A STUDY OF IMPULSE BUYING WITH REFERENCE TO DEMOGRAPHIC CHARACTERISTICS OF CONSUMERS OF PESHAWAR

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Abstract

Impulse buying is a fun, puzzle and a research question in today's marketing world. The same is under the study of psychologists, consumer behavior researchers, economist, fashion designers, outlet decorators and advertisers. Objective of the study was to identify the nature of convenience product, shopping product, and specialty product which may or may not affect the impulse buying. The data was collected with mutual efforts of faculty members and students of private and public Universities.

Globally, today research is the belle of the ball, vying for marketer's attention, time and money. We need better understanding of what consumers actually consume rather than what they claim to consume (Tellis 2010). Impulse buying is a fun, puzzle and a research question in today's marketing world. The same takes under the study of psychologists, consumer behavior researchers, economists, fashion designers, outlet decorators and advertisers.

Attiq (2006) studied 'Pakistan Consumers' impulsive buying behavior, a function of affective and cognitive components, and focused on identifying determinants of impulsive buying behavior and their relationship in reference to perceived social status associated with buying

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practices. His results indicated impulsive buying as the major aspect on the top followed by Materialism and low self esteem. According to Attiq (2006) shopping develops growth activity along power to give support to consumer empowerment, and self esteem. Besides these functions, finding suggests that impulsive buying behaviour is not only the business process but emotions and feelings also play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well crafted promotional message. In accumulation to the examination and expression of self image, the shopping urge in some consumers may result from the requirement of affiliation. Sales people and accompanying persons while shopping contribute as a symbolic transference, and as contributors of mirroring and idealizing response.

Impulse buying is synonymous with unplanned decision to buy and has been defined by Baumeister, (2002); Sterm, (1962) as "any purchases which a shopper makes but has not yet planned in advance". The majority of researchers recently have extended their excerpt beyond a straight forward unplanned purchase to embrace an emotional element or an urge to make the purchases. According to Anderson & de Palma, (2002) the evidence on the extent of the phenomenon varies according to the definition used of "unplanned purchases" and the fraction of unplanned purchases varies from 25% to 70% of total purchases, according to the commodity category.

Impulse purchases describe a significant segment of sales which confirms that impulse buying is a key subject to both retailers and the retail industry. In order to support and bring forth an impulse purchase; store position and point-of-sale displays at the departing point of check-out counters, is the most famous favorable location of product placement on shelves, and appreciate bulk of products to attract the clientele.

Impulse buying largely depends on resources such as money, time, physical and mental efforts (Stern, 1962). According to Beatty & Ferrell. (1998) there are many variables which stimulate impulse purchases behavior. These are numbers of variables and ways of retail setting like manifestation of products, display of products, or the internal environment like nice odour, bright and attractive colors, or pleasant (slow) music. Such emotional factors create a center of attention, elicit purchase motives, or leads to positive and pleasant mood states and are mainly significant during in-store browsing. "In-store browsing may lead to positive feelings and an urge to buy, which are both characteristics of impulse purchases" and other situational variables that influence impulse buying are available time and money, whether this is actual or perceived.

Rook, 1987; Wood, (1998) say that impulse buying occurs when consumer experiences a sudden, often powerful and persistent urge to buy something immediately. Thus there are two main elements that differentiate impulse buying from non-impulse. First, impulse purchases are typically made unplanned and without a recognized buying intention before entering the store. Second, Impulse purchases always involve an emotional response either before, at the time of, or after impulse purchase.

In the sequence of research conducted by Cha (2001): findings say that impulse buying behavior regarding fashion and personality products are associated with patterns like chaste, repeated emotions as well as fashion-oriented impulse buying behaviors. Babin and Babin (2001), in their study found that in stores consumers purchasing intentions and spending can largely be influenced by emotions. These emotions may be specified to certain things for example; the features of the items, customer self-interest, consumer's gauge of evaluating items and the

importance they give to their purchasing at a store. Rammal (2008), argued and commented that there is a bright future of communication industry in Pakistan and the existing innovations over the next ten years would not only set bench markets in the country but may also set the pace in the region. He says, "Pakistani minds are second to none and the dare to take the challenge".

Impulse buying is a habit and shopping is a fact of life; most of the consumers must make an impulsive purchase. According to Welles (1986), nine out of ten shoppers occasionally buy on impulse.

According to Andrew (2008), consumer wants an insight into their opinions on brand advertising and changing life styles. The debate further agreed that advertising, young professionals on points, mediums, and revolutionized petrol pumps in Pakistan lead to impulse buying and brand loyalty.

According to loudon & Della B (1993) explains that: "consumer behavior may be defined as the decision process and physical activity individual engage in when evaluating, acquiring, using or disposing of goods and services".

According to Ferrell (1992) consumers make buying decisions according to nature of the product, environment and with respect to their psychological as well as financial conditions. The products are classified into the following categories:

1. **Convenience Products:** Convenience products are relatively inexpensive, frequently purchased items for which buyers want to exert only minimal purchasing effort. These are products that appeal to very large segments. Examples include bread, gasoline, newspapers, soft drink, and chewing gum. The buyer spends little time either in planning the purchase of a convenience item

or in comparing available brands or sellers. Even a buyer who prefers a specific brand will readily choose a substitute if the preferred brand is not conveniently available;

2. **Shopping Products:** Consumers are willing to spend more time locating these products since they are relatively more expensive than convenience product and because these may possess additional psychological benefits for the purchase, such as raising their perceived status level within their special group. Buyers allocate considerable time for comparing stores and brands with respect to prices, product features, qualities, services, and perhaps warranties;

3. **Specialty Products:** Specialty Products possess one or more unique characteristics, and a significant group of buyers is willing to expend considerable purchasing effort to obtain them. Buyers actually plan the purchase of a specialty product; they know exactly what they want and will not accept a substitute;

4. **Emergency Products:** Emergency Products are purchased because of a sudden problem that needs to be solved and for which pre-purchase is not considered or when aggressive selling is used to obtain a sale that otherwise would not take place.

5. **Unsought Products:** Unsought Products the products whose purchase is unplanned by the consumer but occur as a result of marketer's actions. Such purchase decisions are made when the customer is exposed to promotional activity, such as a sales person's persuasion on purchase incentives. For e.g. special discount offers.

Research objective: The aim of this research paper is to identify Nature of convenience product, shopping product, emergency product specialty product and unsought product, which may or may not affect the impulse buying.

Scope of the study: Today, the world has become a global village and the changes in one country in each field of life directly or indirectly affects/influences the citizen of the other country. Similarly, the changes in culture behaviors and values are also contributing to psychological changes; further the recent developments in marketing practices also have outstanding impact on Pakistani consumers/society. Though, many studies have been conducted on impulse buying behavior but a very small amount of work has been done on this issue in Pakistan, yet there is a need for comprehensive research on the subject. Therefore, the study is considered necessary for the improvement, opening of new dimensions and to put forward the emerging issues for further research. Peshawar is considered to be a gate way for international trade and business with ECO, South Asian Association for Regional Cooperation member countries and central Asian republics, therefore the findings may be fruitful for marketing specialists/practitioners of these countries. Being qualitative and quantitative in nature the result may be of great importance to the members of Trade industries and chamber of commerce for future planning.

Research Methodology

Sample Size: The segmentation selected for the data collection was based on the following parameters:

- Teaching faculty (both genders)

- Students of universities (both genders)
- To have representation from both public and private universities.

Data Collection: The primary data was collected through questioners based on five points, Likert Scale adopted by Attiq (2006). The total number of questioners distributed was 276 out of which 236 were received back and 36 questionnaires were considered as invalid; therefore, 200 questionnaires were processed for analysis.

Hypothesis of the Study: There is no difference in overall demographic characteristics with respect to frequency of product categories, purchase tendencies toward impulsive buying, hedonic needs, self identity and cognitive process components.

Findings of the Analysis: The results based on "convenience product" purchases are at table# 1, 2, 3, 4 & 5 respectively. Only income level is having significant impact at the level of 0.068 while the other components are non significant.

Table 1:   Gender * Convenience

			Convenience			
			Disagree	Undecided	Agree	Total
Gende	Male	Count	21	41	69	131
		% of Total	10.5%	20.5%	34.5%	65.5%
	Female	Count	6	21	42	69
		% of Total	3.0%	10.5%	21.0%	34.5%
Total		Count	27	62	111	200
		% of Total	13.5%	31.0%	55.5%	100.0%
Pearson Chi-Square			2.359^a	2	.307	

Table 2:   **Age * Convenience Cross tabulation**

			Convenience			Total
			Disagree	Undecided	Agree	
Age	up to 20 years	Count	6	20	31	57
		% of Total	3.0%	10.0%	15.5%	28.5%
	up to 25 years	Count	12	26	45	83
		% of Total	6.0%	13.0%	22.5%	41.5%
	up to 35 years	Count	5	9	22	36
		% of Total	2.5%	4.5%	11.0%	18.0%
	up to 45 years	Count	2	4	10	16
		% of Total	1.0%	2.0%	5.0%	8.0%
	up to above 45 years	Count	2	3	3	8
		% of Total	1.0%	1.5%	1.5%	4.0%
Total		Count	27	62	111	200
		% of Total	13.5%	31.0%	55.5%	100.0%
Pearson Chi-Square		3.102[a]	8		.928	

Table 3:   **Income * Convenience Cross tabulation**

			Convenience			Total
			Disagree	Undecided	Agree	
Income	up to 25000	Count	12	15	31	58
		% of Total	6.0%	7.5%	15.5%	29.0%
	up to 35000	Count	1	9	23	33
		% of Total	.5%	4.5%	11.5%	16.5%
	up to 45000	Count	4	23	34	61
		% of Total	2.0%	11.5%	17.0%	30.5%
	up to 55000	Count	5	6	6	17
		% of Total	2.5%	3.0%	3.0%	8.5%
	above 55000	Count	5	9	17	31
		% of Total	2.5%	4.5%	8.5%	15.5%
Total		Count	27	62	111	200
		% of Total	13.5%	31.0%	55.5%	100.0%
Pearson Chi-Square		14.587[a]	8		.068	

Table 4:   **Qualification * Convenience Cross tabulation**

			Convenience			
			Disagree	Undecided	Agree	Total
Qualification	up to FA/FSC	Count	3	10	13	26
		% of Total	1.5%	5.0%	6.5%	13.0%
	up to BA/BSC	Count	11	18	42	71
		% of Total	5.5%	9.0%	21.0%	35.5%
	up to MA/Msc	Count	5	17	30	52
		% of Total	2.5%	8.5%	15.0%	26.0%
	Above Master	Count	7	15	23	45
		% of Total	3.5%	7.5%	11.5%	22.5%
	Technical	Count	1	2	3	6
		% of Total	.5%	1.0%	1.5%	3.0%
Total		Count	27	62	111	200
		% of Total	13.5%	31.0%	55.5%	100.0%
Pearson Chi-Square		2.931[a]	8	.939		

Table 5:   **Employment Status * Convenience Cross tabulation**

			Convenience			
			Disagree	Undecided	Agree	Total
Employment Status	Govt.	Count	6	14	35	55
		% of Total	3.0%	7.0%	17.5%	27.5%
	Private job	Count	9	22	32	63
		% of Total	4.5%	11.0%	16.0%	31.5%
	own business	Count	12	26	44	82
		% of Total	6.0%	13.0%	22.0%	41.0%
Total		Count	27	62	111	200
		% of Total	13.5%	31.0%	55.5%	100.0%
Pearson Chi-Square		2.209[a]	4	.697		

Data Analyses on Buying Modes: Tables below show the analysis of consumer impulse buying behavior for "speciality products". The gender

and income factors show the significant results at the level of 0.03 & 0.001 respectively.

The gender shows significance at the level of 0.000. The seasonal impulse buying is as strong as compare to other. The income is also having significant impact at the level of 0.011 which shows that those who are having income of Rs.45000 are inclined towards impulsive buying of shopping products.

Age * Self Identity Cross tabulation

			Self Identity			
			1	2	3	Total
Age	up to 20 years	Count	1	18	38	57
		% of Total	.5%	9.0%	19.0%	28.5%
	up to 25 years	Count	0	27	56	83
		% of Total	.0%	13.5%	28.0%	41.5%
	up to 35 years	Count	4	10	22	36
		% of Total	2.0%	5.0%	11.0%	18.0%
	up to 45 years	Count	4	5	7	16
		% of Total	2.0%	2.5%	3.5%	8.0%
	up to above 45 years	Count	2	1	5	8
		% of Total	1.0%	.5%	2.5%	4.0%
Total		Count	11	61	128	200
		% of Total	5.5%	30.5%	64.0%	100.0%

Pearson Chi-Square	27.041[a]	8	.001

Qualification * Self Identity Cross tabulation

			Self Identity			
			1	2	3	Total
Qualification	up to FA/FSC	Count	0	8	18	26
		% of Total	.0%	4.0%	9.0%	13.0%
	up to BA/BSC	Count	2	25	44	71
		% of Total	1.0%	12.5%	22.0%	35.5%
	up to MA/M.Sc	Count	1	12	39	52
		% of Total	.5%	6.0%	19.5%	26.0%
	above Master	Count	8	16	21	45
		% of Total	4.0%	8.0%	10.5%	22.5%
	Technical	Count	0	0	6	6
		% of Total	.0%	.0%	3.0%	3.0%
Total		Count	11	61	128	200
		% of Total	5.5%	30.5%	64.0%	100.0%

Pearson Chi-Square	24.364[a]	8	.002

Qualification * Self Identity Cross tabulation

			Self Identity			
			1	2	3	Total
Qualification	up to FA/FSC	Count	0	8	18	26
		% of Total	.0%	4.0%	9.0%	13.0%
	up to BA/BSC	Count	2	25	44	71
		% of Total	1.0%	12.5%	22.0%	35.5%
	up to MA/M.Sc	Count	1	12	39	52
		% of Total	.5%	6.0%	19.5%	26.0%
	above Master	Count	8	16	21	45
		% of Total	4.0%	8.0%	10.5%	22.5%
	Technical	Count	0	0	6	6
		% of Total	.0%	.0%	3.0%	3.0%
Total		Count	11	61	128	200
		% of Total	5.5%	30.5%	64.0%	100.0%
Pearson Chi-Square		24.364^a	8	.002		

Gender * Specialty Products Cross tabulation

			Specialty Products					
			Never	More than yearly	yearly	Seasonally	Monthly	Total
Gender	Male	Count	5	13	56	47	10	131
		% of Total	2.5%	6.5%	28.0%	23.5%	5.0%	65.5%
	Female	Count	1	3	25	39	1	69
		% of Total	.5%	1.5%	12.5%	19.5%	.5%	34.5%
Total		Count	6	16	81	86	11	200

Gender * Specialty Products Cross tabulation

			Specialty Products					Total
			Never	More than yearly	yearly	Seasonally	Monthly	
Gender	Male	Count	5	13	56	47	10	131
		% of Total	2.5%	6.5%	28.0%	23.5%	5.0%	65.5%
	Female	Count	1	3	25	39	1	69
		% of Total	.5%	1.5%	12.5%	19.5%	.5%	34.5%
Total		Count	6	16	81	86	11	200
		% of Total	3.0%	8.0%	40.5%	43.0%	5.5%	100.0%
Pearson Chi-Square		10.697[a]		4		.030		

Income * Specialty Products Cross tabulation

		Specialty Products					Total
		Never	More than yearly	yearly	Seasonally	Monthly	
up to 25000	Count	0	10	25	19	4	58
	% of Total	.0%	5.0%	12.5%	9.5%	2.0%	29.0%
up to 35000	Count	2	0	12	18	1	33
	% of Total	1.0%	.0%	6.0%	9.0%	.5%	16.5%
up to 45000	Count	1	5	24	27	4	61
	% of Total	.5%	2.5%	12.0%	13.5%	2.0%	30.5%
up to 55000	Count	3	0	7	6	1	17
	% of Total	1.5%	.0%	3.5%	3.0%	.5%	8.5%
above 55000	Count	0	1	13	16	1	31
	% of Total	.0%	.5%	6.5%	8.0%	.5%	15.5%
Total	Count	6	16	81	86	11	200

		Specialty Products					Total
		Never	More than yearly	yearly	Seasonally	Monthly	
up to 25000	Count	0	10	25	19	4	58
	% of Total	.0%	5.0%	12.5%	9.5%	2.0%	29.0%
up to 35000	Count	2	0	12	18	1	33
	% of Total	1.0%	.0%	6.0%	9.0%	.5%	16.5%
up to 45000	Count	1	5	24	27	4	61
	% of Total	.5%	2.5%	12.0%	13.5%	2.0%	30.5%
up to 55000	Count	3	0	7	6	1	17
	% of Total	1.5%	.0%	3.5%	3.0%	.5%	8.5%
above 55000	Count	0	1	13	16	1	31
	% of Total	.0%	.5%	6.5%	8.0%	.5%	15.5%
Total	Count	6	16	81	86	11	200
	% of Total	3.0%	8.0%	40.5%	43.0%	5.5%	100.0%
Pearson Chi-Square		31.808a	16	.011			

Status of the Hypothesis: H 1: There is no difference in overall demographic characteristics with respect to frequency of product categories, purchase tendencies towards impulsive buying, hedonic needs, self identity and cognitive process components. Hence, the hypothesis is accepted. Though the results are not highly significant but the over-all results show positive trend in case of convenience and shopping products.

Recommendation for Future Studies: The study in hand was having an emphasis on the demographic characteristics, self identity and cognitive behavior; therefore, the results can not be generalized to each product category. If the studies are carried out on the basis of each product category, location of shopping malls, particularly like Bara markets and pricing policies like CSD stores the result may vary from the foreign studies.

It is also suggested that the study needs to be carried out on other demo graphic characteristic factors like marital status, culture, geographic location and family size because very few studies are available on these variables.

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