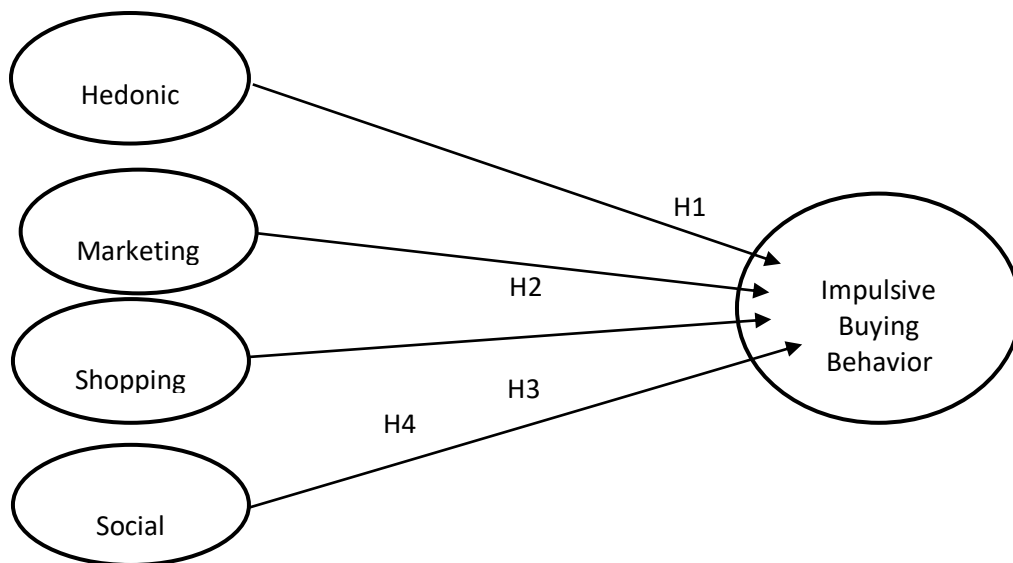


Figure 1. Proposed Model

**Sampling and data collection**

A google docs form was attached with an invitation to participants via different social media namely Facebook, Twitter and Instagram. A convenience sampling of 200 respondents in Eastern Part of Nepal was invited to participant in the survey. A 141 valid questionnaire were received, indicating 70.5% percent return rate.

## Result and Discussion

Out of the total respondents, 68.1 percent of the respondents were male and 54.6 percent of the respondents held a master degree or above. Furthermore, 80.1 percent of the respondents belonged to age group of 26-35 years, 62.4 percent were unmarried and 67.4 percent had a government job. Sample characteristics are shown in Table 1.

**Table 1.** *Sample Characteristics*

| Demographic | Characteristics | No. of respondents | Percent |
|---|---|---|---|
| Gender | Male | 96 | 68.1 |
| | Female | 45 | 31.9 |
| Age | Below 25 | 18 | 12.8 |
| | 26-35 | 113 | 80.1 |
| | 35-50 | 10 | 7.1 |
| Marital Status | Married | 53 | 37.6 |
| | Unmarried | 88 | 62.4 |
| Education | Bachelors | 64 | 45.4 |
| | masters or above | 77 | 54.6 |
| Occupation | Government | 95 | 67.4 |
| | Private | 46 | 32.6 |

## Measurement Model

The squared multiple correlation (SMC) is the functional communalities and canonical correlations between observed variable and common factors (Jackson & Tweed, 1980), reflects the value of each predicting variable, shows the reliability of measurement and the variance percentage that can be explained by the latent variable i.e. $R^2$ which is shown in Table 2. SMCs value in Table 2 shows that each variable is higher than criterion value of 0.5. Likewise, the value of Cronbach's Alpha for each construct ranged from 0.79 to 0.92, which are higher than the threshold value of 0.7 that applies good internal consistency reliability of the measurements.

The convergent validity of each constructs in the study should meet following three conditions (Fornell & Larcker, 1981): (a) Factors loadings must be significantly greater than 0.5, (b) Composite reliability must be greater than 0 and (c) Average value extract must be greater than 0.5. The value of factor loadings in this study were above the threshold value of 0.50 (ranging 0.63 to 0.89) and CR value ranged from 0.64 to 0.88 that is higher than threshold value of 0.5. Finally, the value of AVE of constructs ranged from 0.76 to 0.83 which is also higher than the threshold value of 0.5. Table 2 summarizes the reliability and validity of constructs. The Discriminant validity is calculated by comparing the correlation between the constructs and the square root of AVE and is indicated if the AVE of each multi-item construct is greater than the shared variance between constructs. The square roots of variable AVE value were greater than the correlation values demonstrating acceptance of discriminant validity. The correlation and AVE of the study are presented in Table 3.

## Structural Model

The proposed structure model was studied with covariance matrix and was estimated using the maximum likelihood using AMOS. The overall fit indices of the structure model (CMIN/df = 2.50, AGFI = 0.901 and RMSEA = 0.07) were acceptable. But, GFI was 0.88 which is slightly lower than the threshold value of 0.9, CFI was 0.91 which is above the threshold value of 0.9.

To get the optimal model fit, this study covaried HV2 to MS7, MS1 to IMB3 and SE3 to SI1. Four hypotheses were proposed for the study and *t*-statistics were generated for all the paths using Amos to measure the significance level. In this model, hedonic value and shopping enjoyment have direct influence on impulsive buying behavior, with path coefficients of *0.651 (t = 9.279, p < 0.001), 0.286 (t = 3.429, p < 0.001),* respectively, thus supporting Hypothesis H1 and H3. However, the data showed that marketing stimuli (*t = .816, p < 0.05*) and social interaction (*t = -1.651, p < 0.05*) were insignificant in terms of impulsive buying behavior and therefore Hypothesis H2 and H4 are not supported.

**Table 2**: *Reliability and validity constructs*

| Constructs | Items | Factor Loadings | SMCs | Cronbach's Alpha | CR | AVE |
|---|---|---|---|---|---|---|
| HV | HV1 | 0.874 | 0.619 | 0.814 | 0.88 | 0.80 |
| | HV2 | 0.804 | 0.526 | | | |
| | HV3 | 0.639 | 0.864 | | | |
| | HV4 | 0.906 | 0.792 | | | |
| MS | MS1 | 0.720 | 0.816 | 0.796 | 0.80 | 0.77 |
| | MS2 | 0.832 | 0.618 | | | |
| | MS3 | 0.895 | 0.762 | | | |
| | MS4 | 0.851 | 0.691 | | | |
| SE | SE1 | 0.859 | 0.767 | 0.823 | 0.82 | 0.80 |
| | SE2 | 0.897 | 0.831 | | | |
| | SE3 | 0.624 | 0.913 | | | |
| | SE4 | 0.830 | 0.763 | | | |
| SI | SI1 | 0.824 | 0.626 | 0.874 | 0.70 | 0.83 |
| | SI2 | 0.886 | 0.832 | | | |
| | SI4 | 0.782 | 0.723 | | | |
| IMB | IMB1 | 0.757 | 0.786 | 0.927 | 0.64 | 0.76 |
| | IMB2 | 0.679 | 0.805 | | | |
| | IMB3 | 0.856 | 0.763 | | | |

**Table 3:** Squared correlations matrix of constructs

| Constructs | HV | MS | SE | SI | IB |
|---|---|---|---|---|---|
| HV | **0.8944** | | | | |
| MS | 0.324 | **0.8774** | | | |
| SE | 0.537 | 0.608 | **0.8944** | | |
| SI | 0.396 | 0.574 | 0.516 | **0.9110** | |
| IB | 0.727 | 0.355 | 0.572 | 0.299 | **0.8718** |

In the context of impulsive buying behavior, higher hedonic value consumers will spend more time on shopping as they feel it enjoyable. As consumer find shopping truly joyful, consumers enjoyed shopping trips for its own sake not more for purchase of items. Likewise, consumers don't get tempted towards shopping if they find discounts offers. Additionally, consumers of Eastern Nepal are price sensitive because they don't purchase items of their choice even it has offers.

Consumers find shopping as fun activity and feel pleasure while buying items that are attractive to them. Often, they tend to shop in the location where the environment is relaxing and refreshing whereas, they don't prefer visiting stores just for observation. Furthermore, Eastern Nepal consumers don't find comfort while shopping along with friends.

| Hypothesis | Effect | P value | t-value | Remarks |
|---|---|---|---|---|
| H1 | HD-IMB | 0.001 | 9.297 | Supported |
| H2 | MS-IMB | 0.415 | 0.816 | Not Supported |
| H3 | SE-IMB | 0.001 | 3.429 | Supported |
| H4 | SI-IMB | 0.099 | -1.651 | Not Supported |

## Conclusion

The results from this study offers crucial understandings for academic researchers and practitioners to formulate policies and strategies. This study has reestablished the understanding that hedonic value and shopping enjoyment affects consumer's impulsive buying behavior in developing economies. The study found a significant and positive relationship between hedonic value, shopping enjoyment and impulsive buying behavior in Eastern part of Nepal. H1 and H2 hypothesis, both were supported by the statistical analysis. The findings shows the positive significant relationship between hedonic value and the impulsive buying behavior, similar to the findings of Zheng et al., (2019) and Dey & Srivastava (2017). Consumers with high intrinsic sense of excitement and fun often make impulsive purchase while shopping. In accordance to the view point of Nguyen Tat et al., (2016), shopping enjoyment positively and significantly influence the consumer's impulsive buying behavior. If the retail stores facilitate with relaxing and refreshing environment, consumers become high and turns into buying impulsively. To a retail store decorating and furnishing is a short-term expense but a long-term impression.

The findings of hedonic value and shopping enjoyment serves as the important predictor of which hedonic value has the high influencing value. The other two factors namely marketing stimuli and social interaction didn't have significant impact on impulsive buying. Consumers of Eastern Nepal aren't much affected by promotional activities and surely don't find shopping in group enjoyable impulsively. Thus, this study provides the impact of hedonic value, marketing stimuli, shopping enjoyment and social interaction on consumers impulsive buying behavior. Amongst the constructs, hedonic value and shopping enjoyment have positive and significant influence on impulsive buying whereas marketing stimuli and social interaction fails to significantly influence the impulsive buying. To the surprise of the researcher, marketing stimuli couldn't motivate impulsive buying contrasting with the study of Pradhan (2018) whereas, social interaction has a moderating impact on impulsive buying behavior Mainali et al., (2016).

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