

An Investigation into Impulsive Buying Behavior: A Study of Urban Consumers in Delhi/NCR

Nishtha Bhushan,

Ph.d Scholar,
Amity College of Commerce and Finance
Amity University, Uttar Pradesh, India.

Dr. Bhawna Agarwal,

Associate Professor,
Amity College of Commerce and Finance
Amity University, Uttar Pradesh, India.

ABSTRACT

An impulse buying is an unplanned purchase of a good or a service, where the decision to purchase is made just before actual buying. Retailers and manufacturers, across the globe, spend huge sums of money on advertisements and in-store promotions to give a big push to sales through impulse buying. India has witnessed a major change in the retail environment as big retail stores have replaced individual or local vendors. The authors examine the impulse buying behavior of urban consumers in Delhi/NCR. The authors conducted an exploratory study to gain an insight into the urban consumers' impulse buying behavior. Gender, age, and income and other demographic factors were studied to relate these factors to impulse buying behavior. Various psychographic factors like personality traits, visual merchandising, etc. were also studied to see how these factors affect impulse buying behavior. In addition, the influence of culture on impulse buying behavior was also examined. Both qualitative and quantitative research methods were used to reach a conclusion. A survey using structured questionnaire was conducted to test various hypotheses.

Keywords: Impulse Buying, visual merchandising, collectivism and individualism.

INTRODUCTION:

Indian retail market is one of the fastest growing markets because of economic growth. India has now reached a significant position in Global Retail Rankings. Reasons have been many; such as, very high market potential, low economic risk and moderate political risk. India ranks third after China and Brazil in Net Retail Sales. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India. India accounts for over 10% of the country's Gross Domestic Product (GDP) and approximately 8% of the employment. India is the world's fifth largest global destination in the retail space. According to A T Kearney 2016, Global Retail Development Findings, GDP growth, improved ease of doing business, and better clarity regarding foreign direct investment (FDI) put India in the second place in 2016 Global Retail Development Index.

Indian retail market is expected to reach US \$1 trillion by 2020 mainly due to growth in income, urbanization and shifts in attitude of consumers. A McKinsey report 'The rise of Indian Consumer Market', estimates that the Indian consumer market is likely to grow four times by 2025. Retail industry in India is expected to grow to US \$1.3 trillion by 2020, registering a Compound Annual Growth Rate (CAGR) of 16.7 per cent over 2015-20. Retail demand is significantly driven by urbanization, an expanding middle class and more women entering the workforce.

There are several retail formats in India such as, exclusive branded retail shops, multiple-branded retail shops, convergence retail outlets and e-retailers. The landscape of Indian retail sector consists of departmental stores

(Pantaloons, Westside, Shoppers' Stop, Lifestyle, etc.), hypermarkets (Big Bazaar, Hyper City, Spencer's, etc.), supermarkets (More, Spencer's Daily, Reliance Fresh, etc.), specialty stores (Titan Industries, Landmark, Crossword, Croma, etc.) and cash & carry stores (Reliance Retail and Metro). But, the Indian retail market is still at nascent stage. By 2019, organized retail penetration should reach 24%. There are, at present, 15 million mom-and-pop stores. India's grocery retail segment is the world's most attractive segment and apparel is the largest retail segment accounting for 22% in 2015.

Consumer behavior examines how emotions, attitudes and preferences influence buying behavior. Characteristics of consumers like demographics, personality, lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated to gain an insight into the buying behavior of consumers. It investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general. The study of consumer behavior is concerned with all aspects of purchasing behavior - from pre-purchase activities through to post-purchase consumption and evaluation activities.

Engel et al (1978) defines unplanned purchasing as a buying action undertaken without a problem having been previously been recognized or a buying intention formed prior to entering the store.¹ Piron(1993) defines planned purchase as an exact contrary of unplanned purchasing and conceptualized planned purchase as a buying action undertaken with a problem having been previously recognized or a buying intention formed prior to entering the store.² Piron (1990) proposes that impulse purchase can be defined as unplanned purchases, caused by an exposure to a stimulus, and decided on-the-spot. In sum, while impulse purchases are unplanned purchases, unplanned purchases are not all made on impulse. Piron proposes that all purchases, be they, planned, unplanned or made on impulse can be experiential (i.e. accompanied by emotional and/or cognitive reactions) or non-experiential.³ Impulse buying can be defined as "a sudden and powerful urge to buy immediately" and occurs when a consumer purchases an item which the consumer had no intention of purchasing prior to entering the store.⁴ Impulse buying can be influenced by external stimuli such as store characteristics and sale promotions, internal stimuli such as enjoyment and self-identity, situational and product related factors such as time and money available, and demographic and socio-cultural factors such as gender, age, and education.⁵ Stern introduces the four broad classifications of impulse buying including pure impulse buying, reminded impulse buying, suggestion impulse buying, and planned impulse buying.⁶

Pure impulse buying:

It occurs outside the normal purchase behavior where a consumer experiences a strong emotion of desire for a product that he/she did not initially plan to buy. This type of impulse buying is commonly influenced by low prices and even the approval to touch the product will create the imagination of actually owning the product.

Reminded impulse buying:

Reminded impulse buying occurs when a consumer remembers the need for a product by seeing it in a store. This is triggered through various techniques such as in-store advertising or sensory marketing. For example, a consumer may be reminded of buying ingredients for a barbecue when he/she drives past a butcher store.

Suggestion impulse buying:

Occurs when a consumer sees a product that he has no prior knowledge about, envisions a use for it, and decides that he/she needs it. An example of suggestion impulse buying is when a consumer is encouraged to purchase an electric hand-mixer after having picked up a brochure from the baking department of a home-ware store. The brochure convinces the consumer of the hand-mixer's superiority over the wooden spoon she has been using. Marketing techniques that can also trigger suggestion impulse buying include long-term warranties or a free trial period.

Planned impulse buying:

It involves a partially planned intention of buying, however specific product or categories are not yet determined. In this case, the consumer's purchasing decision can be encouraged by retailing staff, or even their peers who can persuade the consumer to purchase a substitute or provide reassurance about an alternative brand choice.

Recent research carried out by Nielsen International suggests that about 72% of FMCG purchases are planned, but that 28 percent of supermarket purchases are unplanned or impulse purchases. The top unplanned purchases in the food category are candy (lollies), chocolates, cookies (biscuits), frozen desserts and snacks and the top unplanned purchases in the non-food category are cosmetics, air-fresheners, toothbrushes, hand-soaps and

hand/body lotions. This explains why supermarkets place these types of products at the front of the store or near the checkout where the consumer spends more time and is more likely to notice them and therefore more likely to pop them into the shopping basket. Retailers use insights from this type of research to design stores in ways that maximise opportunities for impulse-buying.

Individualism and Collectivism:

According to Lee and Kacen (2000), collectivist respondents were more satisfied with their impulse purchase when it was made in the presence of either a friend or a family member whereas individualist respondents were equally satisfied with their impulse purchases whether they were alone or with someone. They reached the conclusion that culture influences consumers' buying behaviors. According to Triandis (1994), everyone carries both individualist and collectivist tendencies, the only difference being that in a few cultures, the probability of individualist attitudes, values and behaviors will be used is higher/ lower than in others. In individualist cultures, people are only concerned about themselves or their direct family whereas in collectivist cultures, people belong to groups and take care of everyone around. Triandis (1995) defined individualism as a social pattern consisting of individuals who are independent and autonomous whereas he defined collectivism as a social pattern consisting of individuals who consider themselves as a significant part of groups, like family or colleagues. These social patterns influence impulsive buying behaviour. India has an intermediate score of 48 (Geert Hofstede), thus, India is a society with both individualist and collectivist traits.

Personality:

Kollat and Willet (1967) examined the association between personality traits and impulsive buying behaviour but did not show any significant differences. Shahjehan et al.(2012) showed that consumers with anxiety, emotional instability, moodiness and sadness were more likely to be indulged in impulsive buying. The dimensions of personality traits developed by Sofi and Nika (2017) were used in this study, namely: expressive, emotional stability, sociableness, conscientiousness, pleasure seeking personality and conserving propensity. Verplanken and Herabadi (2001) revealed that the impulsive buying propensity is strongly entrenched in personality traits of a consumer.

Visual Merchandising:

Wanniachchi and Kumara (2016) found that window display, mannequin display, color combinations, lighting, use of music and creative display influenced consumer buying. Visual merchandising techniques can be classified as exterior (marquee, entrance and window display) and interior designs (mannequin display, color, lighting, creative display). Khandai, Agarwal and Gulla(2012) found that visual merchandising certainly influences impulse buying behaviour of shoppers and there was a significant relationships between respondents' impulse buying behaviour and window display and in-store/ mannequin display, whereas floor merchandising and promotional signage have low correlation.

The present study primarily tries to excavate the effect of various demographic factors, different personality traits, culture and visual merchandising on impulsive buying behaviour. Very less research has been carried out to study the influence of culture and personality on impulsive buying behaviour.

LITERATURE REVIEW:

Several studies have been conducted in the past to explore the impulsive buying behavior of consumers.

Sofi and Nika (2017) investigated the influence of personality on impulsive buying behavior. The results reveal that personality has a significant impact on positive (affection) and negative (cognition) indicators of impulsive buying. All the determinants of personality significantly determine the personality of an individual and personality determines impulsive buying as both positive and negative indicators of impulsive buying are significant. Higher the degree of cognition, lower would be buying tendencies as its coefficient is negatively significant. Three attributes including expressive propensity, pleasure seeking propensity, and sociableness, are positive indicators of impulse buying tendencies, whereas conscientiousness, conserving propensity, and emotional instability are negative indicators of impulsiveness.

Wanniachichi and Kumara (2016) studied the influence of visual merchandising on consumers buying behavior in selected clothing retail stores of Sri Lanka using structured questionnaire. The results indicate that window display, color combination and mannequins have the highest impact factor on consumer buying behavior. Lighting and music influence too influence impulse buying.

Haq and Abbasi (2016) used the S-O-R model to study the relationship among four study variables (impulse

purchase behavior and fashion orientation through hedonic consumption and emotions). In this study, fashion orientation is considered stimuli that influences organism (positive emotion and hedonic consumption tendency) which in turn ultimately influences response (impulse purchase behavior). The results reveal that there is a significant positive indirect effect of fashion orientation on impulse purchasing behavior through hedonic consumption and emotions collectively. Hedonic consumption has been found significant as a single mediator whereas, positive emotions did not significantly mediate the relationship as a single mediator.

Kaur and Megha (2016) studied the unplanned buying behavior of rural consumers in Haryana for low involvement products. They explored the factors that encouraged unplanned buying behavior-low price, promotional schemes, opinion leaders and store display. The results reveal that reference groups (opinion leaders) and store display influence impulse buying. Brand awareness has less influence for purchasing low involvement products.

Leela and Reddy (2015) explore the relationship between impulsive buying of and demographic variables of consumers in Hyderabad and Bangalore. The younger crowd shows a preference for promotional activities, trying new products and recent advertisements. Female consumers indicated a preference for low price products and discount offers. Male consumers tend to try new and innovative products. Occupation and income have a strong influence on impulsive buying behavior.

Bhatti and Latif (2014) studied the impact of visual merchandising on consumers' impulse buying behavior in Rawalpindi, Pakistan. They studied the impact of window display, forum display, floor merchandising and shop brand name on consumer impulse buying. Results proved that the consumer impulse buying behavior was significantly influenced by the window display, forum display floor merchandising or with brand name. Floor merchandising has a lesser impact as consumers feel offended when interrupted during their shopping.

Lanjewar (2014) studied the impact of merchandising display (window display, mannequin display, color presentation, lighting and signage) on consumer buying behavior in fashion stores in Nagpur, Maharashtra. The results reveal that visual merchandising has a significant impact. A customer buys a little more than what they have planned before entering the store.

Ramankutty, Babu and Venugopal (2014) studied the effect of external factors (credit card, promotional approach and window display) on impulse buying of consumers in Kerala. The results reveal that cash discounts and window display encourage consumers to indulge in impulse buying. It also shows the importance of POS machines in the shop which makes it easier for the consumers to buy impulsively.

Mehta and Chugan (2013) studied the impact of dimensions of visual merchandising (window display, in-store form/mannequin display, floor merchandising and promotional signage) on consumers' attitude and consumer's impulse buying behavior. The results reveal that there is a significant relationship between consumers' impulse buying behavior and window display, floor merchandising and promotional signage whereas in-store form/mannequin display has no significant impact on consumers' impulse buying behavior. Visual merchandising serves as a stimuli to provoke a desire that in turn motivates a consumer to make an unplanned purchase decision after entering the store. Promotional signage should be clear so that customers do not have problem and does not require salesperson's help.

Hefer and Cant (2013) studied the effect of visual merchandising displays on consumer behavior in South Africa. Data was gathered using two focus groups, each with eight participants and naïve sketches were used to validate the data collected. Thematic analysis was used to analyse the data. The results reveal that consumer behavior is influenced to a limited extent by visual merchandising displays. Consumer behavior is also influenced by their personal preferences and the display quality. It also revealed that consumers are attracted to visual merchandising displays that are well designed and logical. The study shows that women are more attentive to the complete retail experience, whereas men only search for signs in a store as to where to find what they are looking for.

Cant, Hefer and Machado (2013) conducted an exploratory research to study the influence of visual merchandising displays in an apparel retail store on consumers' perceptions. They used non-probability and purposive sampling. They conducted focus group interviews and collected data from 16 participants (8 in each group). Focus group interviews used photographs of an apparel store in Tshwane and participants were asked questions derived from the research objectives. Participants expressed diverse views on how visual merchandising displays influence their buying decisions. Themes that emerged from two categories were: buying behavior is influenced to a limited extent and buying behavior is influenced on a subliminal level but there are other factors like price, color, texture, etc. that influenced the final decision.

Bhatti and Latif (2013) researched regarding the association between impulse buying and visual merchandising on buying behavior of customers. The results suggested that window display, forum display, floor

merchandising and shop brand name (independent variables) are significantly associated to consumer impulse buying behavior (dependent variable). Window display, floor merchandising and shop brand name are positively related impulse buying behavior of consumers whereas forum display is negatively related to consumer impulse buying.

Jain, Sharma and Narwal (2012) studied the influence of visual merchandising on factors (motivation, perception, lifestyle) impacting the consumer buying behavior towards women apparel and the impact of visual merchandising on impulse buying. The results revealed that visual merchandising has a very high impact on consumer buying behavior. Majority of the women rely on in-store form/mannequin display while deciding what to buy.

Tinne (2011) conducted a research using a structured questionnaire to study the factors influencing impulse buying behavior of consumers at superstores. Factor analysis was performed to identify the key factors impacting impulse purchase. The findings of the study indicate that price, store characteristics (store's offer, display of product in shelf and behavior of sales person), situational factors (brand, reference groups and need of products during festival season) and promotional activities (offers, advertisement of product in print and visual media) influence the impulse buying behavior.

Lee and Kacen (2008) studied the impact of culture (individualist and collectivist consumers) and the presence of another person at the time of purchase on consumers' planned and impulse purchase decisions. They collected data from four countries (USA, Australia, Singapore and Malaysia) using a survey about a recent impulse and a recent planned purchase decision. The study used a 2 (purchase type: impulse versus planned) X 2 (purchase situation: alone versus with an important other) X2 (cultural region: individualist versus collectivist) X 2 (order: impulse first versus planned first) mixed factorial design and thus, four versions of questionnaires were formulated to collect data from 706 respondents about their recent impulse and planned purchase when they were with someone important or when they were alone. The results reveal that consumers from collectivist countries were more satisfied with their impulse purchase when they were with an important versus when they were alone at the time of purchase; whereas consumers from individualist countries showed no difference in satisfaction between these two purchase situations. The presence of another person influenced neither collectivists nor individualists for planned purchases.

Park and Kim (2008) studied the effects of consumer tendencies and positive emotion on impulse buying behavior for apparels among college students in US using structured questionnaire. The study revealed that impulse buying for apparel was classified into three types: planned impulse buying, reminded impulse buying and fashion oriented impulse buying. The results indicate that hedonic consumption tendency has a positive causal effect on positive emotion meaning that consumers who have a sense of curiosity and desire new experience were more likely to feel excited and satisfied during their shopping trips. The results also revealed that impulse buying tendency has a significant positive effect on positive emotion meaning that consumers with a high tendency of impulse buying are more likely to experience positive feelings during the shopping. Positive emotion has a positive influence on planned impulse buying, and significant influence on reminded impulse buying and positive emotion also have an impact on fashion-oriented impulse buying. Thus, the study shows that positive emotion plays a significant role in encouraging impulse buying behavior for apparel.

Bourlakis, Mamalis and Sangster (2005) studied the factors impacting unplanned buying that accounts for significant amount of supermarket purchases. They studied consumers who generally shop at a leading UK retailer. The results show that consumers are aware of the financial side of the shopping as three of the factors (value, price awareness and loyalty points) have a financial aspect to them. Respondents felt queuing time to be more important than loyalty points. It is possibly one of the things that frustrated them the most about shopping. Choice is also derived as an important factor but only 24% respondents made no unplanned purchases.

Roberts and Pirog, III (2004) investigated the influence of personal goals (intrinsic and extrinsic) and estimated the incidence of compulsive buying among college students. Self-report surveys were conducted among the students of two US universities (New Jersey and Texas). 8.9% of the sample is classified as compulsive buyers and 68% of those identified as compulsive buyers are females. Women rated the importance of self-acceptance, affiliation and attractive appearances higher than men, whereas men rated the importance of social recognition and financial higher than women. The study suggests that extrinsic goals are partially responsible for the increased incidence of compulsive buying.

Mai, Jung, Lantz and Loeb (2003) investigated the impulse buying behavior of urban consumers in Vietnam. Both qualitative and quantitative methods were used. They also identified personal-use and collective-use product categories. A survey was conducted to test the relationship between various geographic and demographic characteristics (regional differences, gender, age and income) and impulse buying tendency. The findings reveal that impulse purchases are more likely to happen with personal-use products than collective-use

products. They used two models (impulse buying tendency and impulse buying frequency). The results show that individualist orientation was positively related to impulse buying but the study did not find the negative relationship between collectivist orientation and impulse buying to be significant. Regional differences did not really influence impulse buying. The study revealed a significant negative relationship between age and impulse buying in both models. The study also suggested a non-linear relationship between impulse buying and income levels. Qualitative study revealed that urban consumers in Vietnam indulge in small inexpensive impulsive purchases such as clothing, music items and gifts. This explains that economic transition in Vietnam has influenced consumers' attitudes, values and consumption behaviors. Thus, it explains the coexistence of individualism and collectivism in individuals. Men exhibited a higher impulse buying tendency than women.

Kacen and Lee (2002) studied the influence of culture on consumer impulsive buying behavior through a multi-country survey of consumers in the United States, Australia, Hong Kong, Singapore and Malaysia. They conducted two studies to measure the impact of culture on impulsive buying behavior of consumers. They hypothesized that consumers who are impulsive will indulge in more frequent impulsive purchases, but this relationship will become moderate in collectivist cultures. The survey was administered to 706 consumers in two individualistic countries (Australia and the United States) and two collectivist countries (Singapore and Malaysia). The results indicated a stronger relationship between trait buying impulsiveness and impulsive buying behavior for individualists compared to collectivists. The study suggested that culture moderates the impulse trait-behavior relationship. The results provide evidence that Asians engage in less impulse buying due to trait buying impulsiveness as compared to Caucasians. The findings reveal the consistent influence of culture at both ethnicity and individual level.

Abratt and Goodey (1990) investigated the incidence of unplanned buying of non-food items in South Africa. The researchers conducted personal face-to-face interviews with shoppers at the entrance of the selected stores to establish their buying intentions and at the check-out where actual purchases and reasons for selection are recorded. The disparity between the actual purchases and the purchase intentions is used to determine the level and nature of unplanned buying. Respondents purchased 22.5% of total non-food items as an unplanned purchase. The study reveals that 48% of the purchase decisions are made in store and 41% of the respondents spend more than their expressed spending intention. The study suggested strong brand loyalty among South African consumers.

O'Guinn and Faber (1989) investigated the consequences of compulsive buying. The researcher conducted five in-depth qualitative interviews with individual compulsive buyers. The sample of compulsive buyers was obtained and to serve as comparison group, a sample (800) of general population was drawn from three Illinois cities. The study revealed that compulsive buyers have lower self-esteem and have higher fantasy-imaginative level. Compulsive buyers put less emphasis on the acquisition of the item than members of the general population do. The results reveal that compulsive consumers exhibited a significantly greater degree of remorse following shopping. The emergent definition of compulsive buying is one of chronic, repetitive purchasing that becomes a primary response to negative events or feelings. The study suggested that compulsive buyers are more possessive than general consumers but they did exhibit more envy and non-generosity.

Kollat and Willet (1967) explain customer differences in unplanned purchase behavior using field study and consequently store interviews and home interviews. Shoppers were systematically assigned to experimental and control groups. Only experimental group respondents were asked to tell purchase plans at the time they entered the supermarket, differences in purchasing behavior between the groups might be attributed to the impact of entry interview. The experimental and control groups were compared by using three indices of purchasing behavior: grocery bill; number of different products purchased; and mixture of products purchased. Asking respondents what they planned to purchase did not affect either the money spent in the store or the number of different products purchased, and has a very little effect on the mixture of products purchased. The analysis identified variables that are associated with unplanned purchases (family size, gender, number of shopping trips made per week, distance travelled to the store, day of the week, time of the day and size of the store) and variables affecting unplanned purchases (transaction size, transaction structure and characteristics of shopping party).

OBJECTIVES:

- To examine the bearing of several demographic variables on impulse buying behaviour.
- To find the impact of culture on impulsive buying behaviour.
- To examine the relationship between personality traits and impulsive buying behaviour.
- To investigate the influence of visual merchandising on impulse buying behaviour.

RESEARCH METHODOLOGY:

The quantitative research method was employed. A structured instrument/ questionnaire was formulated that consisted of 78 items. Questionnaires were administered to consumers in Delhi/ NCR.

Data Collection and Sampling:

To collect the data, convenience sampling technique has been used as the data is being collected from Delhi/NCR region which is easy for the authors to collect as they belong to that region only. The structured questionnaire/instruments consisting of seventy-eight positive items were distributed to consumers from Delhi/NCR. The questionnaire included six demographic items (Gender, Age, Income, Occupation, Qualification and Income) and four major sections to measure the influence of culture (Individualism and Collectivism), personality (Sociableness, Pleasure Seeking Personality, Expressive, Conserving, Conscientiousness and Emotional Stability) and visual merchandising (Window Display, Mannequin Display, Floor Merchandising and In-store Promotion) on impulse buying behaviour(Impulse Buying Tendency and Impulse Buying Frequency). In closed ended items, five point Likert scale was used from 1-5: strongly disagree to strongly agree. The questionnaires were distributed to 258 consumers (168 online and 90 offline) and 232 responses (168 online and 64 offline) were received. Out of 232 responses, only 198 responses could be considered for analysis and remaining 34 were rejected due to missing data. For measuring individualism and collectivism, the scale used by Triandis and Gelfand(1998) was used whereas, for studying the influence of personality, the scale used was given by Sofi and Nika(2017). To measure the influence of floor merchandising on impulse buying behaviour, the scale used by Mehta and Chugan (2013)was replicated.

Data Analysis:

1. **Demographic Data:** Out of 198 respondents, 80 were males and 118 were females. 73 respondents were in the age group of 18-30 and 63 were in 31-40 and 41 were in 41-50 whereas 11 were in the age group of 51-60 and 10 were above 60 years.
2. **Reliability Test:** To test reliability, Cronbach Alpha tool was applied through SPSS on 198 respondents’ data. The Cronbach Alpha value was 0.916 which means the data is 91.6% reliable and can be used for further analysis.
3. **Regression Analysis:** To analyse the impact of various independent variables on dependent variable- Impulse buying behaviour, Regression analysis was used. In the analysis; Impulse buying behavior was taken as a dependent variable and it included impulse buying tendency and impulse buying frequency of consumers whereas the independent variables were gender, age, marital status, occupation, qualification, annual income, personality, culture (individualist and collectivist) and visual merchandising (window display, mannequin display, floor merchandising and in-store promotion).

Table 1: Dependent Variable: Impulse Buying Behavior

Independent Variables	Gender	Age	Marital Status	Occupation	Qualification	Income	Collectivism	Individualism
Significance Values	0.975	0.121	0.433	0.353	0.4	0.159	0.06	0.00*

Independent Variables	Expressive Personality	Emotional Stability	Conserving	Conscientiousness	Sociableness	Pleasure Seeking Personality	Window Display	Mannequin Display	Floor Merchandising	In-store Promotion
Multiple R	0.00*	0.02	0.991	0.024	0.057	0.00	0.00*	0.00*	0.00*	0.00*

***Significant**

None of the demographic variables seem to influence impulse buying behaviour of consumers as all of them have significance values > 0.001(as per rule). Between individualism and collectivism only individualism influences impulse buying behavior of consumers as its significance value is 0.000 which is less than 0.001. Of all the personality traits, only two (Expressive & Pleasure seeking) had significance values less than 0.001. In visual merchandising, all the independent variables (window display, mannequin display, floor merchandising and in-store promotion) have significance values less than 0.001 and hence, all these variables influence consumers’ impulse buying behavior.

Table 2: Dependent Variable: Impulse Buying Behaviour

Independent Variables	Individualism	Expressive Personality	Pleasure Seeking Personality	Window Display	Mannequin Display	Floor Merchandising	In-store Promotion
Multiple R	0.253	0.268	0.277	0.305	.369	0.271	.334

All the variables which seem to influence impulse buying behaviour have got very less impact as the Multiple R is on lower side.

The independent variables which were found to be influencing the dependent variable, impulsive buying behaviour are used to develop regression models. The following regression models are developed where impulsive buying behaviour is a dependent variable.

1. $Y_{IBB} = 1.718 + 0.261 X_{IND}$
2. $Y_{IBB} = 1.883 + 0.231 X_{EXP}$
3. $Y_{IBB} = 1.762 + 0.252 X_{PSP}$
4. $Y_{IBB} = 2.132 + 0.159 X_{WD}$
5. $Y_{IBB} = 2.068 + 0.183 X_{FM}$
6. $Y_{IBB} = 1.982 + 0.214 X_{ISP}$
7. $Y_{IBB} = 1.944 + 0.249 X_{MD}$

RESULTS AND CONCLUSION:

Consumers who are expressive and have pleasure seeking propensity, ensure a higher tendency to buy things on impulse. Thus, sellers should identify highly expressive consumers and consumers with pleasure seeking personality and attract them through different color combinations to amplify the expressiveness and pleasure-seeking propensity of consumers whereas other personality attributes like emotional stability, conscientiousness and conserving propensity should be spoiled through various promotional strategies. The study investigated the influence of visual merchandising on impulsive buying behaviour. It showed that window display, mannequin display, floor merchandising and in-store promotion all influence impulse buying behaviour but the correlation seems to be weak between various independent variables and impulse buying behaviour. Retailers should display their merchandise effectively through window and mannequin display to attract maximum potential buyers. Thus, effective and attractive visual merchandising can influence impulse buying behaviour positively.

LIMITATIONS:

The sample was physically limited because the data was primarily collected from Delhi/NCR. Thus, the data collected from different areas may yield varied results. Only quantitative research method (questionnaire) was used, but the qualitative research methods may fetch different outcomes.

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