

## STORE INTERIOR ATMOSPHERICS AND IMPULSIVE BUYING BEHAVIOUR

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### Abstract

*The study investigates the interior atmospheric factors that influence the impulse buying behavior in a retail outlet. A descriptive research is done with a sample of 150 among selected supermarkets in in Chennai. The elements of interior atmospherics are music, store display, shop density, temperature etc. Result shows that the commonly purchased products by impulse are chocolates, snacks and beauty care products. The study identified various factors that influence impulse buying in instore environment.*

### Introduction

Retailing is gaining importance globally as it undergoes dynamic changes as a result of changing customer taste and preference . Customers make planned and impulse purchases in retail outlets.

A planned purchase is characterized by deliberate, thoughtful search and evaluation that normally results in rational, accurate and better decisions .Contrary to a planned purchase, impulse buying is a spontaneous and immediate purchase where the consumer is not actively looking for a product and has no prior plans to purchase. Impulse buying behavior studies have attracted academic researcher attention because there appears to be a contradiction between what people say and what people do. While literature and consumers themselves claim that impulsive buying behavior is normatively wrong, a substantial volume of purchases across a broad range of categories could be classified as impulsive. Marketers and retailers tend to exploit these impulses which are tied to the basic want for instant gratification. For instance a shopper in a supermarket might not specifically be shopping for chocolates However, candy, gum, mints and chocolate are prominently displayed at the checkout aisles to trigger impulse buyers to buy what they might not have otherwise considered .Alternatively, impulse buying can occur when a potential consumer spots something related to a product that stirs a

particular passion in them, such as seeing a certain country's flag on the cover of a certain products. Sale items are displayed in much the same fashion

Impulse buying disrupts the normal decision making models in consumers' brains. The logical sequence of the consumers' actions is replaced with an irrational moment of self gratification. Impulse items appeal to the emotional side of consumers. Some items bought on impulse are not considered functional or necessary in the consumers' lives. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made

### **Impulse Buying Behaviour**

Impulse buying definitions range from simply unplanned purchasing (e.g., du Pont studies 1945-1965) to the three-part definition where impulse buying as an unplanned purchase that is characterized by 1) relatively rapid decision-making (Rook 1987; Rook and Hoch 1985), 2) being hedonically complex and more emotional than rational (Bayley and Nancarrow 1998; Rook 1987; Rook and Hoch 1985), and 3) not including the purchase of a simple reminder item such as buying a gift for someone that fulfills a planned task (Beatty and Ferrell 1998). Rook further described impulse buying as an intense, exciting urge to buy without regard to the consequences of the purchase decision.

Many previous studies have investigated the antecedents of impulse buying, ranging from mood states and emotions (e.g., Rook and Gardner 1993), product category (Bellenger et al. 1978), in-store influences (McGoldrick 1982), the individual difference variables (Beatty and Ferrell 1998; Rook and Fisher 1995), to demographics (e.g., Dittmar et al. 1995). In addition, the literature also suggests the impact of product types that are associated with self-identity (Dittmar et al. 1995; Lee and Kacen 2000).

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately.

Conceptual Definition states that Impulse buying is defined as a buying action undertaken without the problem having been previously recognized or a buying intention formed prior to entering the store

### **Kinds of Impulse Buying**

Impulse buying is influenced by economic, personality, time, location and even cultural factors. These vary from different shoppers considering purchase of same item but also for same shopper buying same item at different buying situation. This results in different kinds of Impulse buying. The following are various kinds of Impulse Buying Identified.

#### **Pure impulse buying**

This is pure Impulse purchase which can be distinguished from normal purchase pattern.

#### **Reminder impulse buying**

Reminder Impulses purchase occurs when a shopper sees an item and get reminds that the stock of it at home is exhausted or low or recalls an advertisement or any other information which make them purchase.

#### **Suggestion impulse buying**

Suggestive impulse purchase occurs when shopper's sees a product for the first time and relishes the need to buy

#### **Planned impulse buying**

A shopper enters the store with the expectations and intention of making some purchases on the basis of price specials, coupons, and the like.

### **Internal Atmospheric as determinants of Impulse Buying Behaviour in a Retail Store**

There are various determinants for Impulse Buying behavior in Retail Store The determinants are Lighting , Promotion , Price , accessibility , Visibility of the store , assortments , window displays , sales person etc. This research investigates how elements of Internal Atmospheric influence impulse buying behavior.

It is constituted by micro variables which are specific to particular shopping situations and confined to a specific geographic space. Factors such as in-store background music, store display, scent, instore of the idea that an increase or decrease in the amount spent for an essential item on a given shopping trip would increase or decrease the amount that is perceived to be available to spend on other goods, producing a congruent spillover effect. Arkes et al. (1994) as cited by Janakiraman et al. (2006) acknowledged that the unexpected price discount results in higher expressions of willingness to pay for unrelated discretionary items.

### Research Methodology

Samples of 150 respondents were randomly selected in a selected Supermarket. A Structured Questionnaire was given to respondent. To standardize responses; a close ended questionnaire was used. Using this close ended questionnaire also ensured easy analysis of data. The first part of the questionnaire were aimed at assessing material that were impulsively purchased .The second section contained 9 items to measure the likelihood of impulsive buying in retail supermarkets as a result of the various interior atmospheric factors on a five point Likert scale.

### Result and Discussions

The sample consists of 90 percent female respondents aged between 30-40. 55 percent respondents earn on average Rs 20,000 per month 76 percent of respondent do impulse buying behaviour. The products that are purchased on impulse in supermarket are ranked as follows chocolates, snacks, beauty products and compact disk; the determinants of Interior Atmospherics that influence the impulse buying are as follows

S.No.	Determinants	Weighted Average	Ranks
1.	Shop Density/Crowding	4.5	1
2	Window Display	4.3	2
3.	Advertisement	4.0	3
4	Background Music	2.0	9
5	Sales Person	3	6
6	Coupons	3.3	4
7	Temperature	2.1	8
8	Price	3.2	5
9	Scent	2.2	7

The study sought to investigate the relationship between the interior atmospherics and impulsive buying. Unlike much of the previous research studies that focused on the influence of single variables on impulsive buying, this study identifies various interior factors the influence of impulse buying. It is found that Crowding /Shop Density, Window display followed by advertisement influence impulse buying behavior

### **Limitation and Direction for further Research**

Although the study focused mainly on supermarket consumers, it was not specific on any particular products that are likely to be mainly bought on impulse as a result of the in-store environment. In that regard, the study fails to account for the possible differences elasticity of different products to different promotional strategies. A research that comparatively investigates-store environment induced impulsive buying across different and specific product ranges; portfolios or brand categories can have an important contribution to the understanding of consumer impulse buying and may contribute to the knowledge of retailing strategies.

### **Conclusion**

The Study investigates the factors of interior atmospherics and impulse buying behavior in selected supermarket in Chennai city. Majority of the shoppers buy on impulse. The Shop density and window display induces buying behavior among the shoppers. It is recommended that the Retailers should focus on provide space for the shoppers to walk around by reducing shop density. The store must have legible and impressive displays to increase the probability of Sales. Advertisements may be designed to emphasize the non-economic rewards of impulse buying. The presence of environmental stimulation variables such as scent and sound or attractive store displays may moderate the choice of search strategies and making impulse purchases. Researchers also suggest that consumers engage multipurpose shopping trips and they shift back and forth between epistemic and hedonic search strategies throughout their shopping experience

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