

**IMPULSE BUYING BEHAVIOR OF CUSTOMERS FOR LOW
INVOLVEMENT PRODUCTS**

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RECOMMENDATION

CERTIFICATION

DECLARATION OF AUTHENTICITY

I, Sunil Kumar Bist, hereby nation that this graduate research project is absolutely original and that each one assets consulted in its advent have been duly and explicitly recounted. I in addition well known that any credits granted to me based totally on material given to SOMTU can be cancelled at any time if it's far observed that I actually have materially misrepresented it.

Sunil Kumar Bist

Date: July, 2022

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I assume that this paper might be a terrific aid for instructional institutions as well as for anybody who's interested by learning approximately customers' impulsive purchasing behavior for low involvement products.

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LIST OF ABBREVIATIONS

Abbreviation	Explanation
ANOVA	Analysis of Variance
GRP	Graduate research project
MBA	Master of business administration
R	Composite Reliability
rho_A	Reliability Indices for each construct
SD	Standard deviation
SOMTU	School of management Tribhuvan University
SPSS	Statistical Package for Social Sciences

EXECUTIVE SUMMARY

An impulsive desire to shop for an awesome or service is one that is made proper before creating a transaction. It is an impulsive buy made without any previous making plans to accumulate a selected product class or whole a specific shopping activity. This study's primary intention is to investigate clients' impulsive purchases of low involvement goods. This have a look at tested the effects of the materialistic fee scale created by means of Richins and Dawson on compulsive buying, which can be used to look at the impulsive purchasing styles of Nepalese consumers for low involvement goods. According to a latest study, action, interest, promoting, locality, and surroundings are the primary factors that have an impact on the buying conduct of woman customers. But by analyzing the six reference companies, product promotion, fee, shop format, availability of cash, and shopping conduct, this examine focuses on the impact of factors influencing the impulsive buying behavior of customers of less expensive merchandise (with references in the Bhim Datta Municipality market)..

The study could be carried out using this descriptive studies layout and a informal comparative research design. The population of Bhim Data Municipality is made from all clients who collectively buy low-value items. Convenience sampling was used in this look at to choose the pattern respondents. Descriptive study demonstrates the variables influencing clients' impulsive purchases of low involvement goods. Impulse buying conduct has the best average price of observe variable price and volatility and the lowest average fee of observe variable rate and coffee price fluctuation. The general research variable effects test is great within the normality check, indicating that the records are not dispensed typically.

Reliability check is the primary look at variable, and item number 30 shows all of the questions that had been taken into consideration. Such that the validity of this have a look at. Product advertising has a negative full-size affiliation with shopping for impulse conduct however a tremendous vast link with pricing, store layout, and cash availability. A poor extensive association exists among rate and buying urge, but a tremendous widespread courting exists between reference organization, product promotion, keep layout, and the price of a particular product and the supply of money. Negative store layout favorable importance affiliation among the reference group,

product advertising, fee, and money availability with the shop format, as well as importance with buying impulse conduct. There is a considerable positive correlation among reference group, product advertising, rate, and keep format and a significant bad correlation between the provision of cash and shopping for impulse conduct.

The price of r square in a regression evaluation is zero.947, which means that ninety four.7 percentage of the variance within the structured variable may be defined by means of the impartial variable and its constructs, and five.3 percentage of the variance can be defined by means of other variables that this look at has now not taken into consideration. There is a full-size linear courting among the structured and unbiased variables, and the slope of the regression line isn't 0. Variables' latent coefficients. As can be located, the p-cost of the reference group, fee, save format, and money availability is less than zero.05, indicating a great effect of the reference organization, fee, keep layout, and money availability on impulsive shopping behavior for items. Results of the speculation checking out in short. As may be visible, consistent with the examination of the consequences, H1 thru H5 were time-honored while H3 has been refused.

CHAPTER I- INTRODUCTION

1.1 General Background

An impulsive choice to buy a good or service is one that is made right before making a transaction. It is an impulsive purchase made without any prior planning to acquire a particular product category or complete a particular purchasing activity (Beatty & Ferrell, 1998). An impulse shopper or purchaser is someone who frequently makes these kind of purchases. The usual decision-making processes in customers' brains are disturbed by impulsive purchases. An irrational moment of self-indulgence takes the place of the consumers' logically ordered course of behavior. According to research, seeing a product or being exposed to an effective marketing message can cause emotions and feelings, both good and bad, to play a critical role in a decision to buy. These urges, which are connected to the underlying desire for quick fulfillment, are frequently preyed upon by marketers and retailers. For instance, when visiting a grocery, a person might not be seeking for candy or mints particularly. However, these products are prominently displayed in the checkout lanes to persuade shoppers to make impulsive purchases of things they might not otherwise have thought about. As an alternative, impulsive buying might happen when a potential customer sees something connected to a product that piques their interest, like seeing a particular celebrity's image on the cover of a particular magazine or a bag in their favorite color. Studies from the past indicate that impulsive purchasing is a characteristic of American consumers. Research from the United States and Great Britain has demonstrated that impulsive purchasing behavior is influenced by a variety of variables, including consumer mood, emotional state, national culture, and demographic considerations. But it has also accelerated in Asian nations such as China, India, Singapore, Hong Kong, Thailand, and Pakistan. Advertising and marketing trends, credit cards, debit cards, 24-hour commerce, and online shopping all encourage impulsive purchase (Rehman, 2014).

When making low-involvement judgments, such as automatic purchases based on scant information or information they have already collected, consumers frequently engage in regular reaction behavior. These choices to buy are referred to as impulse purchases (Upadhyaya, 2011).

Low-risk, simple, repeated, and habit-forming decisions are those that don't require much thought. In reality, the consumer does not place much importance on these purchases. The risks associated with money, society, and psychology are not nearly as high. In these circumstances, comprehensive brand research or carefully weighing all available options may not be worth the consumer's time and effort. A streamlined decision-making process is typically involved in low-involvement purchases. In these circumstances, the buyer often gathers little to no information, if any, and any alternative evaluation is typically straightforward. Although consumers are conscientious enough to obtain the goods they desire, they often only exert the minimum amount of time and effort (Rehman, 2014).

Impulsive purchasing by consumers Customers of low-involvement products frequently exhibit very little critical thought, information gathering, and sound judgment. For instance, purchasing a pack of gum or a bar of chocolate at the checkout in a physical store only only a few seconds because these items require no effort from the consumer, who typically purchases them on impulse (Rehman, 2014). With addition to uncertainty, there is typically minimal conscious decision-making, especially in low participation items and frequently purchased consumer packaged goods.

An impulsive choice to buy a good or service is one that is made right before making a transaction. It is an impulsive purchase made without any prior planning to acquire a particular product category or complete a particular purchasing activity (Beatty & Ferrell, 1998). An impulse shopper or purchaser is someone who frequently makes these kind of purchases. The usual decision-making processes in customers' brains are disturbed by impulsive purchases. An irrational moment of self-indulgence takes the place of the consumers' logically ordered course of behavior. According to research, seeing a product or being exposed to an effective marketing message can cause emotions and feelings, both good and bad, to play a critical role in a decision to buy. These urges, which are connected to the underlying desire for quick fulfillment, are frequently preyed upon by marketers and retailers. For instance, when visiting a grocery, a person might not be seeking for candy or mints particularly. However, these products are prominently displayed in the checkout lanes to persuade shoppers to make impulsive purchases of things they might not otherwise have thought about.

In contrast, an impulse purchase may occur when a potential customer sees anything related to a product that piques their interest, such as seeing a particular celebrity's image on the cover of a particular magazine or a bag in their favorite color. Studies from the past suggest that American consumers tend to shop impulsively. Research from the US and the UK has established that impulsive purchasing behavior is influenced by a variety of factors, including consumer mood, emotional state, national customs, and demographic concerns. But it has also accelerated in Asian countries including China, India, Singapore, Hong Kong, Thailand, and Pakistan. Advertising and marketing trends like credit cards, debit cards, 24-hour retailing, and online shopping are encouraging impulsive buying.

Due to the introduction of foreign goods to the Indian market, expansion of the organized retail sector, rise in disposable income, favorable demographic segmentation, and changing culture & lifestyle, researchers have also discovered that Indian consumers' shopping habits have fundamentally changed. Impulse buying is now becoming a highly noticeable behavior (Muruganatham and Bhakat, 2013). Research on sub-continental countries' impulsive buying has found that certain factors, including time availability (Beatty & Ferrell, 1998), gender, mood, materialism, age, culture, financial accessibility, product category (Mai et al., 2003), and product price (Wong and Zhou, 2004), are frequently observed among such shoppers in supermarket settings. For the past 60 years, impulse buying has piqued the interest of researchers and practitioners. In established nations like the United States, Canada, England, Norway, etc., as well as developing nations like Thailand, China, the Philippines, Korea, Poland, Lithuania, Indonesia, India, Pakistan, etc., several studies on impulsive buying have been carried out. Marketing researchers have mostly concentrated in those studies on finding the broad elements that influence impulse purchase.

However, despite the fact that impulse buying is frequent in Nepal, there is not enough research on this subject. Although some things may have been mentioned, actual study has not yet been conducted. Impulsive purchasing is on the rise among Nepali consumers as well due to the rise in shopping malls and supermarkets, rise in disposable income, growing independence of young consumers, joint family structures becoming smaller and becoming nuclear families, exposure of consumers to

hundreds of promotional messages daily, access to online retailers, access to Automated Teller Machines (ATMs) and Point of Sales (POS) terminals favoring debit/credit card facilities, and more. Additionally, marketers and Owners of supermarkets profit from this phenomenon by encouraging purchases based on a variety of enticing store-related characteristics (display, store layout, atmosphere, and positioning of merchandise), as well as good service standards. Across the globe, a variety of studies have been undertaken where it has been found that impulsive shopping is common at supermarkets and retail establishments.

The subject of what influences such consumer decisions is, however, less studied in the Nepalese context. Little in-depth research has been done on impulsive shopping among Nepalese consumers in supermarkets. Therefore, the goal of this study is to pinpoint the critical variables that steer consumer behavior toward impulsive purchases and investigate the links between these variables and impulsive behavior. It is also necessary to examine the general impulsive purchasing patterns of shoppers who enter supermarkets. This study aims to pinpoint the numerous elements in the aforementioned scenario that prompt shoppers to make impulsive purchases in supermarkets. It then attempts to investigate whether there is any connection between the various factors and impulsive purchasing behavior.

The conclusions drawn from this study have an academic advantage and add to our understanding of the subject under investigation, helping both student and non-student researchers. Additionally, it helps marketers and store managers of supermarkets and other retail establishments better understand their customers and the circumstances under which they make irrational purchases. They can thus take advantage of this and present triggers in supermarket environments that cause customers to behave in this way. Additionally, this research gives shoppers a better understanding of the real causes of their impulsive shopping in a supermarket environment. Consumers frequently don't understand why they spend more money than they intended to when they enter a supermarket or retail establishment.

1.2 Statement of the Problem

Despite the survey's formal and controlled conduct, there are nevertheless some significant flaws. Consumers may make up answers on survey questionnaires because

they frequently are not conscious of their hasty purchasing behavior. Consumers occasionally attempt to defend their purchases by claiming that they were well-thought-out and based on logic

Impulsive. In addition, respondents' responses may change depending on the circumstances. The study is undertaken in a geographically constrained area (inside the Bhimdatta Valley only) with a small number of respondents due to time and financial constraints. Additionally, there aren't many variables considered at all while making an evaluation. Overall, the study is predicated on the hypothesis that impulsive shopping is a prevalent habit among shoppers, which is obtained from prior research and studies conducted in an international setting. The study is organized into five sections for the benefit of the readers. Section two, which includes a literature review and conceptual framework, follows section one. It includes opinions from previously published articles, studies, and journals by various authors that support the premise of this report. It also covers and describes the research's theoretical foundation. The third section, which discusses research methods and how to collect data for the study and analyze the findings, comes after this one. The research design, sampling, sample size, type, and data sources are highlighted. The data are then interpreted in section four using tables and statistical techniques. A conclusion and a suggestion are included in the final section.

The market for low-cost goods in the Bhim Data Municipality has expanded in terms of product categories as well as alternate brands as it moves toward development from both national and global viewpoints. Today, one can use goods made anywhere in the world while seated in his or her city or home. Bhim Data Municipality market also has given much greater freedom to choose the brand. Customers of Bhim Data Municipality are no longer required to purchase any specific brands; instead, they are given the option to choose from a variety of brands (Sharma, 2012). How do people choose the brand or product in this situation? What sources do they use to learn about a product or brand, and what influences help them decide which one to buy? These are Bhim Data Municipality market's urgent questions. These consumer purchase involvement metrics gauge their interest or concern for the purchasing process. Nominal decision-making typically occurs when consumers buy familiar, low-cost products that require little effort on their part. Between nominal and extended

decision-making, limited decision-making involves a small amount of external research (While, 2007).

In general, this generation favors texting and e-mailing to genuine face-to-face interaction when communicating. For them, education extends beyond conventional brick-and-mortar college campuses. Additionally, they get access to lectures through webinars and online classrooms (Sharma, 2012).

When buying things, the majority of buyers take the utility factor into account. The majority of listeners rarely tune into radio advertisements. Very few people are regular listeners, on average. Advertising has a greater impact on new products than it does on older or more established ones. Radio, movies, and magazines, which came in first, second, and third place, respectively, are the most effective media outlets for capturing the attention of consumers. The marketing manager can better their advertising strategy with the help of this study. It is in the best interest of business enterprises to research the causes impeding its development and how to develop it because advertising entails expense, and every cost should yield an adequate return. For instance, the advertisers must use appropriate language in their advertisements if the product is intended for highly educated consumers. The following are the main factors taken into account in this study.

- Is there a connection between purchasing behavior and the reference group, product promotion, cost, store layout, and cash availability?
- Does the reference group, pricing, retail layout, availability of cash, and product promotion affect purchasing decisions?

1.3 Objectives of the Study

This study's primary goal is to investigate customers' impulsive purchases of low involvement goods. The following additional precise goals are listed: -

- To examine the demographic aspects that influence consumers' impulsive purchasing patterns for low involvement items
- To determine the relationship between the reference group, product advertising, price, store layout, cash availability, and purchasing behavior.

- To assess the effects of customers' impulsive purchases of low involvement goods

1.4 Research Hypotheses

The following alternative hypothesis is posed to be tested.

H1: There is a considerable link between product promotion and consumers' impulsive purchasing habits.

Hasim (2019) (2019) this study's objective is to investigate the role that sales promotions play in Malaysians' online impulse purchases. The goal of the study, which used the survey research method to collect data, was to better understand online impulse purchase behavior. The findings indicate that sales promotions have an impact on Malaysian online shoppers' spontaneous purchases. The findings demonstrated that sales promotions had a favorable influence on online impulse buying. These results should help internet retailers concentrate more on creating better and more inventive sales promotion activities.

H2: The reference group and customers' impulsive purchasing habits have a considerable association.

Aragoncillo (2018) this essay tries to investigate the fashion industry's irrational purchasing behavior. It is contrasted between online and offline channels to see which is thought to encourage greater impulsive purchasing. This study discovered a significant relationship between the reference group and the customers' impulsive purchasing behavior.

H3: Prices have a major impact on consumers' impulsive purchasing decisions.

Zhe Gu (2015) The Impact of Price Presentations on Impulse Purchase Behavior: The Contribution of Expected Regret. Consumer impulsive buying behavior is significantly influenced by the way prices are presented (based on dollar amounts or percentages off). According to the study, price reductions based on the amount of money could increase consumers' propensity to purchase.

H4: The availability of funds has a considerable impact on a customer's impulsive purchasing habit.

Andriani (2015) examined how several contextual elements affected emotional states and impulsive purchasing. This study serves as an explanation. Simple random sampling is the sampling method. The visitors to Loka Supermarket Malang City Point are the study's population. 119 people participated in the sample for this study. Utilizing Path Analysis, the data were examined. The results of this study demonstrate that Store Environment and Money Availability had a substantial effect on Emotional States, although Time Availability and Hedonic Consumption Tendency did not.

H5: The customer's impulsive purchasing behavior is significantly impacted by the layout of the store.

The Effects of Store Layout on Purchasing Behavioral Parameters of Consumers Visual technology is used, Melara (2014) A newly created technology for immersive digital truth shows by the Purdue Envision Center is being used in the study methodology along with an increase of target and arbitrary customer enjoyment measurements. The area of research targeted by the definition of this paper aims to investigate the effects of various save layouts on sign detection records, which take into account both intended purchases (hits) and accidental purchases (false alarms), and provide objective measures of the degree to which a shopper meets their save. This investigation discovered a significant relationship between store design and customers' impulsive purchasing behaviors.

1.5 Scope and significance of the Study

The marketing manager has used this study to help them make their advertising strategy better. It is in the best interest of business enterprises to research the causes impeding its development and how to develop it because advertising entails expense, and every cost should yield an adequate return. This study is important for the following groups and individuals, including additional researchers, businesspeople, and consumers. Today, more and more service sector companies have the opportunity to walk on the competitive edge and demonstrate their abilities on par with, if not better than, other players in the field. The next generation of university students,

financial managers, the government, shareholders, creditors, and stockbrokers. One of the most important requirements for developing and maintaining happy relationships with important clients is service quality. In this way, the link between customer loyalty and service quality has become an important and strategic problem. Perceived service quality is typically a precursor to satisfaction.

As a result, this study examined the influence of the materialistic value scale created by Richins and Dawson on compulsive purchasing patterns in order to better understand Nepalese consumers' impulse purchases of low involvement goods. Additionally, it has added to the body of knowledge by identifying the differences between males and females with regard to impulse buying behavior. This information can be used by businesses and brands to design marketing programs that include the 4Ps, or product, price, place, and promotion, as well as advertising messages that use materialism-related elements to encourage customers' impulse buying behavior.

1.6 Limitations of the Study

- The M.B.A. program only requires a portion of this study, therefore it is constrained by the following reasons.
- The study will concentrate on Bhim Datta Municipality's cosmetics consumers.
- Statistical tools like percentage, Mean, SD, Simple correlation coefficient, and regression analysis will be used.
- Primary sources will be used to gather the data, and this study only relies on quantitative findings and results.

1.7 Structure of the Study

There are a total of five chapters in the study. The basic context of the investigation is presented in Chapter 1 along with a problem description, study objectives, research hypotheses, and significance of the study, study limitations, and an organization of the study. The research a conceptual overview, a review of the literature on studies in a worldwide context, and a review of research in the Nepalese setting make up chapter two. Additionally, this chapter concludes with some last thoughts related to the key findings and concepts of the investigations. The third chapter discusses the study methodology, the types and sources of data, the choice of businesses, the models used

for data analysis, and the conclusion. The methodical display, analysis, and discussion of data are the main topics of chapter four. The works that were completed in chapters one through four, including the major conclusions, are summarized in chapter five. On the basis of the main findings of the study and the references, this chapter also includes a separate part with recommendations and the scope for further research.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

The study of prior research studies and pertinent information is known as a review of the literature. It involves the expansion of current knowledge and in-depth research on the subject. The researcher borrows ideas from earlier dissertations for the literature review, although replication is still necessary. The conceptual framework is also provided in this chapter. Reviewing the literature entails looking into research studies and other pertinent propositions in the related fields of study in order to take into account all previous studies, their findings, and future research. It is an essential and required step in research projects. This chapter reviews the research on the factors affecting customer purchasing of low-cost goods. Along with numerous books, the subject of this review is a number of reports, articles, journals, and research papers. A key topic in this study is the factors that affect customer purchasing in the low-product sector.

2.1 Theoretical Review

In order to determine what research has been done and what needs to be done in one's chosen field of effect of factors affecting Impulsive purchase behavior of buyers of low-priced products, one must do a literature study. The prior study cannot be disregarded when doing research because it serves as the current study's framework. In other words, research should be ongoing. The researchers gain information of the state of the research field by a review of pertinent literature.

This chapter largely focuses on the study findings and literature that are accessible on the subject. . It is important to note that, as of this writing, no one has conducted research on the elements that influence low-priced goods customers' impulsive purchase behavior. Therefore, it becomes required to evaluate the literature, books, and journals relevant to the field of advertising scenario of the low product in the absence of such written articles on the current market position.

According to Ekeng et al. (2012), demographic factors significantly affect impulsive purchasing. Male and female buyers engage in impulse shopping differently, and women are more likely to do so because of their natural affinity for and attraction to upscale goods. When compared to older individuals, adolescents do not have the duty of raising families, thus they are less concerned about their spending habits, especially if it is unplanned. As a result, there is an inverse relationship between age of customers and impulse buying behavior. Additionally, as their income rises, consumers become more frivolous spenders who may be influenced to make impulsive purchases. Consumers with more education are more likely to make impulsive purchases because they are more affected by their status and place in society. Cellular phone communication has had a big impact on how individuals engage with one another. As a result of shifting customer preferences and needs, communication technology is constantly expanding and improving, including cellular phones, GPS, and wireless internet (Noel) (2009).

factors influencing consumer decisions in Bhimdatt City, The study's participants were chosen using an easy sampling technique. A systematic questionnaire was used to conduct the study. The elements influencing purchasing decisions were discovered using the factor analysis method. Physical characteristics are the first considerations identified, followed by cost, size, recharging capacity, operational capacity, weight, referrals from friends and colleagues, and ads (Kumaravel, 2016).

Any purchase made by a shopper that was not planned in advance is referred to as impulse buying. Impulsive purchasing is a significant phenomenon when it comes to retail and marketing (Verplanken & Sato, 2011). According to (Duarte & Raposo, 2013), this kind of purchasing behavior accounts for up to 80% of purchases in some product categories and 62% of supermarket sales. According to (James, et al., 2014), IBB is characterized by consumers who have a shared propensity to engage in it because environments like atmosphere, layouts, and promotions, as well as amiable and persuasive salespeople, can positively affect customers' emotions and encourage them to visit more aisles and areas of supermarkets, which in turn stimulates customers' impulse to buy. All purchases performed without such extensive planning are referred to as unplanned purchases, including impulse buying, which can be distinguished by the relatively quick decision-making that is prompted by stimuli.

(JIYEON, 2000). Impulse purchase is regarded as relevant in the current retail environment given the Utilizing new sales strategies, imaginative messaging, and the right technologies in retail businesses (Schiffman, 2010 referenced by (Muruganatham & Bhakat, 2013).

In the research, the technology acceptance model was expanded to include the factors affecting low product. Relationships between many factors, including perceived usability, individual creativity, subjective norms, behavioral control, and subjective norms, were modeled. In order to validate the empirical data, regression analysis was performed. Perceived ease of use is influenced by subjective standards and behavioral control, which may have an impact on consumers' purchase intentions (Solomon, 2006).

About ten years ago, Low Product was introduced in Malaysia, where the younger generation has taken a particular liking to it. Generation Y, which is increasingly technologically savvy and relies on more advanced gadgets, makes up the majority of consumers of low-quality goods. For informational purposes, social connections with friends and family, and enjoyment, Generation Y uses low-cost items. Low-cost gadgets are also getting more accessible. In Malaysia, there are numerous businesses that market standard standards, low-cost products.

The variables influencing the low product purchasing decisions of Generation Y in the State of Kuala Lumpur have been the subject of a few published research. These studies concentrate on specific organizations or constrained geographic areas, like the Klang Valley in Kuala Lumpur (see, for example, Kumaravel, 2016). The region of Kuching, the subject of our investigation, is around 972 kilometers from Kuala Lumpur. Numerous low-product sellers are small businesses with tight resources that cannot afford to carry out in-depth consumer behavior studies. This study's findings can be used by low product dealers to improve their Generation-Y marketing tactics. The findings of this study can potentially be used as design input by low product producers for the upcoming low product development cycle (Solomon, 2006). The structure of the essay is as follows. The literature on Generation Y's sparse product use and buying choices is reviewed in the next section. Next, it is detailed how the study's hypotheses were tested. The next section discusses the research design. The outcomes of the data analyses are explained in the penultimate section. The paper's

suggestions and a review of the research's shortcomings are included in the last part (Kumaravel, 2016).

Globalization and Generation Y's time period are related. Technology for social networking and instant messaging has significantly improved in recent years. People are able to through modern communication technology, people can communicate with one another. Generation Y's development in terms of cognitive, emotional, and social outcomes is connected to technology because of their early exposure to the digital world (Noel, 2009). Beyond the impact of technology, Generation Y has been referred to as a distinct client demographic that, in general, does not adopt their parents' behaviors and purchasing habits. Unlike their predecessors, Generation Y has grown up in the digital age and has fresh philosophies and values. Since the majority of them have advanced degrees, their selections for inexpensive equipment are influenced by their expectations for goods and services. Compared to previous generations, this generation consumes media content five times as quickly (Noel, 2009).

Impulse purchase has an impact on consumers both internally and outside. (Karbasivar & Yarahmadi, 2011) cite Wansink, 1994. They contend that IBB's internal factors are directly centered on the individual, looking at the traits and internal indicators of the person who engages in IBB. Instead than being tied to the retail environment or external stimuli, internal stimuli are related to the various personality-related traits that define an individual. The person's internal cues and traits that lead to impulse buying are referred to as internal factors of impulse buying. (2013) Muruganantham & Bhakat. The purpose of the shopping experience is to satisfy hedonic wants; the goods bought during these outings look to have been picked on the spur of the moment and are an example of an impulse purchase. 2000 (JIYEON). The marketing and retail environments are tied to external stimuli. While the marketing environment consists of numerous sales and advertising activities, the retail environments comprise store size, atmosphere, design, and format. (2013) Muruganantham & Bhakat. The term "external elements" refers to marketing cues or stimuli that are positioned and managed by the marketer. Try to entice customers to make purchases. (Referenced by Youn and Faber (2000) (Karbasivar & Yarahmadi, 2011). According to (Muruganantham & Bhakat, 2013), store attributes, sales promotions, workers, peer and family preferences, self-service technologies, and retail

merchandising are all external stimuli that have an impact on customer impulse buying behavior. Since impulse buying is influenced by outside factors, such as retailer promotions, it appears spontaneous and unreflective, promotions tactics that could sway consumers' opinions and push them to buy right away (Jenn Yang, et al., 2011).

Purchase Behavior

Three important topics are addressed by the study of purchasing behavior: (1) why consumers make purchases, (2) what influences those purchases, and (3) how our society is developing. Several relevant investigations have been carried out using two key models created by (Kumaravel, 2016). By extending the scope of the earlier model to take both internal and external effects into account, the Hawkins, Best, and Coney (1998) model improves the Engel, Kollat, and Black Well (1978) model. According to the consumer behavior model created by Noel (2009), elements like demographics, culture, social status, reference groups, subcultures, marketing initiatives, and family have an impact on consumer wants (Solomon, 2006).

Consumer wants and desires are also influenced internally by perception, learning, memory, reasons, personality, emotions, and attitudes. The two sets of influences come together to create the consumer's lifestyle and sense of self, which in turn determines their wants and requirements. Consumers are influenced by these factors to enter a five-stage decision-making process that begins with a problem that needs to be acknowledged. Consumers will look for information and alternatives after their needs have been identified. Following that, they will consider their options and decide what to buy. The post-purchase evaluation concludes the five-stage decision-making process (Solomon, 2006). This model was created under the presumption that consumers make rational purchasing decisions and carefully consider all available options (Kumaravel, 2016).

Because of their desire for immediate gratification, Generation Y is known for expecting a quick answer. The use of online and low-cost shopping, the internet, and social media marketing has significantly decreased the time between customers' impulsive buying behavior and their research, assessing, and decision-making (Noel, 2009). Younger generations do not take risks. Due to the variety of options available

to them, they are brand conscious yet also show little brand loyalty. As a result, they favor companies with a reputation for putting customers first (Kumaravel, 2016). Marketing plans are based on consumer purchasing patterns. (Kumaravel, 2016) contends that marketers must comprehend the thought processes, traits, attitudes, values, and lifestyles of their target audience. It might be argued that outdated marketing techniques like hard selling will no longer be effective and must be replaced with fresh, creative approaches to grabbing the attention of Generation Y consumers alone (Solomon, 2006).

The brand is more than just a name or a logo. The brand name leaves a lasting impression on the consumer regarding the caliber of the services it provides. If the customer is pleased with the branded product, they might spread the word about it, which could persuade more customers to buy the brand. Customers who are female are more positively impacted by brands than those who are male (Solomon, 2006). There is proof that brands have a bigger impact on customers with fewer purchase options (Bhattacharya and Mitra, 2012). The performance, quality, service, and perceived social standing of branded goods are further reasons why people favor them. According to (Kotler & Keller, 2009), the younger generation's technological advancement is significantly influenced by their age. He discovers proof that younger people are more aware of technology advancements in low-priced phones, which affects their decision to buy.

The Low product Market

According to its description, the Low product is a potent computing device that enables traditional wireless voice services to connect to and use internet-based applications like social networking and emailing services. The presence of a low product operating system is the simplest way to tell a low product from a cell phone (Kumaravel, 2016). Despite being a relatively new business, the low product market has expanded quickly since its introduction in the 1990s. According to a survey by Counterpoint Technology Market Research (2015), shipments of low-priced goods worldwide totaled 441 million units in the first three months of 2015, an increase of 2% from the same period in 2014. 78% of all low product shipments in the first quarter of 2015 were low product shipments. Samsung, Apple, and Microsoft were the top-selling low-product brands in the first quarter of 2015. (Kumaravel, 2016).

Nearly two-thirds of the global low product market share came from the combined sales of the top eight low product brands (Counterpoint Technology Market Research, 2015). According to (Noel, 2009) research, 71% of US citizens possess low-priced goods, with Generation-Y accounting for the biggest share of this group.

Customers value convenience because they value their time (Genova, 2010). The term "convenience" describes a situation in which work is made simple, easy to do, requires little effort, and may be done so without stress or trouble. Low-cost goods are practical. The inexpensive product is easier to carry around because it is smaller and lighter than a laptop. Low-cost products are now more convenient and connective thanks to the proliferation of internet and Wi-Fi services. According to (Kotler & Keller, 2009), variables influencing students' dependence on low-quality products included convenience, social demands, and influences (Solomon, 2006).

2.2 Empirical Studies

To continue, the following aims, conclusions, and methodology from the associated literature review are provided: Following a review of the pertinent literature, the following aims, conclusions, and techniques are provided:

Vyas (2001), Based on a package's color, shape, and basic components, consumers instinctively ascribe subjective values to it. As a result, various packaging components influence customers' perceptions in functional ways. Additionally, several demographic factors like gender, age group, activity in the workforce, and level of education have an impact on the response in packaging. The packaging aids the buyer in making decisions, forming opinions about the product, and making subsequent purchases. It affects how customers react to the goods, encourages impulsive purchases, and distinguishes the brand. Packaging techniques affect the amount of time required.

According to Fill (2002), a company can influence consumers through advertising by informing or reminding them of its goods and services. Advertising is also used to persuade customers or assist them in telling a product or business apart from its rivals in a particular market. Advertising can be used to provide an immediate sales boost or a long-term image of a brand, according to Kotler and Keller (2009). They also point

out that simply having advertising may boost sales since people may think a product that is heavily advertised must be of high quality. Kotler and Keller and Fill (2002) concur that the products that are Consumers are more willing to purchase marketed brands since they are thought to be of greater quality.

According to Fill (2002), the strong theory of advertising holds that much of advertising operates on the premise that it may influence a consumer's knowledge, attitudes, beliefs, and behavior. Advertising has the power to convince customers to buy a product they have never used before. The weak theory of advertising contends that customers' purchasing patterns and habits are more influenced by habit than by exposure to commercials. According to the weak hypothesis of advertising, individuals only pay attention to advertisements for things they are already familiar with, such as those they already use or have heard of.

According to Solomon et al. (2006), a consumer's level of effort depends significantly on how important the issue is to them; in other words, it depends on how driven they are to expend time and energy to meet a particular need. Sometimes the decision-making process is almost entirely automatic and does not involve all five steps. However, occasionally customers go to great lengths to meticulously review each stage of the procedure.

Product kind, according to Chen (2008), is a key factor in Taiwan's young generation's impulsive purchases. Online shopping is not related with impulsive purchasing tendencies or connection with apparel products in a positive way. On the other hand, higher impulsive buying propensity and higher product involvement are positively associated with higher online impulse buying, but not with in-store shopping, for computer peripherals. Additionally, while shopping in traditional stores, impulsive buying tendencies and product involvement are effective predictors of an impulse purchase of clothing but insufficient for computer accessories. Another important study describes how the Internet is becoming a more competitive marketing channel. When opposed to in-store shopping, online shopping significantly reduces the possibility of impulse purchases for items like clothing because they cannot be tried on and can only be described in words and photographs. The same does not hold true for computer accessories, though.

Noel (2009), (2009), There are two ways that a problem can start: either the consumer sees a need or an opportunity. When a person's actual condition can deteriorate without a purchase, such as when they run out of wrinkle cream, a need is recognized. However, when the consumer's ideal condition can improve and they are exposed to new or higher-quality products, opportunity recognition occurs. In any case, realizing the discrepancy between the current state and the desired state is the first step in problem recognition.

According to Kotler and Keller (2009), either internal or external factors might cause a problem or need to appear. A person's so-called normal need, such as hunger or thirst, is an internal stimulus. When this type of basic need reaches a certain threshold, it transforms into a drive that compels a customer to make a purchase. On the other hand, outside influences might also cause an issue or requirement to arise. An individual could be influenced to buy something by admiring a friend's new fashionable clothing or pricey skincare items.

According to Kotler and Keller (2009), there are two major things that can prevent a buyer from really making their intended purchase. Other people's attitudes and unanticipated situational events are these two interfering difficulties. A consumer's preference for a certain product alternative may decline due to other people's perspectives. The likelihood that a consumer may alter his or her purchase intention in response to another person's views increases with the other person's negativity and proximity to the consumer. In other words, the extent to which a consumer's conduct is influenced by the attitudes of others relies on the degree of negativity of those attitudes and the emotional proximity between the consumer and the other person. The inverse is also true, though: The likelihood that a consumer will begin to feel favorably toward a product increases when a close friend or family member prefers it. The consumer typically views all of the available purchasing options as being quite similar, and store displays frequently affect the final decision.

In their 2011 study, Haythem, Pierre, and Dwight compared the effects of a long-term brand management tool and a short-term marketing mix tool on brand equity arrangements. The author assesses consumer views of the brand's personality and promotional strength and models how these factors affect brand equity. They observe

a positive effect on brand personality as well as a negative effect of sales promotion power on overall brand equity.

The five dimensions of brand equity are discovered to have favorable effects on consumer happiness in Jang Hyeon's (2011) study on the relationship between brand loyalty, consumer satisfaction, and customer-based brand equity in the restaurant business. According to the study, brand familiarity, self-congruence, and lifestyle congruence positively influence brand loyalty. In other words, customers want to suggest service-leading businesses because of their representative values—which stem from self-congruence, brand awareness, and lifestyle congruence—rather than only their practical values. According to the survey, both practical and symbolic advantages influence consumer satisfaction with restaurant brands.

According to Upadhyaya (2011), in the current setting of the Kathmandu market, both consumers and advertisers acknowledge the need for advertising (particularly media). Advertising is the producer's primary tool for promoting a product. Senior staff handle all business related to advertising. However, there isn't a specific part for marketing. Radio advertising came out on top among all the advertising platforms accessible in Nepal. When buying things, the majority of buyers take the utility factor into account. The majority of listeners rarely tune into radio advertisements. Very few people are regular listeners, on average. Advertising has a greater impact on new products than it does on older or more established ones. Radio, movies, and magazines, which came in first, second, and third place respectively, are the most effective media outlets for capturing the attention of consumers.

According to Ekeng et al. (2012), demographic factors significantly affect impulsive purchasing. Male and female buyers engage in impulse shopping differently, and women are more likely to do so because of their natural affinity for and attraction to upscale goods. When compared to older individuals, adolescents do not have the duty of raising families, thus they are less concerned about their spending habits, especially if it is unplanned. As a result, there is an inverse relationship between age of customers and impulse buying behavior. Additionally, when their money rises, consumers become more frivolous spenders who may be influenced to make impulsive purchases. Well educated Customers are more inclined to make impulsive purchases because they are affected by their status and place in society.

According to Saraswat et al. (2012), a middle-income group in Noida, India, is more likely to make impulsive purchases for financial reasons because promotional offers help people make money. The majority of respondents are favourably influenced by various advertising dynamics, such as commercials for items in print and visual media, celebrity endorsements, 3-D advertisements, hoardings, and flyers for events hosted by the organization. This demonstrates a crucial connection between respondents' impulsive purchasing habits and the effects of advertising efforts that are really meant to encourage impulsive purchases.

According to Azim (2013), clients that are more adventurous and have a high deal proneness attitude tend to make more impulsive purchases. Additionally, retailers must create a pleasant environment for their consumers within the store and be aware of the different customer preferences toward sales promotions in order to draw in the correct customers in order to improve the impulse buying behavior of people.

According to Cho et al. (2014), in-store browsing and consumers' upbeat moods are the two most potent indicators of impulse buying. People who are in a good mood are more likely to explore more sections and aisles of the store, and they are also more likely to bring friends, peers, or family members along with them when they go shopping. This boosts their energy level and causes them to react more favorably to the environment and the products' evaluation stimulus exposure.

Melara (2014) *The Impact of Store Design on Consumer Purchasing Behavioral Parameters Using Visual Technology* The Purdue Envision Center recently developed new tool for immersive virtual reality display is combined with a variety of objective and arbitrary consumer experience measurements as part of the research process.

Vyas (2015), Based on a package's color, shape, and basic components, consumers instinctively ascribe subjective values to it. As a result, various packaging components influence customers' perceptions in functional ways. Additionally, several demographic factors like gender, age group, activity in the workforce, and level of education have an impact on the response in packaging. The packaging aids consumers in making decisions, forming opinions about the product, and making repeat purchases. It affects consumer reaction to the goods, might trigger impulsive purchases, and distinguishes the brand. The length of time it takes to make a purchase,

how the brand is promoted, and how the brand is discussed all depend on packaging techniques.

Andriani (2015) the goal of this study is to examine and clarify how certain situational elements affect emotional states and impulsive purchasing. This study serves as an explanation. Simple random sampling is the sampling method. The visitors to Loka Supermarket Malang City Point are the study's population. 119 people participated in the sample for this study. Utilizing Path Analysis, the data were examined. The results of this study demonstrate that Store Environment and Money Availability had a substantial effect on Emotional States, although Time Availability and Hedonic Consumption Tendency did not. Additionally, the environment of the store, the availability of money, and the tendency toward hedonic consumption all significantly influenced impulse buying. The availability of time did not, however, significantly influence impulse buying behavior. The final results demonstrate that Emotional States significantly influenced Impulse Buying Behavior.

In the Kathmandu Valley supermarkets, shoppers exhibited impulsive purchase behavior, according to Pradhan's (2016) study. Examining some of the variables influencing shoppers' impulsive purchasing decisions in supermarkets is the study's major goal. Primary research is conducted among consumers who frequent the Kathmandu valley's supermarkets. Information is gathered from 200 respondents using a standardized questionnaire. By convenience and quota sampling, the sample is selected based on age. According to the research, the majority of shoppers in supermarkets make impulsive purchases. The majority of the respondents don't make any plans before going to the grocery store. Instead, they browse the product aisles and make purchases. What they believe they require. The majority of respondents make impulsive purchases of particular goods like groceries, accessories, and personal care products. They take some time to consider whether they need other things, such as cookware and gadgets. Product category, when all other factors are taken into account, has a small part in impulsive buying behavior. Likewise, respondents' financial independence has a negligible part in affecting their propensity for impulsive purchases. The availability of cash, the consumer's disposition, the POS terminal's or ATM's facility, the price, the layout of the store, the availability of time, the promotion of the product, the environment of the store, and the reference group are

some of the significant factors that influence impulsive purchasing behavior. However, the same characteristics in combination with certain demographic factors might not have the same effect on the same consumers' impulsive buying behavior.

Product kind, according to Chen (2018), is a key factor in Taiwan's young generation's impulsive purchases. Online shopping is not related with impulsive purchasing tendencies or connection with apparel products in a positive way. On the other hand, higher impulsive buying propensity and higher product involvement are positively associated with higher online impulse buying, but not with in-store shopping, for computer peripherals. Additionally, while shopping in traditional stores, impulsive buying tendencies and product involvement are effective predictors of an impulse purchase of clothing but insufficient for computer accessories. Another important study describes how the Internet is becoming a more competitive marketing channel. When opposed to in-store shopping, online shopping significantly reduces the possibility of impulse purchases for items like clothing because they cannot be tried on and can only be described in words and photographs. The same does not hold true for computer accessories, though.

According to Bashir et al. (2018), Pakistan's cultural values and lifestyle have a favorable effect on impulsive buying behavior. All the elements of cultural values and lifestyles are significantly correlated with one another. The findings also imply that lifestyle factors of Pakistani consumers' cultural values and way of life, such as security, life satisfaction, gender role, financial fulfillment, and in-group contact, affect impulse purchase behavior.

Aragoncillo (2018) this essay tries to investigate the fashion industry's irrational purchasing behavior. It is contrasted between online and offline channels to see which is thought to encourage greater impulsive purchasing. A self-administered online survey with 212 valid responses is used to evaluate three research questions that are suggested as a result of the literature evaluation. The results indicate that the offline channel marginally encourages impulse buying more than the online channel. Online impulse buying variables explain this behavior more fully than dissuading factors, and social networks can have a significant impact. Only one product type is examined, therefore results are constrained by the sampling strategy, sample size, and measurement of some of the variables. Further study is required to clarify conflicting

findings about the roles of online privacy and convenience, as well as to confirm that shipping-refund fees and delayed gratification, which are traditionally deterrents to online shopping, really stimulate it. This study helps to validate a scale that assesses the impact of social media on impulsive purchasing.

Jain (2019), There are a lot of factors that might affect how consumers behave while buying a product. Many times, choosing which product to buy may be simpler, but other times, the process may be time-consuming and require extensive study before the purchase. Some customers make judgments quickly and easily based on their expertise and experience of a product, while others might need to do more study before making a purchase. When determining how significant a product is to a buyer and how much information he needs to receive before making a purchasing choice, the level of engagement is a crucial consideration. Understanding consumer behavior in various contexts can help businesses better serve their customers. This study examines how customers make decisions about purchases in high- and low-involvement scenarios.

Naeem (2020) Retailers should understand the psychology of customers who buy on impulse during the COVID-19 pandemic. The researcher's social constructionist methodology tries to comprehend social dynamics in impulsive purchasing behaviors during the COVID-19 pandemic. To preserve social estrangement behaviors, 40 UK consumers took part in the telephonic interview method. The results of

According to this study, panic and impulsive buying are enhanced in customers by vulnerable groups of individuals, fears of disease, empty shelves, price rises, and societal pressure to buy more to stay at home. The evidence of the high death rate and bare shelves was widely socially interpreted, which fueled more rumors, sensationalism, and misinformation that in turn drove customers' impulsive purchasing. In addition, the COVID-19 outbreak among local retail store personnel and the advice from medical specialists to stay inside all contributed to impulsive purchasing.

2.3 Research Gap

The study focuses on the variables that have an impact on consumers' impulsive purchasing decisions when it comes to cheap goods. In other words, the research emphasizes the elements that influence one purchasing choice over another. Additionally, the goal is to obtain trustworthy and accurate results that aid the example organization in preparing its upcoming marketing initiatives and business ventures. Survey-based descriptive research was used for the study. This design serves best in studies that collect descriptive data. This design was chosen because the study was primarily descriptive. In this scenario, a questionnaire is paired with quantitative data analysis using the mono method, a single quantitative data gathering approach. The population comprises all of Generation Bhim Data Municipality's clients. The total customer is therefore unknown. The Bhim Data Municipality market will be used to collect the population. When the population is unknown, the researcher has decided to choose the sample size by applying the formula.

According to a recent study, action, attention, promotion, locality, and environment are the primary elements that influence the purchasing behavior of female consumers. The six reference groups, product promotion, price, store layout, availability of cash, and buying behavior are covered in this study, which instead focuses on the impact of factors influencing the impulsive buying behavior of customers of low-priced products (With References in Bhim Data Municipality market).

2.4 Conceptual Framework

Consumer behavior is the study of people, groups, or organizations and the methods they employ to choose, get, use, and discard goods, experiences, ideas, or other needs-satisfying items, as well as the effects that these methods have on customers and society. It incorporates ideas from marketing, sociology, social anthropology, psychology, and economics. It makes an effort to comprehend how customers make decisions both independently and collectively, including how emotions influence purchasing decisions. In an effort to comprehend people's wants, it investigates consumer traits such as demographics and behavioral factors. Additionally, it makes an effort to evaluate how organizations like family, friends, sports, peer groups, and society at large may impact the consumer. The sum of a consumer's views,

preferences, intentions, and choices regarding how they will behave in the marketplace while making a purchase of a good or service is known as their consumer buying behavior. Engel, Blackwell, and Kollat created a model of the consumer purchasing decision-making process in 1968. The following is an improvised modification of the conceptual framework employed in this study to account for the contextual differences:

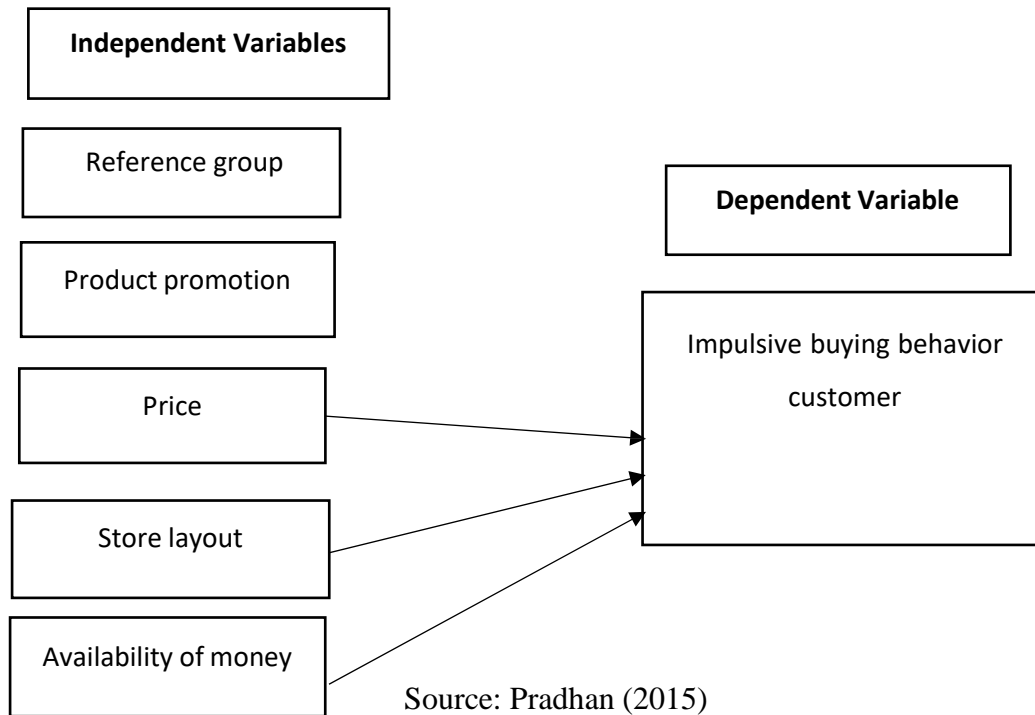


Figure 1.1 conceptual Framework

2.5 Operational definition of this study

Dependent variable

a. Impulsive buying behavior customer

Impulsive purchasing is the propensity of a consumer to make last-minute purchases of products and services. When a buyer makes such impulsive purchases, feelings and emotions are typically what drive them. Because consumers' unplanned and impulsive behavior accounts for a significant portion of consumption in the hospitality and tourism industry, research on customers' impulsive purchasing behavior has been performed since the 1950s (Hanks & Mattila, 2014). Due to a strong stimulation,

impulsive buying is when a purchase is made without thorough thought or a reasonable decision-making process (Beatty & Ferrell, 1998; Iyer et al., 2019). Customers are influenced and persuaded to purchase a product immediately when this happens (Chen & Wang, 2016). Customers may unintentionally purchase goods or services on-site, for instance, in response to marketing stimuli like alluring discounts or promotions. As a result, impulsive purchasing is seen as a negative component of consuming, including risk-taking with purchases, irrational spending of money, and unsuitable expenditures (Iyer et al., 2019).

Independent Variables

a. Reference group

Reference Groups are a peer-based group of consumers that the consumer interacts with when shopping or who the consumer views as role models. Friends and family might serve as the reference group..

b. Product Promotion

Advertising (TVC), promotion plans like discounts, sales clearance, offers (buy one get one free, limited stock, limited time), and coupons/points received on a certain quantity or amount of purchases are all examples of product promotion. Consumers may or may not be aware of the promotion plans before visiting the supermarket in this case

c. Price

Price alludes to the psychological price of certain goods. For instance, appealing pricing ranges like Rs 199, Rs 498, and Rs 999 appeal to consumers' psychological needs and cause them to make unplanned purchases.

d. Store layout

The product display, size of the display, and directional signage are all part of a supermarket's store layout. A retail store layout, sometimes referred to as a layout design or store design, is a term used to describe how retailers set out their inventory, product displays, and fixture arrangements in a store.

e. Availability of money

The amount of time people believe they have available for shopping is referred to as their hours of availability on that day throughout the time spent shopping at grocery and retail outlets.

CHAPTER III

RESEARCH METHODOLOGY

Research methodology outlines the overarching strategy for a study. It is a technique for redefining issues critically, coming up with a hypothesis, and offering solutions. Assembling, classifying, and analyzing data, drawing inferences, and drawing conclusions to see if it supports the put forward premise. In order to determine precisely what implications can be derived from this study in the future, data analysis and measurement are used in the research.

The design, the type of data, the data collection process, the population, and the data processing are all included in this study approach. It offers the structure upon which the study is built. It is vital to first define the research process before giving the data analysis and interpretation. Thus, the methodology used in this investigation is explained in this chapter. This study aims to gain understanding into customers' impulsive purchases of minimal involvement goods. To make the study meaningful, an effective and efficient research process is needed.

3.1 Research Design

A research design is a comprehensive plan outlining the steps to take in order to gather and analyze the necessary data. In this regard, the study will be conducted using a descriptive research design and a casual comparative research design. Descriptive research is a type of analysis that focuses on outlining the features of the population or issue under study. With this methodology, the "what" of the study topic is given more attention than the "why?" In a causal-comparative design, correlations between independent and dependent variables are looked for after an action or event has already taken place. As a result, the researchers will conduct the study using both a descriptive and an informal comparative research design. The research design for the study was a descriptive survey. When a researcher is examining the problem's current state, they employ this design. The cause-and-effect link between the independent variables and the dependent variables is explained using a causal comparative study design

3.2 Population and Sampling Procedures

The population for this study consists of SLC through Masters-level students, employed people, and businesspeople who live and work in Bhimdatta municipality and are between the ages of 17 and 55, also known as young adults and middle-aged adults, and who number more than 50,000. This particular demographic was chosen for the study because information from the reviewed literature indicated that persons in older age groups generally exhibit a high degree of impulsive purchase behavior.

As the population chosen for the investigation is greater than 50,000, the sample size for this study is 384. The minimal sample size for the study, according to Cochran, W.G. (1997), should be 384 when the population size is greater than 50,000, at a 95% confidence interval with a 5% margin of error. Purposive sampling is the sampling technique that was used, and it helped the researcher get the pertinent and necessary data that allowed for intelligent data analysis and the generalization of conclusions.

3.3 Instrumentation

The questionnaire includes three of the constructs from the Richins and Dawson (1992) materialism value scale: reference group, product promotion, price, store layout, and financial availability. Product marketing, price, store layout, and money availability were the three items in the reference group construct that contributed with the measuring of the impulse buying behavior value scale.

Similar to the items of compulsive buying, these eight items were initially produced by Valence et al. (1992) and Faber & O'Guinn and are based on the desire to spend, reactive component, and post-purchase remorse (1992).

3.4 Nature and Sources of data collection

The main technique for gathering data has been utilized by the study. 490 recruited samples who received an online questionnaire were used to gather the data. However, 384 of the 490 respondents that were surveyed returned the questionnaire, representing a response rate of 78.36%. After the questions were posed, 334 replies

were gathered through an online means. 50 responses were gathered using printed questionnaires and a Google Forms-developed survey.

3.5 Methods Analysis

The statistical and econometric models used to analyze primary data are the subject of this section. The study employs descriptive, correlational, and regression methods of analysis. The descriptive statistics include the average, median, standard deviation, minimum and maximum values of variables that are used to describe the traits of the sample companies. The direction and strength of the relationship between the dependent and independent variables are assessed using the correlation analysis. Regression analysis is used to determine the impact of an independent variable alone or in combination with other variables on a dependent variable. It uses several statistical tests of significance, such as the t-test, F-test, and Z-test, for hypothesis testing and model validation. Using SPSS, all models are examined for the independent variable's individual and joint effects on each other. The next parts cover a thorough investigation of models and statistical tests of significance.

3.5.1 Specification of the model

Reference group, product marketing, pricing, store layout, and product availability are independent variables, and customer impulse buying behavior is the dependent variable, used to assess the link between the independent and dependent variables. The purpose of the dependent variable (customers' impulse buying behavior), according to the conceptual framework, is:

$$IBBC = f(RG, PP, P, SL, AC)$$

The study's hypothesis was put to the test using a regression model. Actually, clients' impulsive purchasing habits. And to demonstrate the relationship between the dependent and independent variables, these models were provided. Regression models can be written out as:

Regression model

$$IBBC = \alpha_0 + \alpha_1 RG + \alpha_2 PP + \alpha_3 P + \alpha_4 SL + \alpha_5 AC + e_0$$

Where,

α_0 = Constant term

IBBC = Impulse buying behavior of customers
RG = Reference group of customers

PP = Product Promotion of product
P = Price of product

SL = Store layout of product

AC = Availability of money of customer
 e_0 = Errors terms

3.6 Validity and reliability

The sufficiency, extent, and veracity of research validity are the emphasis of the validity and reliability of measuring instruments. The information gathered from several sources, such mailing emails and using social media, may be accurate. Using an accurate research tool to measure a given topic and the number of times allotted to gather data from designated sources are both aspects of reliability. Because the data has produced good findings based on a credible test, making it more dependable, this basic data is more reliable.

The consistency of a test, survey, observation, or data measurement is identical with reliability. Estimates of how free of random or unstable error a measurement is are what reliability is all about (Copper and Schindler, 2010).

The analysis of the information gathered during the survey of young adults and middle-aged adults in the Bhimatt municipality is presented in this chapter. The measuring model has been examined, and the first research study's hypotheses have been examined and assessed using IBM SPSS Statistics 25. As a result, the goals established at the start of the study are being pursued in this chapter.

CHAPTER IV

RESULTS AND ANALYSIS

4.1 Demographic Profile of Respondents

Table 4.1

Summary of demographic profile of respondents

S.N.	Demographic Variables	No. of Respondents (384)	Percentage
1	Gender		
	Male	233	60.7
	Female	151	39.3
2	Age Group		
	17-30	189	49.2
	31-45	151	39.2
	45-55	18	4.7
	Above 55	26	6.8
3	Income Level		
	Below 20000	155	40.4
	21000-50000	151	39.3
	51000-70000	53	13.8
	Above 70000	25	6.5
4	Occupation		
	Student	169	44
	Job holder	116	30.2
	Business/ Investment	129	25.8

The 384 respondents' demographic data is compiled in Table No. 4.1. According to their gender, there were 60.7% men and 39.3% women among the responders. In each age category—17 to 30, 31 to 45, 45 to 55, and over—equal numbers of respondents are taken into account. 47.7% of respondents were students, 34.6% were employed, and 17.7% were business professionals, according to the distribution of respondents by occupation. According to their monthly income, 40.4% of them make less than \$20,000, 39.3% make between \$20,000 and \$50,000, 13.8% make between \$51,000 and \$70000, and 6.5% make more than \$70000.

4.2 Descriptive statistics

Table 4.2

Descriptive statistics of study variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Reference Group	383	1	5	3.24	1.096
Product Promotion	383	1	5	4	.522
Price	383	1	5	4.08	.386
Store layout	383	1	5	3.95	.616
Availability of money	383	1	5	4.12	.696
Impulse Buying	383	1	5	3.09	1.229

The descriptive statistics also highlight the elements influencing consumers' impulsive purchases of low involvement goods. The reference group's average is 3.24, with a minimum value of 1 and a maximum value of 5. Respondents in the reference group fluctuate by 1.096. Product Promotion has a value range of 1 to 5, with 4 being the average. Product Promotion respondent's variance is .522. With a minimum value of 1 and a maximum value of 5, the average store layout is 3.95. The store layout respondent's variance is .616. With a minimum value of 1 and a maximum value of 5, the average amount of money that is available is 4.12. The store layout respondent's variance is .696. Average responder price is 4.08, with minimum value being 1 and maximum value being 5, with a .386 price fluctuation. Similar to this, respondents' average rate of impulse buying is 3.09, with minimum and maximum values of 1 and 5, respectively, and a respondent price fluctuation rate of 1.229.

4.3 Normality Test

Table 4.3

Shapiro-Wilk Test

variables	Shapiro-Wilk		
	Statistic	d.f	Sig.
Reference Group	.733	383	.000
Product Promotion	.838	383	.000
Price	.707	383	.000
Store layout	.880	383	.000
Availability of money	.869	383	.000
Impulse Buying	.821	383	.000

Table 4.3 exhibits Shapiro-Wilk tests. The results of the analysis show that the test is insignificant which indicates that the data are not normally distributed.

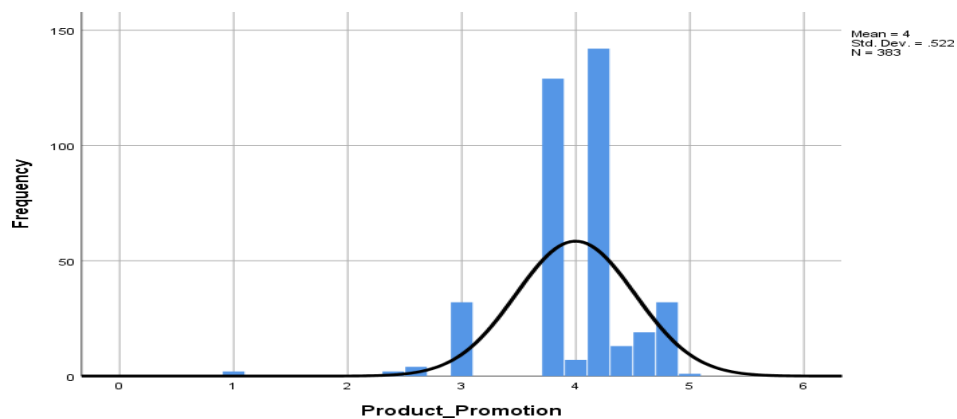


Figure 1.2 Histogram of product promotion

From figure 1, it can also be seen that data of this survey are negative or left-skewed which proves that overall data collected from the items of Product promotion is not normally distributed.

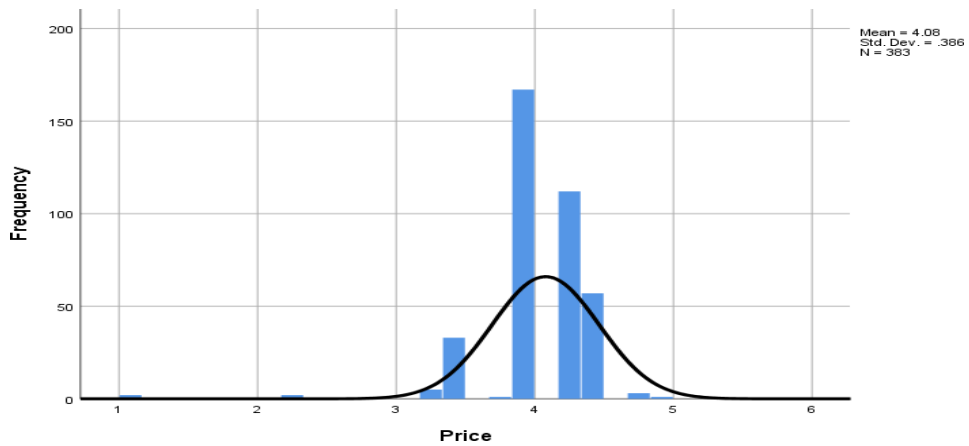


Figure 1.3 Histogram of price

From figure 2, it can also be seen that data of this survey are negative or left-skewed which proves that overall data collected from the items of price is not normally distributed.

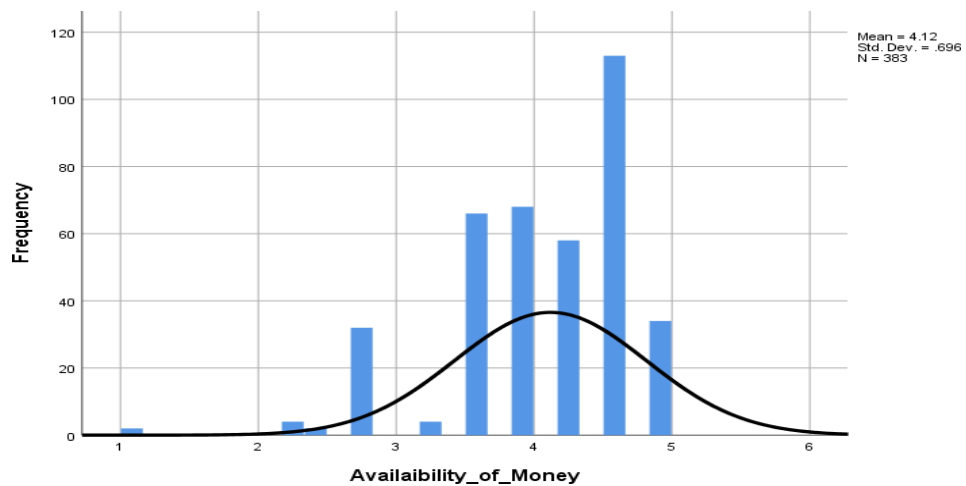


Figure 1.4 Histogram of Availability of money

From figure 3, it can also be seen that data of this survey are negative or left-skewed which proves that overall data collected from the items of price is not normally distributed.

4.4 Reliability test

Table 4.4

Reliability Statistics

Cronbach's Alpha	N of Items
.799	30

(The overall study variable is reliability test; No. of items 30 represents the total questions consider under the study variables. So, that this study is reliable)

The concept validity and reliability are shown in this table. Since the values of all the latent variables are greater than 0.7, the value of rho Alpha is confirmed (Dijkstra, T.K., & Henseler, J, 2015). Additionally, the Composite Dependability value, which is the new metric for measuring reliability, is above the cutoff point of 0.7. (Henseler, J., Ringle, C.M., & Sarstedt, M, 2015). Fornell and Larcker's suggested cutoff criterion of 50% or higher signifies that, on average, a construct accounts for more than half of the variance of its own indicators and that the criteria employed with the individual indicators have been met (1981).

4.5 Correlation Analysis

Table 4.5

Pearson correlation matrix of study variables.

Variable	Impulse Buying	Reference Group	Product promotion	Price	Store layout	Availability of money
Impulse Buying	1					
Reference Group	.167**	1				
Product promotion	.225**	.110*	1			
Price	-.217**	.430**	.605**	1		
Store layout	-.264**	.069	.837**	.563**	1	
Availability of money	of-.040	.248**	.571**	.633**	.363**	1

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

**. Correlation is significant at the 0.05 level (2-tailed).*

Table 4.5 shows the level of significance and degree of association between impulse buying behavior and the reference group, product advertising, price, store layout, and availability of money.

With a r value of .167, the association between the reference group and irrational spending is significant in the positive. It denotes situations in which there is a clear relationship between impulsive purchasing and the target market for a given product. Product marketing, price, and the availability of money with the Reference group have positive significant relationships with r values of .167**, .110*, .430*, and .248** for impulsive purchasing behavior. Similar to how there is a negative significant association between product advertising and buying impulse behavior, there is a positive significant relationship between price, store layout, and the availability of money. There is a negative significant relationship between price and buying impulse behavior and a positive relationship

There is a significant correlation between the price of a specific product and the reference group, product advertising, retail layout, and money available. The reference group, product marketing, price, and the availability of money have positive significance relationships with the store layout, but the store layout has a negative correlation with buying impulse behavior. There is a significant positive correlation between reference group, product advertising, price, and store layout and a significant negative correlation between the availability of money and buying impulse behavior.

4.6 Regression Analysis

Table 4.6

Model Summary of Regression Analysis

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.973 ^a	.947	.943	.294

The model summary of the regression study is shown in Table 4.6. The value of r square is 0.947, which can be seen in the table, meaning that 94.7 percent of the variance in the dependent variable can be explained by the independent variable and

its constructs, and 5.3 percent of the variance can be explained by other variables that this study has not taken into account.

Table 4.7

ANOVA Table

Model		Sum of Squares	d. f	Mean Square	F	Sig.
1	Regression	93.019	5	18.604	14.481	.000 ^b
	Residual	484.329	377	1.285		
	Total	577.348	382			

ANOVA table in Table 4.7 attempts to demonstrate how well the model fits the data. The p-value is 0.000, which is less than 0.05 and the F value is 14.481. As a result, it can be concluded that there is a significant linear relationship between the dependent and independent variables and that the slope of the regression line is not zero.

The table demonstrates that there is substantial evidence to conclude that the model is valuable and, therefore, important.

Table 4.8

Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.580	.299			
	Reference Group	.330	.060	.029	5.471	.000
	Product Promotion	0.414	.038	.069	1.681	.000
	Price	0.461	.042	.077	2.979	.066
	Store Layout	0.281	.086	.085	4.14	.031
	Availability of Money	0.321	.021	.096	2.868	.004

The coefficients of the latent variables are shown in Table 4.8. As can be observed, the p-value of the reference group, price, store layout, and money availability is less

than 0.05, indicating a substantial influence of the reference group, price, store layout, and money availability on impulsive purchasing behavior for goods. On the other hand, the p-Value of success is greater than 0.05, indicating that there is no discernible influence of product promotion on shoppers' impulsive product purchases.

Furthermore, reference group and price are the most dominant factor followed by other variable in the study with the value of Beta 0.061, 0.038, 0.042, 0.086 and 0.021 accordingly.

4.7 Hypothesis Testing Summary

Table 4.9

Hypothesis Testing Results

Hypothesis	P-value	Result
H1	.000	Accepted
H2	.000	Accepted
H3	.066	Rejected
H4	.031	Accepted
H5	.004	Accepted

The results of the hypothesis testing are summarized in Table 4.7. As can be seen, according to the examination of the results, H2 has been rejected while H1, H2, H4, and H5 have been accepted.

Because the p-value, which is 0.000, is less than the 0.05 level of significance, the first hypothesis has been that there is a meaningful association between the reference group and customers' impulsive purchasing behavior.

Because the p-value is 0.000, which is less than 0.05, and indicates that there is a strong beneficial impact of customers' impulsive buying behavior, the second hypothesis has also been accepted.

The third hypothesis has been disproved because the p-value of 0.066 is greater than the threshold of significance of 0.05, indicating that there is no significant positive relationship between price and customers' impulsive buying behavior.

The fourth hypothesis has been accepted because the p-value of 0.000, which is less than the 0.05 level of significance, indicates that there is a significant positive relationship between the store layout and customers' impulsive buying behavior.

The availability of money and consumers' impulsive buying behavior are significantly positively correlated, according to the fifth hypothesis, which has been accepted because the p-value, which is 0.000, is less than 0.05 threshold of significance.

4.8 Major finding

- Descriptive study demonstrates the variables influencing consumers' impulsive purchases of low involvement goods. Impulse buying behavior has the highest average value of study variable price and volatility and the lowest average value of study variable price and low price fluctuation.
- The overall research variable results test is significant in the normality test, indicating that the data are not distributed normally.
- Reliability test is the main study variable, and item number 30 reflects all the questions that were taken into consideration. So, that this study is credible. In Pearson correlation analysis Buying impulse behavior product promotion, price and availability of money with Reference group is positive significant relation.
- There is a negative significant association between product advertising and buying impulse behavior, but there is a positive significant relationship between pricing, store layout, and financial availability.
- There is a positive significant association between the reference group, product advertising, store layout, and the availability of money with the price of a certain product, but there is a negative significant relationship between price and buying impulse behavior.
- The store layout has a negative correlation with impulsive purchasing behavior, while the reference group, product advertising, pricing, and accessibility of funds have favorable correlations with the store layout
- There is a significant positive correlation between reference group, product advertising, price, and store layout and a significant negative

correlation between the availability of money and buying impulse behavior.

- The value of r square in a regression analysis is 0.947, meaning that 94.7 percent of the variation in the dependent variable can be explained by the independent variable and its constructs and 5.3 percent of the variance by other factors that this study has not taken into account.
- There is a substantial linear relationship between the dependent and independent variables, and the slope of the regression line is not zero.
- The latent variable coefficients. As can be observed, the p-value of the reference group, price, store layout, and money availability is less than 0.05, indicating a substantial influence of the reference group, price, store layout, and money availability on impulsive purchasing behavior for goods.
- A summary of the results of the hypothesis testing. As can be seen, according to the examination of the results, H1 through H5 have been accepted while H3 has been refused.

CHAPTER V

DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.1 Discussion

An impulsive choice to buy a good or service is one that is made right before making a transaction. It is an impulsive purchase made without any prior planning to acquire a particular product category or complete a particular purchasing activity. This study and the research it was based on have academic value and add to our understanding of the subject under investigation, helping both student and non-student researchers. Additionally, it helps marketers and store managers of supermarkets and other retail establishments better understand their customers and the circumstances under which they make irrational purchases. They can thus take advantage of this and present triggers in supermarket environments that cause customers to behave in this way. Additionally, this research gives shoppers a better understanding of the real causes of their impulsive shopping in a supermarket environment. Consumers frequently don't understand why they spend more money than they intended to when they enter a supermarket or retail establishment.

When buying things, the majority of buyers take the utility factor into account. The majority of listeners rarely tune into radio advertisements. Very few people are regular listeners, on average. Advertising has a greater impact on new products than it does on older or more established ones. Radio, movies, and magazines, which came in first, second, and third place, respectively, are the most effective media outlets for capturing the attention of consumers. The marketing manager can better their advertising strategy with the help of this study. It is in the best interest of business enterprises to research the causes impeding its development and how to develop it because advertising entails expense, and every cost should yield an adequate return. For instance, the advertisers must use appropriate language in their advertisements if the product is intended for highly educated consumers.

This study's primary goal is to investigate customers' impulsive purchases of low involvement goods. The marketing manager has used this study to help them make their advertising strategy better. Due to the fact that advertising costs money and

every investment should yield a healthy return, it is in the best interests of business enterprises to research the variables development and methods for it. According to Ekeng et al. (2012), demographic factors significantly affect impulsive purchasing. Male and female buyers engage in impulse shopping differently, and women are more likely to do so because of their natural affinity for and attraction to upscale goods. Factors influencing customers' purchasing decisions in the Bhimdatt municipality. Participants were chosen using a practical sampling technique. A systematic questionnaire was used to conduct the study. The elements influencing purchasing decisions were discovered using the factor analysis method. Physical characteristics are the first considerations identified, followed by cost, size, recharging capacity, operational capacity, weight, referrals from friends and colleagues, and ads (Kumaravel, 2016).

According to a recent study, action, attention, promotion, locality, and environment are the primary elements that influence the purchasing behavior of female consumers. The six reference groups, product promotion, price, store layout, availability of cash, and buying behavior are covered in this study, which instead focuses on the impact of factors influencing the impulsive buying behavior of customers of low-priced products (With References in Bhim Data Municipality market).

The study will primarily use a descriptive research design and a casual comparative research design to carry it out. Descriptive study demonstrates the variables influencing consumers' impulsive purchases of low involvement goods. Impulse buying behavior has the highest average value of study variable price and volatility and the lowest average value of study variable price and low price fluctuation. The overall research variable results test is significant in the normality test, indicating that the data are not distributed normally. Reliability test is the main study variable, and item number 30 indicates all of the questions that were taken into consideration. Such that the validity of this study.

Price, availability of money, and product advertising all show positive significant correlations in Pearson correlation analysis with the Reference group when it comes to buying impulse behavior. Product marketing has a negative significant association with buying impulse behavior and a positive significant link with price, store layout, and money availability.

A negative significant association exists between price and buying urge, but a positive significant relationship exists between reference group, product promotion, store layout, and the price of a specific product and the availability of money. The reference group, product marketing, price, and the availability of money have positive significance relationships with the store layout, but the store layout has a negative correlation with buying impulse behavior. There is a significant positive correlation between reference group, product advertising, price, and store layout and a significant negative correlation between the availability of money and buying impulse behavior. The value of r square in a regression analysis is 0.947, meaning that 94.7 percent of the variance in the dependent variable can be explained by the independent variable and its constructs, and 5.3 percent of the variance can be explained by other variables that this study has not taken into account. There is a substantial linear relationship between the dependent and independent variables, and the slope of the regression line is not zero.

The latent variable coefficients. As can be observed, the p-value of the reference group, price, store layout, and money availability is less than 0.05, indicating a substantial influence of the reference group, price, store layout, and money availability on impulsive purchasing behavior for goods. Results of the hypothesis testing in brief. As can be seen, according to the examination of the results, H1 has been approved while H2, H3, H4, and H5 have been denied.

5.2 Conclusion

This study's primary goal is to investigate customers' impulsive purchases of low-effort goods. The dependent variable is buying behavior, while the independent factors are the reference group, product advertising, price, store layout, and cash availability. This work has been applied to causal comparative research and descriptive survey research design. The population of Bhim Data Municipality is made up of all consumers who collectively purchase low-cost goods. Consequently, the overall customer is unclear. When the population is unknown, the researcher has decided to choose the sample size by applying the formula. The researcher has used sampling techniques to contact sample respondents in order to gather data for the relevant topic; the researcher has used a convenience sampling method to contact sample respondents.

Questionnaire distribution was utilized as a primary data collection tool (information acquired for the first time). The descriptive analysis demonstrates the variables influencing consumers' impulsive purchases of minimal involvement goods. Impulse buying behavior has the highest average value of study variable price and volatility and the lowest average value of study variable price and low price fluctuation. The findings of the overall study variable results test for normalcy are significant, indicating that the data are not distributed normally.

A negative significant association exists between price and buying urge, but a positive significant relationship exists between reference group, product promotion, store layout, and the price of a specific product and the availability of money. The value of r square in a regression analysis is 0.947, meaning that 94.7 percent of the variance in the dependent variable can be explained by the independent variable and its constructs, and 5.3 percent of the variance can be explained by other variables that this study has not taken into account. There is a substantial linear relationship between the dependent and independent variables, and the slope of the regression line is not zero. That the reference group, price, store layout, and accessibility of funds all significantly affect consumers' impulsive purchasing decisions.

5.3 Implication of study

The results of this study are significant because the dependent variable, which is buying impulse behavior, is significantly impacted by the independent variable, which is buying impulse behavior. The results were both similar to certain prior studies' findings and different from those of those studies.

The first implication could be that a company does not need to differentiate its message for males and females when creating a marketing campaign, running advertisements, or trying to sell the products because the mean values of both male and female are almost equal, with female having a slightly higher mean with reference to buying behavior.

Another key significance of this research could be for businesses or ad agencies who deal with marketing to young people and buying for items. When creating copy themes or writing advertising copy, the emphasis should be more on expressing the

centrality by demonstrating how consuming the specific products or services could make one's life different from that of others. The message should also make it abundantly apparent how the specific goods or services would make the customers' lives happier.

The product or services should also be designed in such a way as to add the flair of centrality and happiness so that a consumer or customer may feel the value within it by which they could not resist the offers and products and ultimately buy the products even though they may not have thought in first to buy. In a similar manner, not only the message but also the product or services should be designed in such a way adding the flair of centrality and happiness.

Additionally, a business that only caters to young people can use materialism as one of their selling features. Given that materialism has a large impact, a business can add elements of the materialism value scale to its brand in order to attract attention and establish brand positioning that will help it stand out in the minds of its target market. To create an environment where customers would make impulsive purchases, marketers must display their items to their target demographic.

5.4 Future scope of research

A total of 380 participants in this study represent the Young Adult and Mid-Age Adult age groups. Similar to this, a judgmental sampling technique has been used to assess how materialism affects consumers' propensity to make impulsive purchases of goods.

As a result, academics have many opportunities for future research. The impact of the materialism value scale on compulsive shopping can be examined on various age groups that have already passed the adult stage.

As an alternative to the scale created by Richins and Dawson, there are various measures that can be used to quantify materialism. Other materialism scales have been developed, including Materialism as a Trait by Belk in 1984 and Materialism as an Aspiration by Kasser and Ryan 2022. Additionally, the same materialism value scale can be employed by selecting the sample using probability sampling techniques, allowing for effective generalization of the results.

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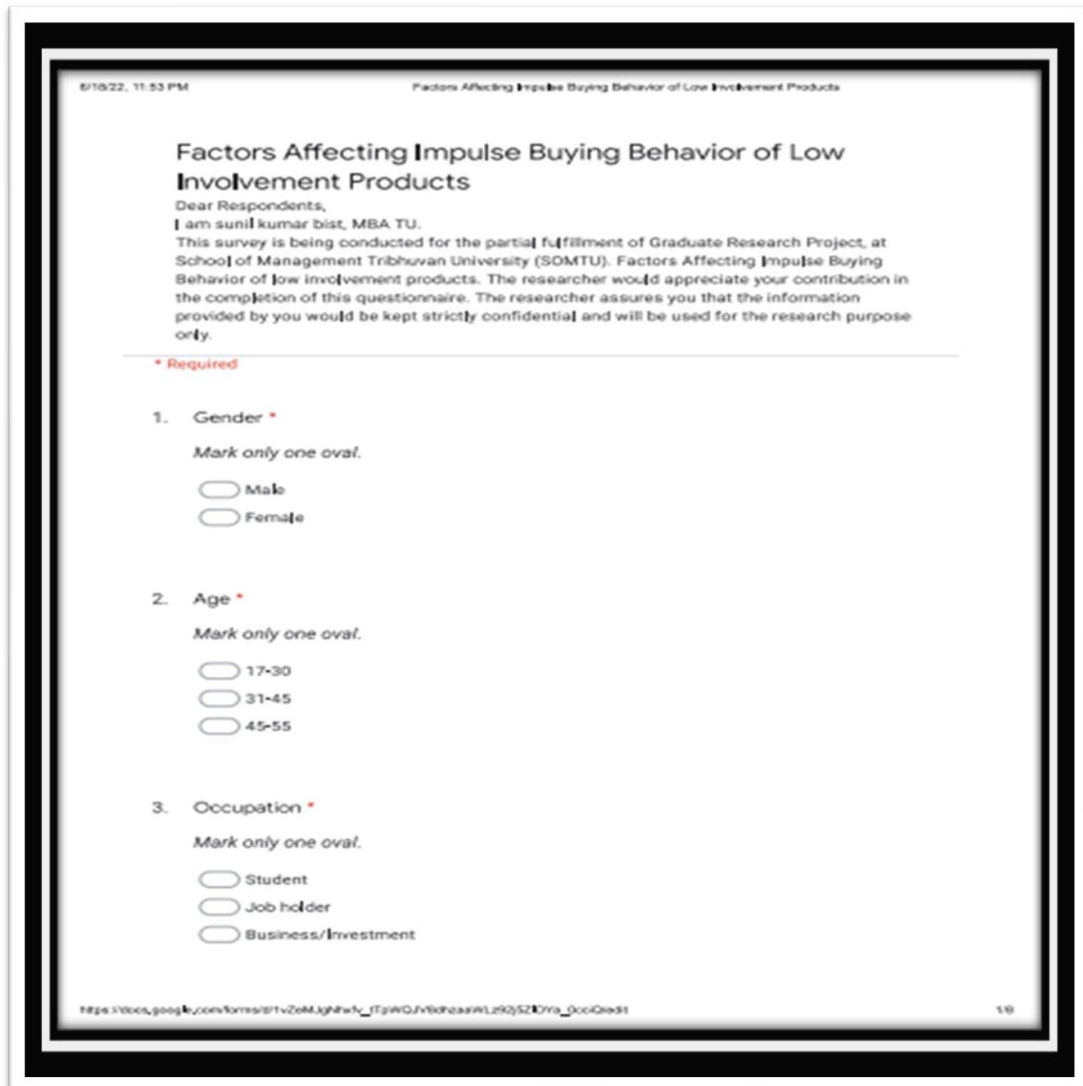
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ANNEX

Pradhan. (2016). Study on Impulsive Buying Behavior among Consumers in Supermarket Kathmandu Valley. *Journal of Business and Social Sciences Research*, 1, 215-233

(These questionnaires based on this article)



6/18/22, 11:53 PM Factors Affecting Impulse Buying Behavior of Low Involvement Products

Factors Affecting Impulse Buying Behavior of Low Involvement Products

Dear Respondents,
I am sunil kumar bist, MBA TU.
This survey is being conducted for the partial fulfillment of Graduate Research Project, at School of Management Tribhuvan University (SOMTU). Factors Affecting Impulse Buying Behavior of low involvement products. The researcher would appreciate your contribution in the completion of this questionnaire. The researcher assures you that the information provided by you would be kept strictly confidential and will be used for the research purpose only.

* Required

1. Gender *

Mark only one oval.

Male

Female

2. Age *

Mark only one oval.

17-30

31-45

45-55

3. Occupation *

Mark only one oval.

Student

Job holder

Business/Investment

https://docs.google.com/forms/d/1vZ6MjghNwNv_TpWQJvY6dRcaarW1z9Qj5Z8Ora_DooQad1

1/8

4. Income Level *

Mark only one oval.

- Below 20,000
- 21,000 - 50,000
- 51,000-70,000
- Above 70,000

5. Reference Group *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel delighted to have a companion on my shopping trips.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy more than I need when I go shopping with family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy more than I need when I go shopping with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Product Promotion *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have difficulty controlling my urge to buy when I see a good offer (like Buy 1 Get 1 free, limited stock, limited time)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sale/clearance signs are a reason to buy things on whim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount on a product induces me to buy more.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The satisfaction of receiving a coupon or points motivates me to buy more.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy a product if I recall its advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Price *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am a price sensitive person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I see attractive amount, I have urge to buy the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of low product is reasonable compared to other brands available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look carefully to find the best value for the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Availability of Money *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Tend to shop more than what is needed when have cash in hand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My Purchase frequency increases when I have more cash in hand My Purchase frequency increases when I have more cash in hand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think much about products during the time I have more money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Store Layout *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sometimes I go to supermarket just because they have interesting window display.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am attracted to buy product that has a big or eye catching display in supermarket.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it comfortable to shop in a supermarket with directional signage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Impulse Buying Behavior *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often buy things spontaneously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Just do it" describes the way I buy things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have bought many things without thinking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I see it, I buy it" describes me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Buy now, think about it later" describes me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I feel like buying things on the spur-of-the-moment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy things according to how I feel at the moment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't plan most of my purchases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I am a bit reckless about what I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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