



# Consumer Shopping Behaviour in Relation to Factors Influencing Impulse Buying: A Case of Superstores in Karachi, Pakistan

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## Abstract

The significance of understanding impulse purchasing in retail stores was first acknowledged in the marketing literature over fifty years ago. Impulse purchase illustrates any purchase, which a consumer makes throughout it was not planned. This study aimed at highlighting the impact of external and internal factors that influence consumer impulse buying behaviour at super stores in Karachi. This paper contains two variables, i.e. Dependent variable "Consumer impulse buying behaviour" and Independent variables namely external factors (Visual merchandising, Shopping environment and Promotional activities), internal factors (Gender, Credit card and Hedonic motivation). This study attempts to explore the association exists between the variables implicated. This research is quantitative study because there is certain population, among them we tapping the responses of 265 respondents to get their relevant opinions pertaining to our topic. This research examined that consumer's impulse buying behaviour in super stores are favourable in Karachi. Statistical Packages for Social Sciences (SPSS) tool is used for data analysis. The outcome of the present study verifies that there is a pivotal relationship between visual merchandising, promotional activities, shopping environment, gender, credit card and hedonic motivation with consumer impulse buying behaviour. Consumers are more likely to buy impulsively when they see the colourful surroundings and calm environment not just motivating the consumers to buy involuntarily but also build excitement inside the consumer's minds. Visual merchandising and hedonic motivation and shopping environment have an important role-play for consumer's impulse buying. The availability of credit cards and promotional offers also somehow influence consumers for impulse buying.

**Keywords:** Visual Merchandising, Hedonic Motivation, Promotional Activities.

## 1. INTRODUCTION:

Marketers' help customers understand the discrepancy in present situation and in preferred situation. They ignite the need of a product or service, which might as well, did not exist from before at all. They perform all this for their advantage, as they want to sell the product or service they have assembled and get revenue. After having done their part comes the turn of consumers to start of their purchase process, which includes gaining information of the product, evaluating the products and its alternatives or competition etc. That is, by consumers going through impulse buying. In the current universal business scenario, a business can endure when its fabrication are sold in the market. All merchandising actions are commenced to persuade trial and usage of a product that boost up the sales.

Stores are the area where purchaser purchases products whether it is intended or unintended purchase. These stores sell hundreds and thousands of products every day and customers are consuming these products at the price of their income. Impulse buying behaviour is an impromptu act. Where the process is triggered by internal as well as external factors in the surrounding and emotions play a decisive role. Moreover, the next minute you know an impulse act has been performed. Occasionally it ended by visual merchandising and offer as a shopping assist more possible reason of these the opportunity of a desire or want boost to conclude an impulse purchase. Then, the consumers may experience positive or negative cost by the post-purchase assessment after the purchase on impulse. This does not include only clothes or grocery but can include any product or service of any industry. Too much of impulse buying can lead to debt, family disparagements, guilt etc.

This research is conducted in super stores of Karachi from the retail sector. Here Visual Merchandizing, Promotional Activities and In-store Shopping Environment (external); Gender, Hedonic Motivation and credit card (internal) factors are the independent variables and Impulse buying behaviour is dependent variable. **External Factors**

### Visual Merchandizing

Visual merchandizing is the outward appearance and manipulation of an attractive in store displays and developing the floor plans to attract the attention of the potential customers through highlighting the product's benefits and features to generate the impulse sales activities. It educates the customers about the product in creative and effective way. Most of the retail stores now try to advance their store image, presentation of products from top to bottom to clutch the attention of customers and making them loyal to the brands so the customers can take purchase decisions self surely.



### **Promotional Activities**

Offering products on discounted sale or at a promotional price encouraged more impulse purchases compared to non-promotionally priced goods. Marketers have learned that consumers have the fear of future. They feel the need to purchase right away thinking whether they will have money later, the product will be available later, will the offer stay until then etc. Offers like scratch and win, by two get one free, stop and shop, coupons, referral gifts and lucky draws. This is manipulating consumers in to value and cost saving. Consumers get the feelings that they are saving money when buying or getting extra so they avoid researching competitors.

### **In store shopping Environment**

Many times decision of purchaser is influenced by the physical attractiveness of a shop. Many researchers examined that music and colour can effect on consumer behaviour. Purchase environment factors contain the colouring, internal decoration, odour, light, music, the style of locating the commodities ,display mode and being appropriated of their set cause to intensify the impulsive purchase behaviour. Motivation and attractiveness condition in the purchase environment these diminish the self-management of consumers and will strengthening impulse buying behaviour.

### **Internal Factors Gender**

Gender is playing a vital role in impulsive buying behaviour of consumers. There is many issues in different studies that women purchase impulsively more than men. Gender also affects the impulsivity; Women shop based on emotions, their relationship and how will they look in their social class. While men shop related to value, prices, practicality and how well it does suit their personality. Therefore, considering this issue is essential in this research.

### **Hedonic Motivation**

It is described as purchasing and consumption of a product for the reason of getting a sense of enjoyment, fulfilling a fantasy or bringing a change in the mood. It also have a huge impact on impulse buying as some consumers buy for non-economic reasons and is obtained from acting on positive behaviours that resulted from esthetical and emotional feelings like time pass, pleasure, hobby, fantasy. Sometime consumer's impulses buy intending to change their current bad mood. You must have heard of the phrase, "Shopping is cheaper than a psychiatrist." Some consumers are there for retail therapy. Just to combat the stress of everyday life. As shopping makes, consumers feel joyous. When a customer practices an "irresistible urge to buy", he/she feels compelled to make an impulse purchase.

### **Credit Card**

Impulsive buying performance will build up the usage of credit card. Demand of relationship between credit card and the impulsive buying usage exists. Credit card is most successful medium of buying apparent cost has been reduced due to credit card usage. Worldwide usage of credit card reveals the buyer's patterns. Credit cards seen as a suitable and painless way to spend. In addition, the use of credit cards lowers the perceived cost and biggest future utilization. Easy access to credit cards abolishes the instant need for money to buy something, cause consumer to lavishness and likely hasten the growth of impulse buying.

## **1.1 Problem Statement**

There are different types of factors used by the retailers to kick the sales. In this paper, an effort is made to know which factor has a momentous role in enhancing sales and inducing the customers to buy impulsively in super stores. The research aims to find out the impact of the various external factors such as In-store settings, Window display, Floor merchandising and internal factors such as personal, psychological and social factors on consumers impulse buying behaviour.

## **1.2 Significance of Study**

In global scenario, impulse purchase and factors that affect impulse purchase is an ordinary affair, but we do not have sufficient research on this phenomenon in Karachi. In consumer behaviour, the individual customer is very significant as it concludes the success of each product in the market place. This study further explains the most affecting factor that influence the impulse buying behaviour of consumers. This study will also provide as a future guideline and reference material for further research.

## **1.3 Limitations**

This research is carried out in the retail sector of Karachi city. Therefore, research can be extended to other cities of Pakistan. Despite of shortage of time and loads of burden preventing me to uncovering more external and internal factors i.e. promotional activities, price, etc. The sample of respondent in stores limits the findings. Marketers can utilize this information to measure their own web sites in conditions of what external stimuli to present on their web sites to trigger impulse buying. It is determined on the impulse buying behaviour on



superstores merely. It can be done in wide way in shopping malls and different areas of buying. Sample can be huge; even more superstores can be covered.

#### 1.4 Objectives

1. To study how Visual Merchandizing influence Impulse buying behaviour
2. To evaluate whether Promotional activities impacts Impulse buying
3. To examine the impact of purchase environment on impulse buying
4. To determine how gender persuade impulse buying
5. To find out how hedonic motivation effects impulse buying
6. To study the impact of credit card on impulse buying.

#### 1.5 Scope of Study

Finding out the effect of factors that affect impulse buying will help marketers use them to increase impulse buying. Once retailers obtain right merchandise, they will communicate with the customers to make the customers aware of the product. This awareness is completed with the marketing communication mix. Whereas, it can help consumers get aware of the factors and thus take control of their impulse buying behaviour.

## 2. LITERATURE REVIEW

According to (Yarahmadi & Hasti, 2011) research, there is a fundamental relationship between the external cues and impulse buying behavior. The data has been gathered in July 2010 in Iran with the sample size of  $n=275$ . The main objective is to study the effects of four external signs that are credit card, windows display, promotional activities (cash discounts and free products) on impulse buying behavior of consumers. SPSS and LISREAL software applied for the data analysis. Through t-test, we found that apparel impulse buying and promotional approaches are having more usage along with the sample. It suggested that there must be an ATM machines in the shop for consumers and give complimentary gifts to them for perusing for impulse buying behaviour.

(Bhakat, Muruganatham, & Shankar, 2013) Understood impulse buying behaviour of consumers has been a provocation for researchers due to its multifaceted personality. The main objective of this research is to give comprehensive description of impulse buying behaviour of consumers by gathering different consumer research work by recognizing various factors in various countries and economies. Due to modern intensification in culture and retailing, there comes a huge change in income level, lifestyle and credit. In India, the retail sectors will offer a wide extent to become impulsive for consumers online and offline both for various products.

(Raheem, Vishnu, & Rizwan, 2013) Conducted the research in which he found that the impulse buying behaviour is agreeable in Larkana, Pakistan. This is a quantitative research, as we will get the consumer's opinions related to our topic. Free products, income level, price discounts, colourful surroundings, calm environment of store, window display, better placement and presentation of products played a vital role to make the consumers more impulsive.

According to (Nagadeepa, Selvi, & A, 2015) research, Rebates & Discount offer and Loyalty programs have major associations to the impulse buying behaviour at Bangalore. The main objective of this research is to categorize different sales promotion techniques, which are Price packs, Coupon, Loyalty Programs, Rebate & Discounts offer and contest to persuade the impulse buying decisions of consumers towards apparel. The data has been gathered from 110 consumers and using SPSS for analyzing the data. Marketer should concentrate on other sales promotional tools to boost up the sales by impulse buying.

This research (Gan, Chuah, & Chuan, 2015) has found the relationship between emotions, hedonic motivation and personality with online impulse buying. Data gathered by 270 respondent's online shows that hedonic motivation and personality are positively linked with online impulse buying while emotions are not. This is an empirical study. Therefore, companies should encourage impulse buying through online by personalize their goods or services by providing a range of product offerings, value added settlement for online customers. Therefore, this research is performed in Malaysia; we found various culture that may affect the findings of this research.

In this study, he found that there is a generally slight linked of fashion, lifestyle, income and post decision stage of buying behaviour with impulse buying. Only pre-decision stage has great impact on the consumer impulse buying behaviour in Islamabad and Rawalpindi. Now a day's store are fill with the bundle of various products placed in a better way to get the customers attract. The data collected from 165 people. In future the research should be conduct separately of male and female so he will more analyze about the psychological factors that influencing impulse buying. (Tirmizi, 2009)



(Saraswat & Prakash, 2013) Analyzed that the research for the vital sector, young generation is significance for research on impulse buying. Several researchers have contributed to the impulse buying and the factors that influence impulse buying in retail stores to increase it in a large manner. Based on reviews of various researchers retailers should work on pleasurable store environment, promotional schemes, eye catching presentation of various products to attract the customers towards impulse buying.

(Park & Lennon, 2006) Examined the insights and customers behaviour for impulse buying in the various shopping environment. This study is about to know the psychological persona and shopping environment factors on the impulse buying behaviour by television shopping and to imitate the intrinsic nature of the traditional and impulsive buying environment via television in the USA. 154 questionnaires filled from multiple customers. He found the five fundamental relationships along with impulse buying and television and retail settings environment. These factors have the great influence on purchase decision. He would also ask the past purchase experience in the retail and traditional stores from valuable customers.

(Park & Choi, 2013) This research explored the impact of normative influence on impulse buying across culture. This is a qualitative research. Data collected through in-depth focus interviews from Korean and American customers to indicate the cultural differences. The findings verified there was a difference in intended and normal purchase. Shoppers also concluded that customers also seen impulse buying in a negative light. The more marketing research should be complete for shopping environment so; they would give the better understanding of the socio-psychological factors and benefits of impulse buying and shopping purchase.

(Dawson & Kim, 2009) Mainly conducted to find out the external and internal factors of impulse buying in online shopping. Two pre-test were carried out which were to classify external impulse trigger prompt on web sites and to analyze the content validity of the findings. The given dominance of impulse buying in online shopping and the significance of impulse purchases to a retailer's profit, this study give constructive insights into impulse buying behaviour in an online setting. Surprisingly, this research explored no major differences for the effects of various types of external impulse trigger cues on the level of impulse purchases. They also examine person's emotional and cognitive state and their online impulse-buying behaviour in this current study.

This study indicates how media formats affect on the customers motions and impulse buying. They used various media formats; each had its own verbal or visual impact on buying decision. The result of this study illustrate that playing a song with blending the lyrics of the song text caused the elevated impulse buying and a optimistic feelings instead of video and still images. For that reason, the marketing managers should walk around on the innovative ways of incorporate verbal and visual media formats obtaining the positive consumer response. (Adelaar, Chang, Lancendorfe, Lee, & Mariko, 2013)

According to (Hadjali, Salimi, Nazari, & Ardestani, 2012) Impulse buying have a great impact on customers buying. The objective of this research is to examine some significant factors affecting on impulse buying behaviour in combination with apparels. There was having slight information of impulse buying in eastern and transactional societies. Result has been tested from SPSS software. Promotional tools, shopping environment, gender, irritability have major impact on impulse buying behaviour while purchasing clothes.

This research investigates the relationship between the personality traits of customers and impulse buying behaviour in Kochin city for which ANOVA used. Most of the customers are planning their buying inside the store because of availability of credit cards, in store stimuli and persuasion of sales staff and customer's personality traits. In this study Big Five Personality test has exercised. The result showed that personality features have incredible impact on impulse buying behaviour, as every single F values are important except for the products at discounts. The various comparisons analyzed that Extrovert personalities are making major impulse buying than others. (Mathai, Thomas, & Haridas, 2014)

(GRAA, DANI-ELKEBIR, & BENSALID, 2014) Conducted a research in Algeria from Algerian consumers using response model. The purpose of this study it examined how environmental factors related to purchase and emotional state may influence different magnitudes of behaviour at food stores in West Algeria. The SPSS used for measuring the data. The result analyzed human crowding and seller supervision have positive impact on the impulse buying behaviour while emotional state not influence the impulse purchase. To increase impulse buying retailer should generate a pleasant store environment, have complete knowledge about the products and train their employees to be friendly at busy times so the negativity of impulse buying will reduce from the customers mind.

This research examined the relationship among web browsing, product attributes and impulse buying for apparel products in the internet perspective. Data collected from 356 customers and they used LISREL 8.8 for data analysis. The study consists of three-product attribute factors i.e. sensory attribute, variety of selection and price. The findings verified that product attributes drastically linked to web browsing and e-impulse buying for apparel, by array of selection and price attributes on shopping websites playing a significant role in web browsing and e-impulse buying for apparel products. The web browsing occurs of two types in this study i.e. utilitarian and hedonic



so, the price has a positive impact on hedonic web browsing where as the variety of selection has positive impact on utilitarian web browsing. (Park, Funches, Kim, & Foxx, 2012)

### 3. METHODOLOGY

#### 3.1 Hypothesis

Researcher has established the following hypothesis for the purpose of final analysis: **HO1:**

Visual merchandizing has no influence on impulse buying behaviour.

**HA1:** Visual merchandizing has influence on impulse buying behaviour.

**HO2:** There is a no positive relationship between consumer's impulse buying behaviour and promotional activities.

**HA2:** There is a positive relationship between consumer's impulse buying behaviour and promotional activities.

**HO3:** Being appropriate of the environment has not any major effect on impulse buying behaviour.

**HA3:** Being appropriate of the environment has a major effect on impulse buying behaviour.

**HO4:** Gender has no significant effect on impulse buying behaviour.

**HA4:** Gender has a significant effect on impulse buying behaviour.

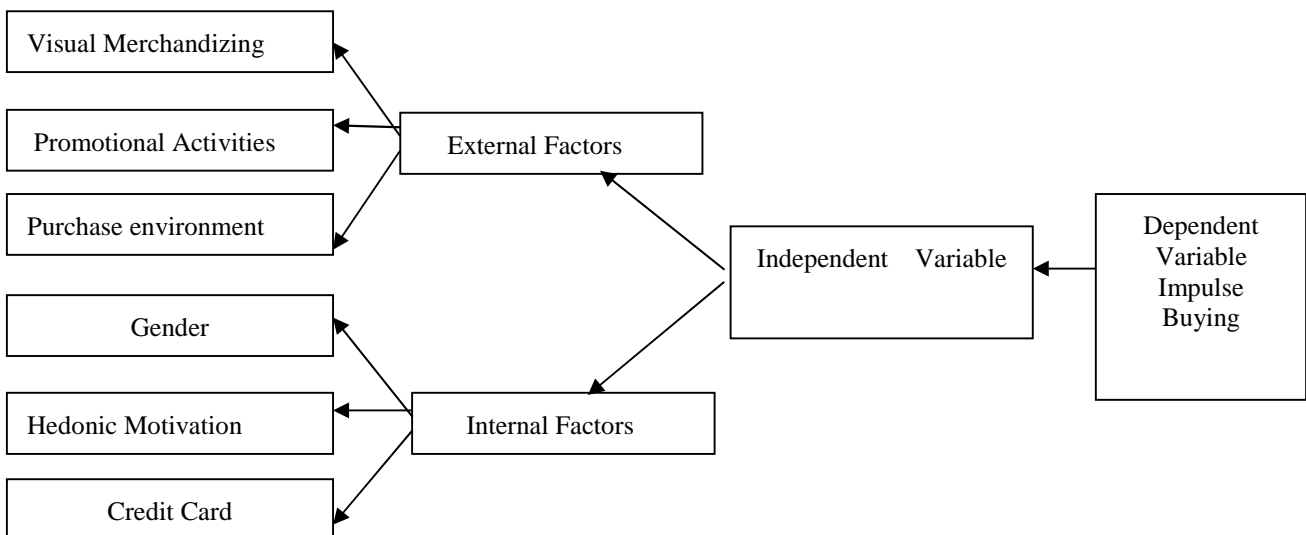
**HO5:** There is no impact of Hedonic Motivation on impulse buying behaviour.

**HA5:** There is an impact of Hedonic Motivation on impulse buying behaviour.

**HO6:** Credit card has a negative relation with impulse buying.

**HA6:** Credit card has a positive relationship with impulse buying.

#### 3.2 Research Model:



#### 3.3 Research Design:

The primary data is collected for this research and assemble by distributing the questionnaire among different people online ad manually. In the questionnaires, some of the questions were the likert scale type and some were like check list questions to analyze the importance of the factors of impulse buying.

**3.3.1 Research Sample:** Three hundred questionnaires were distributed through online via face book, email and manually at different super stores to fill in the questionnaire on voluntary basis and not a single attempt were made to chase non-respondents. As a result, out of 300, 265 questionnaires were found valid for the study.

**3.3.2 Data Source:** The consumers, who shop in super stores in the Karachi, were taken as the Population for this study.

**3.3.3 Data Collection Technique:** This research is base on exploratory methods. The researcher will use primary questionnaire and observation methods for collection of data. In order to carry out the process of this data collection survey method will use. A questionnaire consisting of the factors related to impulsive buying behaviour will be used as a tool to collect data.

**3.3.4 Statistical technique:** The collected data will undergo suitable statistical techniques using EXCEL and SPSS (statistical package for social science) to reach the conclusion.



#### 4. DATA ANALYSIS:

##### 4.1 Descriptive:

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Super Store	265	1	7	2.92	1.843	.463	.150
Gender	265	1	2	1.67	.470	-.735	.150
Have you ever done impulse buying?	265	1	2	1.16	.366	1.881	.150
I believe that I am an impulse buyer.	265	1	5	2.28	.923	.736	.150
I believe that shelf placement and accessibility of products in a store urges me to impulse buy.	265	1	5	2.18	1.054	.864	.150
When I see a good promotional scheme there, I tend to buy more than what I intended to buy.	265	1	5	2.60	1.111	.298	.150
I often engage in impulse buying to satisfy my emotional needs.	265	1	5	2.98	1.177	.029	.150
I believe that owning a credit card encourages me to impulse buy.	265	1	5	2.57	1.169	.480	.150
I believe that the shopping environment of the store affects impulse buying.	265	1	5	2.14	.874	.684	.150
Which one of these factors in your opinion is the most influential trigger of impulse buying?	265	1	6	3.31	1.697	.488	.150



Valid N (listwise)	265						
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**4.2 HOW VISUAL MERCHANDISING INFLUENCE IMPULSE BUYING BEHAVIOUR:**

**HO1:** Visual merchandizing has no influence on impulse buying behaviour. **HA1:** Visual merchandizing has influence on impulse buying behaviour.

**Nonparametric Correlations:**

		Have you ever done impulse buying?	I believe that shelf placement and accessibility of products in a store urges me to impulse buy.	
Spearman's rho	Have you ever done impulse buying?	Correlation Coefficient	1.000	
		Sig. (2-tailed)	.	
		N	265	
	I believe that shelf placement and accessibility of products in a store urges me to impulse buy.	Correlation Coefficient	.233**	1.000
		Sig. (2-tailed)	.000	.
		N	265	265

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

**Analyses:** Table 1.1 indicates that Visual Merchandising is positively related to the impulse buying behaviour with value 0.233, n=265 and which achieves significant level ( $p < 0.05$ ) and explains that visual merchandising and consumer's impulse buying behaviour has a significant correlation which supports H1. It concluded that visual merchandising has moderate influence on impulse buying behaviour. **Regression**

**Table 1.2 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.375	1	2.375	18.945	.000 <sup>b</sup>
	Residual	32.969	263	.125		
	Total	35.343	264			

a. Dependent Variable: Have you ever done impulse buying?  
 b. Predictors: (Constant), I believe that shelf placement and accessibility of products in a store urges me to impulse buy.

**Table 1.3 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.962	.050		19.220	.000
	I believe that shelf placement and accessibility of products in a store urges me to impulse buy.	.090	.021	.259	4.353	.000

a. Dependent Variable: Have you ever done impulse buying?

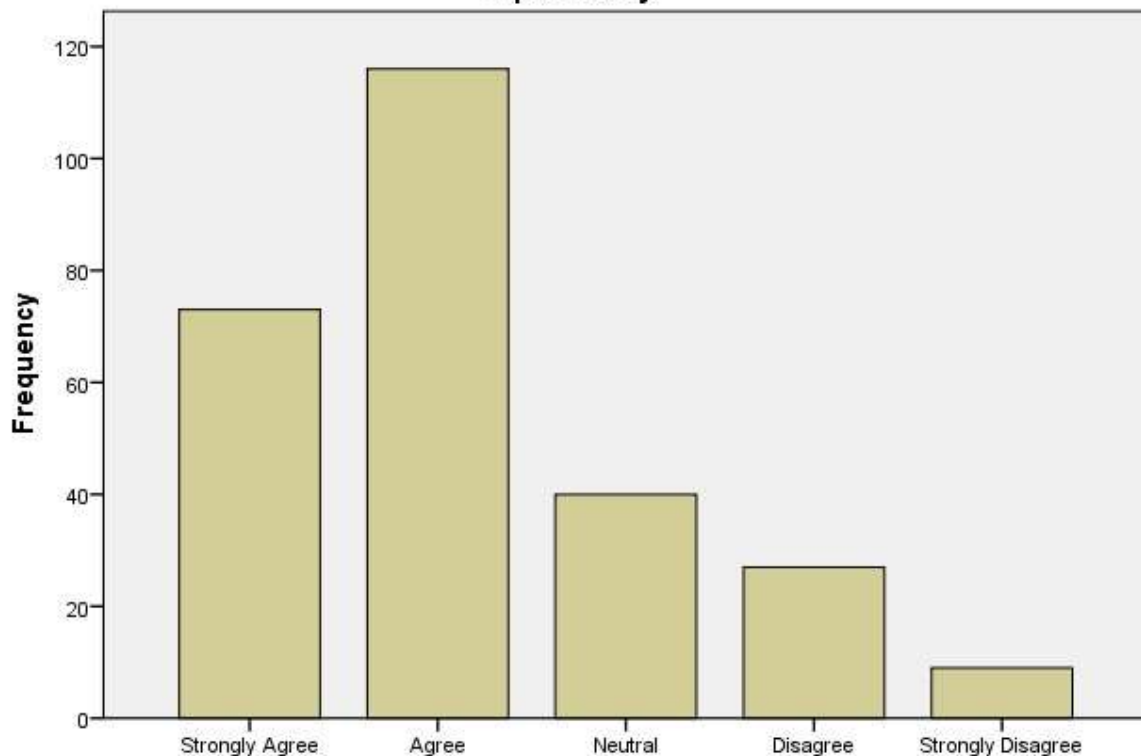


**Analyses:** The value of beta of shopping environment is positive which 0.090. There is a positive relationship between visual merchandising and impulse buying behaviour. The ordinary least squares (OLS) equation for predicting impulse buying behaviour i.e.

$$\text{Impulse Buying Behaviour} = (0.090) (\text{Visual Merchandising}) + 0.962$$

We examine that 0.000 gives p-value for regression coefficient of visual merchandising, which is less than 0.05, so we can reject our null hypothesis and conclude that the regression coefficient is not zero.

**I believe that shelf placement and accessibility of products in a store urges me to impulse buy.**



**I believe that shelf placement and accessibility of products in a store urges me to impulse buy.**

**4.3 A POSITIVE RELATIONSHIP BETWEEN PROMOTIONAL SCHEMES AND IMPULSE BUYING BEHAVIOUR:**

**HO2:** There is a no positive relationship between consumer’s impulse buying behaviour and promotional activities.

**HA2:** There is a positive relationship between consumer’s impulse buying behaviour and promotional activities.

**Nonparametric Correlations**

		Have you ever done impulse buying?	When I see a good promotional scheme there, I tend to buy more than what I intended to buy.
Have you ever done impulse buying?	Correlation Coefficient	1.000	.133*
	Sig. (1-tailed)	.	.015
	N	265	265





Spearman's rho	When I see a good promotional scheme there, I tend to buy more than what I intended to buy.	Correlation Coefficient	.133*	1.000
		Sig. (1-tailed)	.015	.
		N	265	265

\*. Correlation is significant at the 0.05 level (1-tailed).

**Analyses:** To test H2 directing, one tailed method of Spearman test is used. To examine the positive relationship between promotional scheme and impulse buying behaviour, a simple correlation was performed. Results showed that promotional activities and impulse buying behaviour were positively correlated,  $r=0.133$ ,  $n=265$ ,  $p=0.015$ ; thus supporting H2. The higher good promotional schemes, the more frequently products were purchased on impulse:

**Regression Analysis:**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.515	1	.515	3.892	.050 <sup>b</sup>
	Residual	34.828	263	.132		
	Total	35.343	264			

a. Dependent Variable: Have you ever done impulse buying?

b. Predictors: (Constant), When I see a good promotional scheme there, I tend to buy more than what I intended to buy.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.055	.057		18.540	.000
	When I see a good promotional scheme there, I tend to buy more than what I intended to buy.	.040	.020	.121	1.973	.050

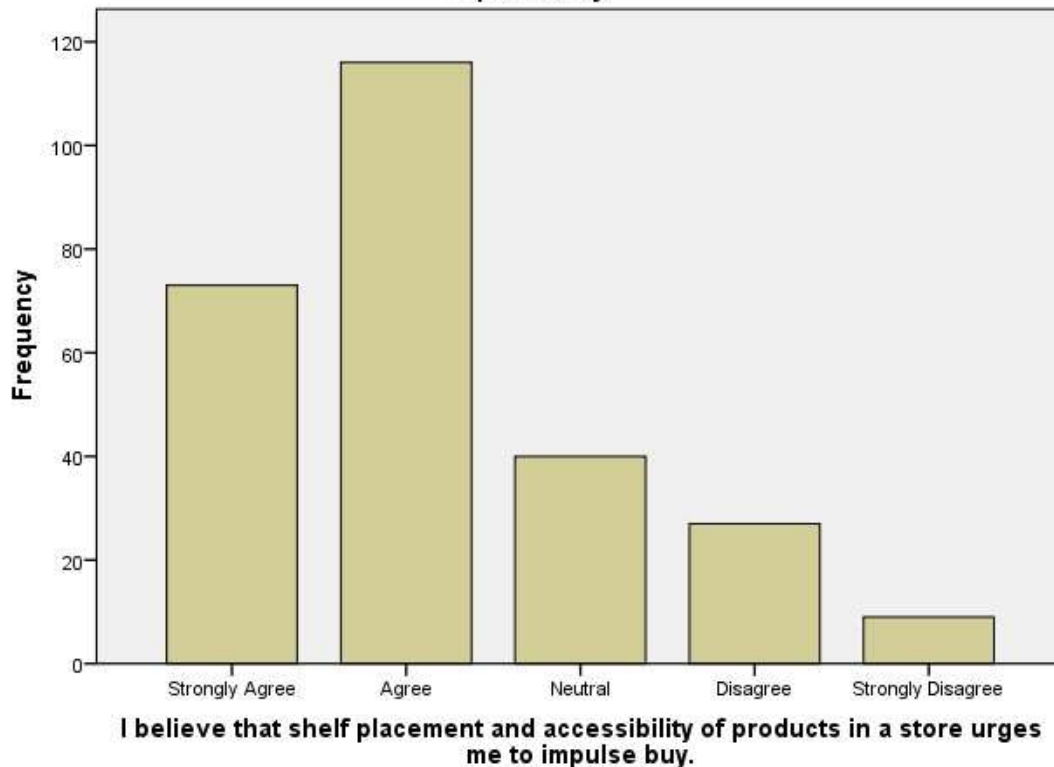
a. Dependent Variable: Have you ever done impulse buying?

**Analyses:** The value of beta of shopping environment is positive which 0.040. It inspected that there is a positive relationship between promotional activities and impulse buying behaviour. The ordinary least squares (OLS) equation for predicting impulse buying behaviour i.e.

Impulse Buying Behaviour= (0.040) (Promotional scheme) + 1.055 We analyse that 0.050 gives p-value for regression coefficient of promotional scheme, which is equal to 0.05, so we can reject our null hypothesis and conclude that the regression coefficient is not zero.



**I believe that shelf placement and accessibility of products in a store urges me to impulse buy.**



**4.4 HOW ENVIRONMENT HAVE MAJOR IMPACT ON IMPULSE BUYING BEHAVIOUR:**

**HO3:** Being appropriate of the environment has not any major effect on impulse buying behaviour. **HA3:** Being appropriate of the environment has a major effect on impulse buying behaviour.

**Correlations Analysis:**

		I believe that the shopping environment of the store affects impulse buying.	I believe that I am an impulse buyer.
I believe that the shopping environment of the store affects impulse buying.	Pearson Correlation	1	.281**
	Sig. (2-tailed)		.000
	N	265	265
I believe that I am an impulse buyer.	Pearson Correlation	.281**	1
	Sig. (2-tailed)	.000	
	N	265	265

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

**Analyses:** According to the certain above result shows, that there is a positive relationship between variables is of shopping environment and consumer's impulse buying behaviour in  $r=.281$ ,  $n=265$ ,  $p < 0.000$ . The higher the attractive shopping environment, the greater the likelihood of impulse buying. The correlation coefficient for shopping environment and impulse buying is 0.281 and its p-value is given by 0.000, so we can reject our null hypothesis and conclude this as there is major effect of shopping environment on impulse buying behaviour.

**Regression Analyses:**



Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.722	1	17.722	22.498	.000 <sup>b</sup>
	Residual	207.168	263	.788		
	Total	224.891	264			
a. Dependent Variable: I believe that I am an impulse buyer.						
b. Predictors: (Constant), I believe that the shopping environment of the store affects impulse buying.						

**Table 3.3 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.641	.144		11.371	.000
	I believe that the shopping environment of the store affects impulse buying.	.296	.062	.281	4.743	.000
a. Dependent Variable: I believe that I am an impulse buyer.						

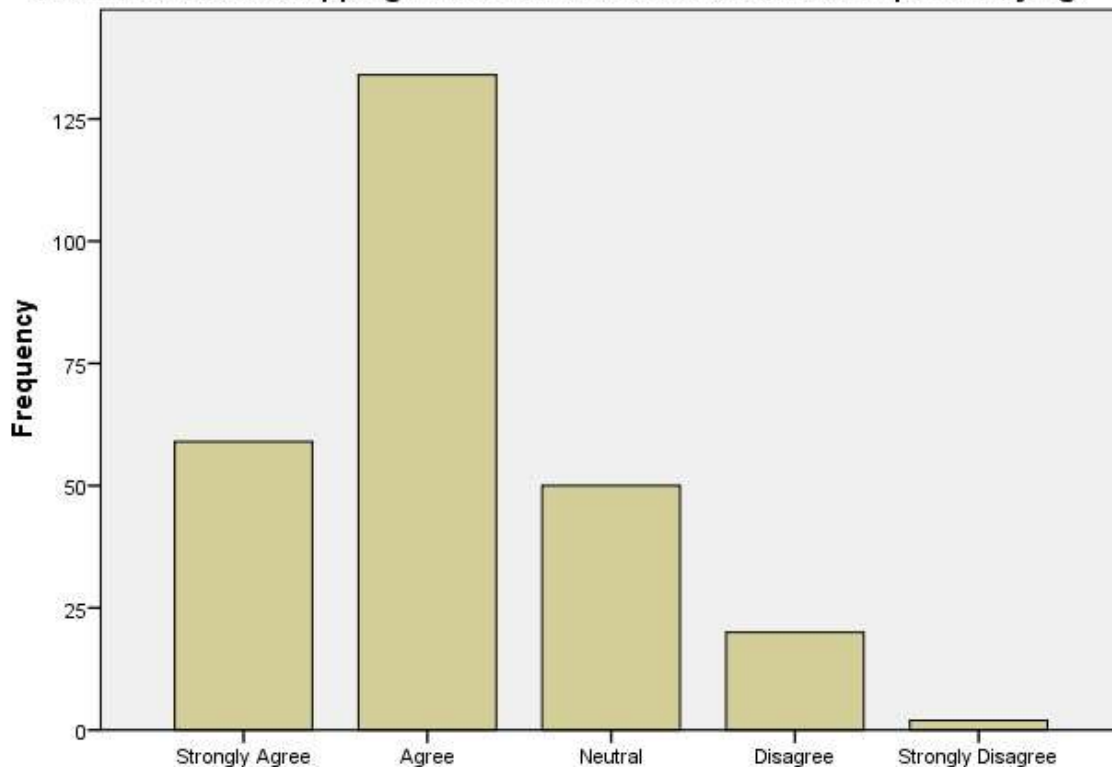
**Analyses:** The value of beta of shopping environment is positive which 0.296. it concludes that there is a positive relationship between shopping environment and impulse buying behaviour. The ordinary least squares (OLS) equation for predicting impulse buying behaviour i.e.

$$\text{Impulse Buying Behaviour} = (0.296) (\text{Shopping Environment}) + 1.641$$

We analyze that 0.000 gives p-value for regression coefficient of shopping environment, which is less than 0.05, so we can reject our null hypothesis and conclude that the regression coefficient is not zero.



I believe that the shopping environment of the store affects impulse buying.



I believe that the shopping environment of the store affects impulse buying.

#### 4.5 GENDER AFFECT IMPULSE BUYING BEHAVIOUR:

**HO4:** Gender has no significant effect on impulse buying behaviour.

**HA4:** Gender has a significant effect on impulse buying behaviour.

#### Nonparametric Correlations:

			Have you ever done impulse buying?	Gender
Spearman's rho	Have you ever done impulse buying?	Correlation Coefficient	1.000	-.159**
		Sig. (2-tailed)	.	.010
		N	265	265
	Gender	Correlation Coefficient	-.159**	1.000
		Sig. (2-tailed)	.010	.
		N	265	265

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

**Analyses:** According to the above result in table 4.1 shows, that there is a negative relationship between variables of gender and consumer's impulse buying behaviour in  $r = -.159$ ,  $n = 265$ ,  $p < 0.01$ . The correlation coefficient for shopping environment and impulse buying is  $-.159$  and its p-value is given by 0.01, so we can reject our null hypothesis and conclude this as there is low but negative effect of gender on impulse buying behaviour.

#### Regression

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	.890	1	.890	6.793	.010 <sup>b</sup>
	Residual	34.454	263	.131		
	Total	35.343	264			

a. Dependent Variable: Have you ever done impulse buying?

b. Predictors: (Constant), Gender

**Table 4.3 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.365	.082		16.600	.000

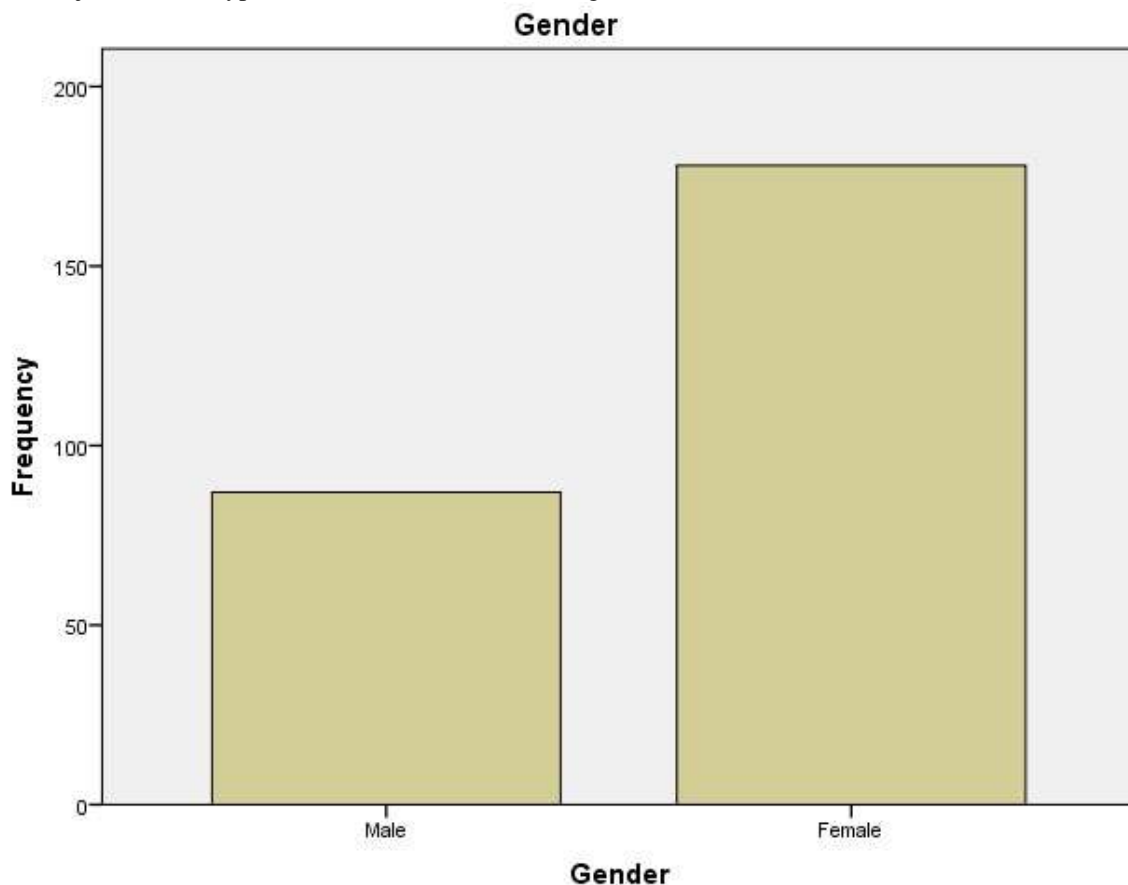
**Analyses:** The beta's value of gender is -0.123. It considers that there is a negative relationship between gender and impulse buying behaviour. The ordinary least squares (OLS) equation for predicting impulse buying behaviour i.e.

$$\text{Impulse Buying Behaviour} = (-0.123) (\text{Gender}) + 1.365$$

1	Gender	-.123	.047	-.159	-2.606	.010
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a. Dependent Variable: Have you ever done impulse buying?

We examined that p-value gives 0.010 for regression coefficient of hedonic motivation, which is less than 0.05, so we can reject our null hypothesis and conclude that the regression coefficient is not



#### 4.6 IMPACT OF HEDONIC MOTIVATION ON IMPULSE BUYING:

**HO5:** There is no impact of Hedonic Motivation on impulse buying behaviour. **HA5:**

There is an impact of Hedonic Motivation on impulse buying behaviour. **Correlations**

**Analysis:**



		I believe that I am an impulse buyer.	I often engage in impulse buying to satisfy my emotional needs.
I believe that I am an impulse buyer.	Pearson Correlation	1	.321**
	Sig. (2-tailed)		.000
	N	265	265
I often engage in impulse buying to satisfy my emotional needs.	Pearson Correlation	.321**	1
	Sig. (2-tailed)	.000	
	N	265	265

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

**Analyses:** A simple correlation was performed to test the relationship between hedonic motivation and impulse buying behaviour. For the relationship between hedonic motivation and impulse buying behaviour, a significant positive relationship is found,  $r = 0.321$ ,  $n = 265$ ,  $p = 0.000$ ; supporting H5. This relationship suggests that when a person wants to satisfying more its emotional needs, they are more likely to engage in impulse buying behaviour

**Regression Analysis:**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.181	1	23.181	30.224	.000 <sup>b</sup>
	Residual	201.710	263	.767		
	Total	224.891	264			

a. Dependent Variable: I believe that I am an impulse buyer.

b. Predictors: (Constant), I often engage in impulse buying to satisfy my emotional needs.

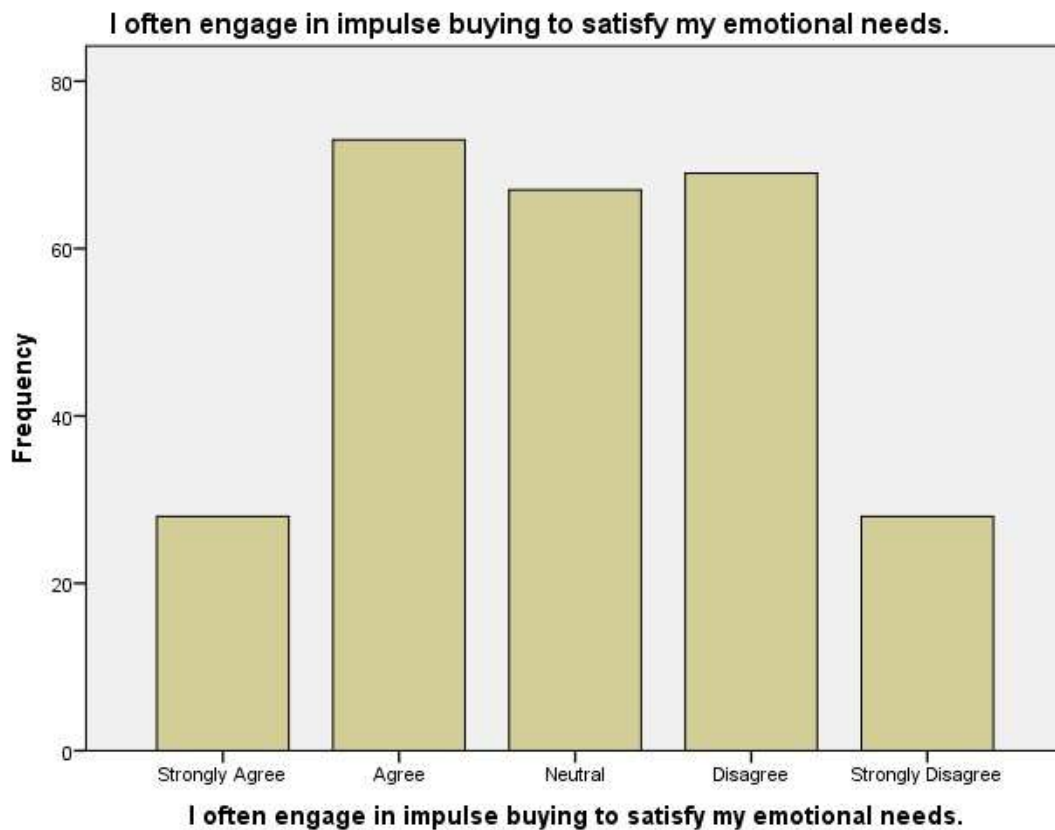
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.524	.147		10.379	.000
	I often engage in impulse buying to satisfy my emotional needs.	.252	.046	.321	5.498	.000

a. Dependent Variable: I believe that I am an impulse buyer.

**Analyses:** The beta's value of hedonic motivation is 0.252. It analyse that there is a positive relationship between hedonic motivation and impulse buying behaviour. The ordinary least squares (OLS) equation for predicting impulse buying behaviour i.e.

$$\text{Impulse Buying Behaviour} = (0.252) (\text{Hedonic Motivation}) + 1.524$$

We examined that p-value gives 0.000 for regression coefficient of hedonic motivation, which is less than 0.05, so we can reject our null hypothesis and conclude that the regression coefficient is not zero.



#### 4.7 RELATIONSHIP OF CREDIT CARD WITH IMPULSE BUYING BEHAVIOUR:

##### Nonparametric Correlations:

**HO6:** Credit card has a negative relation with impulse buying.

**HA6:** Credit card has a positive relationship with impulse buying.

			Have you ever done impulse buying?	I believe that owning a credit card encourages me to impulse buy.
Spearman's rho	Have you ever done impulse buying?	Correlation Coefficient	1.000	.119*
		Sig. (1-tailed)	.	.026
		N	265	265
	I believe that owning a credit card encourages me to impulse buy.	Correlation Coefficient	.119*	1.000
		Sig. (1-tailed)	.026	.
		N	265	265

\*. Correlation is significant at the 0.05 level (1-tailed).

**Analyses:** From the table 6.1, we can see that the correlation coefficient between impulse buying and credit card is 0.119 and the p-value for one-tailed test of significance is less than 0.05 which is  $p=0.026$ . From these figures, we can conclude that there is a very low positive relation between credit card and impulse buying and that this correlation is significant at the significance level of 0.05 **Regression**



Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.701	1	.701	5.326	.022 <sup>b</sup>
	Residual	34.642	263	.132		
	Total	35.343	264			
a. Dependent Variable: Have you ever done impulse buying?						
b. Predictors: (Constant), I believe that owning a credit card encourages me to impulse buy.						

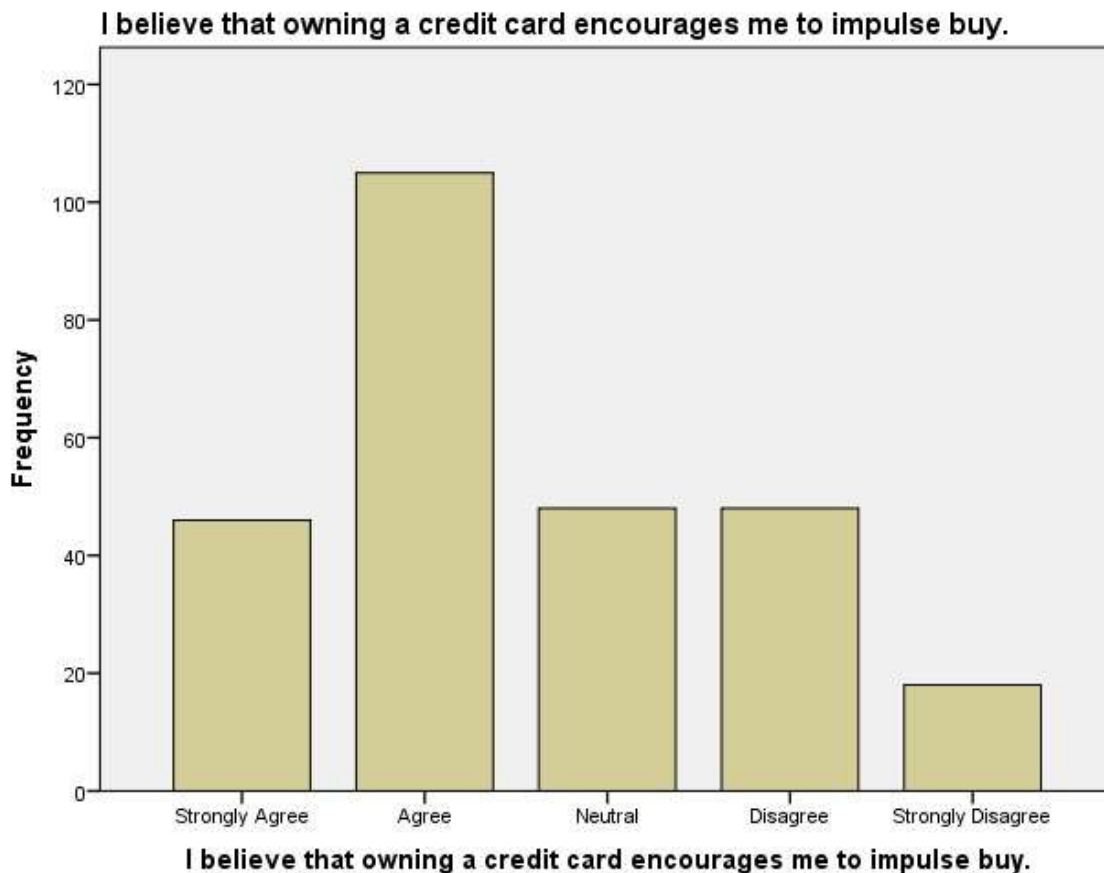
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.045	.054		19.356	.000
	I believe that owning a credit card encourages me to impulse buy.	.044	.019	.141	2.308	.022
a. Dependent Variable: Have you ever done impulse buying?						

**Analyses:** The beta's value of hedonic motivation is 0.044. It evaluate that there is a positive relationship between credit card and impulse buying behaviour. The ordinary least squares (OLS) equation for predicting impulse buying behaviour i.e.

$$\text{Impulse Buying Behaviour} = (0.044) (\text{Credit Card}) + 1.045$$

We examined that p-value gives 0.022 for regression coefficient of credit card, which is less than 0.05, so we can reject our null hypothesis and conclude that the regression coefficient is not zero.



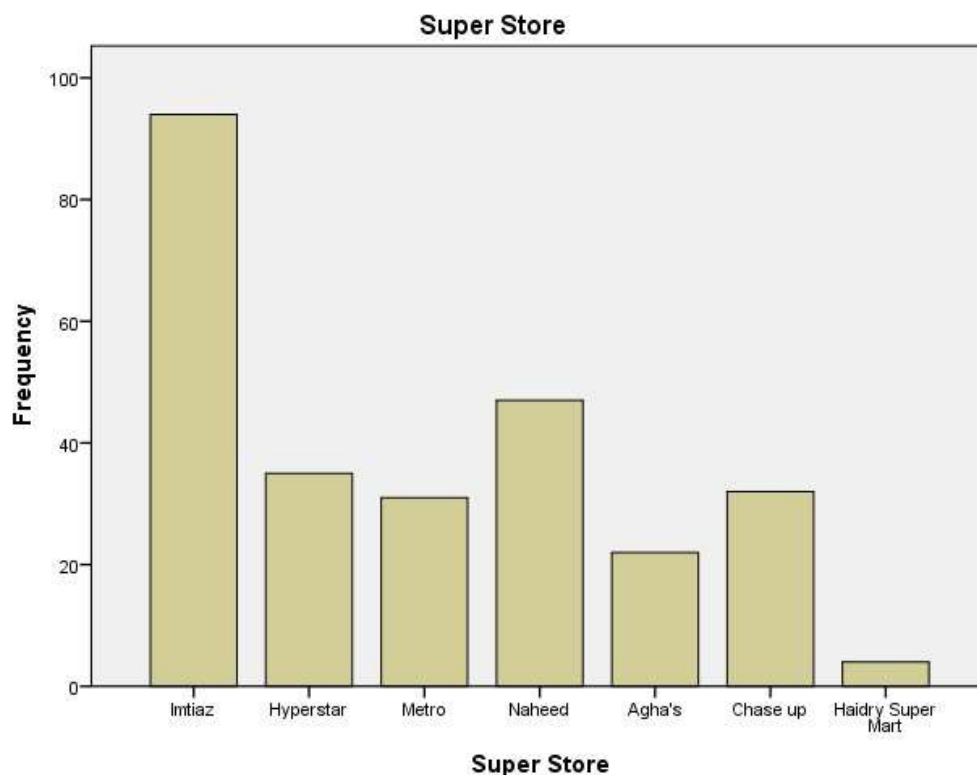


**4.8 FREQUENCY OF SUPER STORES PEOPLE VISIT IN KARACHI:**

**Table: 7.1 Super Store**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Imtiaz	94	35.5	35.5	35.5
	Hyperstar	35	13.2	13.2	48.7
	Metro	31	11.7	11.7	60.4
	Naheed	47	17.7	17.7	78.1
	Agha's	22	8.3	8.3	86.4
	Chase up	32	12.1	12.1	98.5
	Haidry Super Mart	4	1.5	1.5	100.0
	Total	265	100.0	100.0	

**Analyses:** Table 7.1 explores that out of 265 respondents mostly go for Imtiaz Super Store for shopping and they have the maximum satisfaction level with it especially the price sensitive consumers. Secondly, Naheed Super Store has the most frequency level. Hyperstar Super Store, Metro, Chase up also has the significance frequency the respondents selected. Haidry Super Mart has the lowest frequency for impulse buying.



## 5. KEY FINDINGS:

- \* From the 265 respondents, we analyse that 95 consumers visit and do shopping in Imtiaz super store, 35 from Hyperstar, 31 from Metro, 47 from Naheed, 22 from Agha's, 32 from Chase up and 4 from Haidry Super Mart.
- \* Our research suggests that from all the variables hedonic motivation and shopping environment has most impact on consumer's impulse buying behaviour. Whereas, credit card, promotional scheme, visual merchandising and gender have somehow impact on impulse buying behaviour.
- \* Gender variable pours negative influence in the impulsive purchasing attitude of customers. By evaluating every variables and finding their correlation, we come up with an outcome that hedonic motivation has the most positive and significant relationship with consumer's impulsive buying behaviour up to 0.321 \*\*. In addition, shopping environment has second most positive and significant relationship with impulsive buying behaviour of consumers around .281 \*\*. Moreover, visual merchandising has the third most positive relationship with impulse buying .233 \*\*.
- \* Credit card and promotional scheme has least relationship of just .119\* and .133\*.
- \* We make used of likert scale to find out data which enclosing 5 indications i.e. "Strongly Agree (SA), Agree(A), Neutral(N), Disagree(D), Strongly disagree (SD)" and respondents were involved to give their opinion.
- \* We had a sample size of 265, out of it, 87 respondents were males and rest was females. Females pour more impact on Consumers impulsive buying behaviour than males.

## 6. CONCLUSION

Impulse buying is unplanned purchase behaviour due to an unexpected craving to buy the product for selfgratification. Impulse buying is prompt by internal and external factors. Impulse buying has been a challenge for market researchers due to its complex nature. In this study, factors influencing the impulse buying behaviour were examined. Stores are the area where purchaser purchases products whether it is intended or unintended purchase. Consumer's impulse buying behaviour in super stores is favourable in Karachi, Pakistan. The obtained result shows that, consumers are more likely to buy to satisfy their emotional needs and for the reason of getting a sense of enjoyment, fulfilling a fantasy or bringing a change in the mood. A well decorated, with pleasurable and peaceful store environment along with colourful surroundings not just fascinating the consumers to buy



unintentionally but also build excitement inside the minds of consumers. This study also reveals that visual merchandising has a significant role-play for consumer's impulse buying. Consumers can be attracted to a store for acquire by settling up a well-designed window displays and by placing up a appropriate placement of products, packaging and displays of products along with a superior presentation of products and store level of the products sold every year. Mostly the females do impulse buying as compare to the males. The availability of credit card has also impact on impulse buying behaviour. This study is favourable to the marketers by way of planning schemes to stimulate the impulse buying behaviour of the consumers and there by improve the sales of the product.

## 7. RECOMMENDATIONS:

As six external and internal variables we discussed, were effected on impulse buying so we recommend:

- \* Super stores should make the efforts to have pleasant store environment to grab the customers, as the customers visiting the stores were direct.
- \* As diversified promotional schemes attract the consumers towards the retailer store so it is recommended to the retailers that they should propose various kinds of promotional scheme time to time to encourage impulse buying by the consumers
- \* The entire endeavour should compose to attract the customers by eye-catching visual merchandise and different window display scheme. This recommendation is for modern style and use attractive lights and colours.
- \* Super stores should offer the cash discount and coupons to attract price sensitive consumers as the consumers seek discounts and other offers.
- \* Super stores should offer credit card acceptance facilities to increase impulse buying as customers were prone to credit card facilities.

The people who are eager to choose this topic for further research should conduct the survey of other cities of Pakistan as well. Moreover, other variables like income level, , investor's must be examine as they are also the other significant variables that may persuade consumer's impulse buying behaviour.

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