

**Project Dissertation Report on**

**PROFILING IMPULSE BUYING BEHAVIOR ON  
THE BASIS OF CONSUMER PSYCHOGRAPHICS**

**Submitted By**

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## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the Project Report titled **Profiling Impulse Buying Behavior on the Basis of Consumer Psychographics**, is a bonafide work carried out by **Ms. Aarushi** of MBA 2019-21 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Mr. Chandan Sharma

Seal of Head

Place:

Date:

## **DECLARATION**

This is to certify that I have completed the project titled “**PROFILING IMPULSE BUYING BEHAVIOR ON THE BASIS OF CONSUMER PSYCHOGRAPHICS**”.

This work was done under the supervision and guidance of **Mr. Chandan Sharma** in the partial fulfilment of the requirement for the award of the degree of “**Master in Business Administration**” from “Delhi School of Management, Delhi Technological University.”

It is also certified that the project of mine is an original work and the same has not been submitted earlier elsewhere.

**Aarushi**

**2K19/DMBA/02**

## **ACKNOWLEDGEMENT**

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I pay my gratitude and sincere regards to Mr. Chandan Sharma, my project Guide for giving me the cream of his knowledge. I am thankful to him as he has been a constant source of advice, motivation and inspiration. I am also thankful to him for giving his suggestions and encouragement throughout the project work.

I take the opportunity to express my gratitude and thanks to our library staff for providing me opportunity to utilize their resources for the completion of the project.

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## EXECUTIVE SUMMARY

- ⇒ Purpose: Impulsive buying when put in simpler words can be defined as an unintended decision to purchase a particular good or service. When a consumer takes such type of buying decisions at the spur of the moment is known as an impulsive buyer. According to prior research, it was found that impulsive buying is not necessarily buying of necessary products, there are times when the consumer purchase the products that are not necessary or required in their lives. Impulsive buying cannot be classified for single product category. The behavior can be seen in products such as grocery items, fashion related items, electronics and in expensive items such as vehicles, jewelry etc. It intersperse the usual decision making process in customers' minds. The irrational moment of self-satisfaction takes place during that very moment when the consumer is about to make a decision. The behavior is that significant because it is more irresistible than planned purchasing. The buying behavior of every consumer is different from one another and is almost driven by individual and psychographic characteristics. Many marketers tap this behavior of customers to boost their sales. This paper attempts to determine the effects of psychographics i.e. lifestyle and demographic factors i.e. (gender, age, education, occupation and marital status) on impulsive buying behavior of consumers.
- ⇒ Design/methodology/approach: A primary research is carried out among people who shop in Delhi NCR. A sample size of 104 was taken and surveyed using a structured questionnaire to understand the psychographics and demographics and their relationship with impulse buying. ANOVA analysis and one sample t-test is performed to study the variance of respondents. Collected data is tabulated, coded and analyzed through SPSS tools.
- ⇒ Findings: The findings suggest that the majority of consumers going to supermarket buys impulsively. It was observed that whenever the respondents go to the market most of them do not plan ahead. Instead, they scan through the aisles and buy whatever they think might be needing. Most of the respondents make purchases impulsively like personal case or

grocery, etc. other than that for the products like electronics and kitchenware the respondents usually take time before making a purchase. After analyzing all the factors it was observed that the category of the products has a significant role in impulsive buying behavior. Similarly, the financial independence also influence the impulsive buying behavior of the respondents. Apart from that, other factors that triggers impulsive buying are availability of cash, mood of consumer, POS terminal/ATM facility, price, store layout, availability of time, product promotion, store environment and reference group. The results indicate that demographic factors positively influence impulse buying behavior. In addition, this study discloses that musical appeal, sexual appeal, fear appeal, and humor appeal influences consumer impulse buyers.

⇒ *Practical implications*: This study proposed that marketers at hypermarkets and retail stores can develop effective marketing programs and strategies that will attract consumers for an impulsive behavior.

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# CHAPTER 1: INTRODUCTION

## 1.1. Introduction

For last 4-5 decades, researchers has been trying to give a better definition for the consumer impulsive buying behavior. In current scenario where the consumer's spending have been increased, this has led to a complete new lifestyle where they spend less time planning before shopping. Impulse purchasing is unintended, this arise when a stimulus is exposed and the purchase is made on the spot. Many marketers tap this behavior of customers to boost their sales. For example, Mobile brands tends to exploit the customers by using this trait to introduce products which can be an add-on gadget for their mobiles such as fitness bands, watch etc.

In current scenario, the market and consumer behavior both are changing, due to this impulse behavior has attracted the researchers and the brands. Impulse purchasing arises when a stimulus is exposed and the purchase is made on the spot also this might be influenced by attributes or traits of consumers these traits might have developed by internal or environmental states. According to prior research, researchers have managed to find out the frequency of those individuals who have engaged in similar behavior and what traits they have in common.

Recently, impulse buying has now becoming much more prominent in the society, it hampers the decision making process in the mind of the consumer. The decision-making process of consumers includes- recognizing a problem or unsatisfied need this may lead to the information search before the actual purchase, to meet or satisfy their needs. While the consumer is searching for the information of the product, his attitude and interest influence the purchase decision. Now, while purchasing internal and external search occurs. Internal search means the information is present in the brain's long term memory and the consumer uses that memory to access the information. On the other hand, external search means the consumer search for the information via external sources like internet or visiting the supermarket or shop. Engel, Kollat and Blackwell model is used to understand the effect of psychographics behavior. The EKB model depicts the behavior of as a decision process comprising of five stages: recognition of need, search of information, evaluation of alternatives, purchasing decision and outcome. While, the degree of search is outlined as: the cost benefit of searching for information, choice environment factors information availability, difficulty of the choice, time pressure and the level of conflict or uncertainty about the decision.

Demographic variables work as a foundation for segmenting the market for any product and services. Consumers within who have the same demographic group can exhibit very different psychographic dimensions. That's why this paper will examine the impulse buying behavior of consumer on the basis of psychographic dimensions.

## 1.2. Background

The theoretical framework in this section will explain and illustrate abstract concepts of impulse buying, marketing tools, and impulse buying theories.

### 1.2.1. *Impulse Buying*

Impulse buying refers to purchases made without any prior planning, such as to meet a particular need or to purchase a specific product category. According to the researchers, impulse buying occurs when a buyer has a buying desire but doesn't give it much thought. An out-of-stock item is exempt from the scope of impulse buying when encountering the commodity. Impulse buying is described as a "compelling, instant, hedonically complex buying activity in which the pace of an impulse decision process prevents careful and deliberate consideration of alternatives and facts." Hedonic behavior is characterized by satisfaction, while utilitarian behavior is marked by practical advantages and economic value in the shopping process.

Consumers are subjected to stimuli that induce and prompts them to purchase unnecessary goods when they go shopping in an unplanned manner as they start browsing items around in supermarkets. They make the decision to buy the product without even knowing whether it will fulfil a specific need for them or whether it will have a positive or negative impact on them. Consumers' impulse buying behavior is affected by a variety of factors, including demographics and variables found within the supermarket, like their mood, for example. Some consumers buy to feel better; they are happy to spend money on items they have never considered, and externally, customers see factors such as product promotions, advertisement appeal, and sales workforce factors when shopping.

Impulse purchasing is catalyzed by a spur-of-the-moment purchase with little consideration (for example, when a shopper sees some candies and decides to buy on the spur of the moment), while unplanned reminder buying is when a shopper forgets to put an item on her/his list (for example, when a shopper sees sugar in the supermarket, remembers she/he is out of stock and buys it).

The marketing landscape is moving at a much faster pace, creating new challenges for marketers to consider and devise strategies to overcome cutthroat competition in order to stay competitive.

In the current market, consumer impulse purchasing behavior is critical for marketers to understand better and customer's particular need, desire, and demand in order to customize their products and services.

### *1.2.2. Psychographics*

Psychographics was first proposed by combining psychology and demographic variables. Psychographics is now used interchangeably and includes the target customers' activities, interests and opinions (AIO).

### *1.2.3. Lifestyle*

Marketers and academics describe a consumer's lifestyle in a variety of ways. Since it encompasses activities, mood, perception, and interest, it has been of immense significance and interest to marketing researchers. In today's marketing environment, consumers' decision to pick and buy a brand is heavily influenced by their level of awareness. When it comes to branding and communicating their goods to their target market, marketers must exercise extreme caution in order to establish a favorable and long-lasting value proposition in the minds of their customers.

### *1.2.4. Demographics*

In the case of impulse purchases, consumer demographics (e.g., gender, age, education, marital status, and economic status) play an essential role. The majority of studies show that there is a negative association between age and impulse buying, while women are indulging in impulsive buying activities more often than men.

### *1.2.5. The conceptual model*

Consumer behavior can be described as the analysis of individuals, groups, or organizations and the processes they use to choose, protect, use, and dispose of goods, services, experiences, or ideas

to meet such needs, as well as the effects these processes have on consumers as well as the society in general. It aims to comprehend buyers' decision-making processes, both individually and in groups, as well as how emotions influence purchasing behavior through investigating market traits such as demographics and behavioral factors in order to understand better what people want. Thus, it can be said to integrate elements from various disciplines such as psychology, sociology, social anthropology, marketing and economics.

Since consumer buying behavior refers to a person's behaviors, desires, intentions, and decisions when purchasing a product or service in the marketplace. It also attempts to measure the impact of groups such as family, friends, sports, reference groups, and culture in general on the customer.

Engel, Blackwell, and Kollat created a model of the consumer purchasing decision process in 1968, which consists of five steps:

- recognizing the problem/need
- gathering information
- evaluating alternatives to meet the need
- making a purchasing decision
- And following up on the purchase

As a result of the contextual differences, the conceptual structure used in this study has been updated and improved as follows:

INDEPENENT  
VARIABLES

DEPENDENT  
VARIABLES

PSYCHOGRAPHICS:

MUSICAL APPEAL

SEXUAL APPEAL

FEAR APPEAL

HUMOR APPEAL

OTHER VARIABLES:

PRODUCT CATEGORY

AVAILABILITY OF MONEY

MOOD OF CONSUMER

PRICE

ATM FACILITY

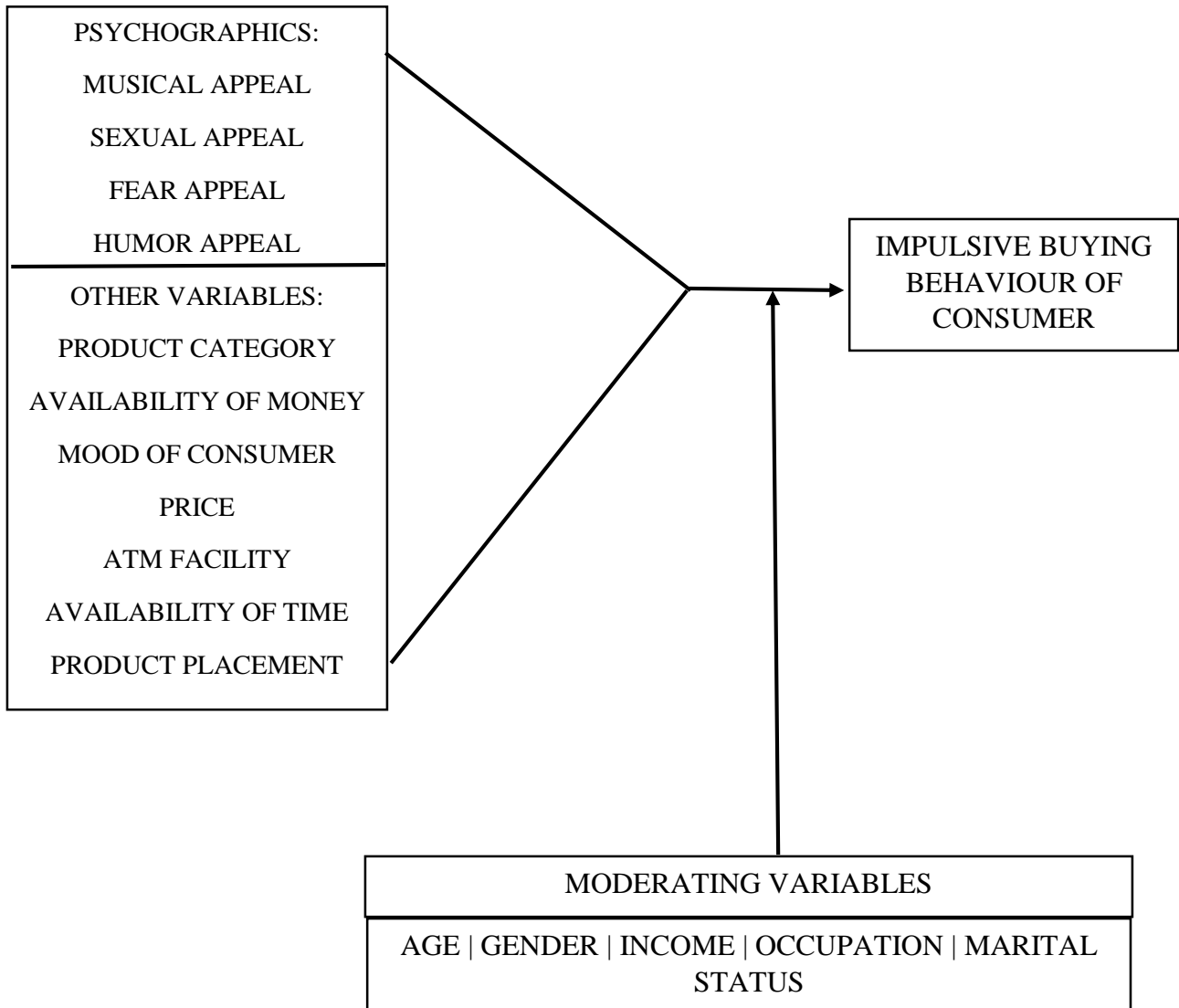
AVAILABILITY OF TIME

PRODUCT PLACEMENT

IMPULSIVE BUYING  
BEHAVIOUR OF  
CONSUMER

MODERATING VARIABLES

AGE | GENDER | INCOME | OCCUPATION | MARITAL  
STATUS



### **1.3. Problem Statement**

Till date the phenomenon of impulse purchasing behavior has been examined to a great extent, but via this paper we're trying to fill or find some of the existing gaps. In this paper, every trait that influence the impulse buying behavior of the consumer has been considered. By considering all the attributes we can find which behavior influence more and which influence less while making a purchase. In this paper will consider psychographics factors such as: musical appeal, sexual appeal, fear appeal, humor appeal; other variables: product category, availability of money, mood of consumer, price, ATM facility, availability of time, product placement for analyzing the consumer impulse buying behavior.

There is a need for deeper analysis of the impulse buying behavior in the Indian market, especially in Delhi NCR, because here the majority of population is working class, they have money, they are financially independent. Therefore, it is important to analyze their decision making pattern which can be useful for the market researchers, brands, retailers, etc. this analysis will lead to planning of proper marketing strategies by the brands and retailers and will lead to the increase in the sales of the products.



## **1.4. Objectives of the Study:**

- ⇒ To study the significant effect of age on impulse buying behavior of customers.
- ⇒ To study the significant effect of gender on impulse buying behavior of customers.
- ⇒ To study the significant effect of income on impulse buying behavior of customers.
- ⇒ To study the significant effect of occupation on impulse buying behavior of customers.
- ⇒ To study the significant effect of marital status on impulse buying behavior.
- ⇒ To study the significance effect of Musical Appeal on impulse buying behavior.
- ⇒ To study the significance effect of Sexual Appeal on impulse buying behavior.
- ⇒ To study the significance effect of Fear Appeal on impulse buying behavior.
- ⇒ To study the significance effect of Humor Appeal on impulse buying behavior.

## **1.5. Purpose of research**

The main purpose of this paper is to identify and to gain understanding of the effect of psychographics along with some of demographics traits on impulse buying behavior of Delhi NCR. The paper will help understand the influence of psychographic and demographic variables of consumers towards impulse buying behavior. This paper will be helpful for the retailers, market researchers, and brands of different sectors in making their marketing strategies, or in planning their product lines. Along with that the paper will be useful for the consumers to study their buying pattern and behavior.

## **CHAPTER 2: LITERATURE REVIEW**

According to Vishnu and Raheem (2013), in the case of FMCGs, consumers in Delhi-NCR are more likely to purchase impulsively when they see free products and price discounts offered by a supermarket. Consumer behavior is influenced by income level, window displays, and visual merchandising, especially a well-decorated, welcoming, and calm store atmosphere with colorful surroundings. Furthermore, there is a distinction between male and female impulse buying actions, with females being more impulsive. The findings of this study are also supported by other studies conducted by V. (2014), Thakor and Prajapati (2012), and Verma and Verma (2012), all of which found similar results for various product categories and demographic characteristics.

Vyas (2015), the color, form, and basic materials of a package subconsciously attach subjective values to it. As a result, various packaging components have practical effects on the minds of consumers. Different demographic variables, such as gender, age group, professional involvement, and educational status, also have an impact on the packaging response. The packaging thus, aids the buyer in making a decision, forming an opinion about the product, and repurchasing it. It has an impact on the consumer's reaction to the product which contribute to impulsive purchases, and can help the brand stand out. Packaging tactics have an impact on how long it takes to buy something, how much it costs, and how people talk about it.

According to Cho and et al. (2014), in-store browsing and a good attitude of customers are the most powerful predictors of impulse purchases. Consumers in a good mood are more likely to visit more sections and aisles in the store, along with being more likely to bring with them groups of people (friends, colleagues, family members) on a shopping trip in order to raise their level of excitement and elation, and to respond more favorably to the surroundings and product evaluation stimulus exposure.

According to Azim (2013), customers with a high deal proneness and exploratory attitude make more impulse purchases in the presence of strong dynamic store settings. In order to improve people's impulse buying behavior, retailers must create a pleasant environment for their customers within the shop, as well as understand various customers' preferences for sales promotions in order to attract the right customers.

According to Bashir and et al. (2013), cultural values and lifestyle have a positive influence on impulse buying behavior in India. The variables of all the different cultural beliefs and life styles have a significant relationship. The findings also indicate that comfort, life satisfaction, gender role, financial satisfaction, in-group interaction, and lifestyle variables of cultural values and lifestyles of Indian consumers predict impulse buying behavior.

According to Ekeng and et al. (2012), demographic features have an important impact on impulse buying. Impulse buying varies greatly between male and female shoppers, with female shoppers experiencing the phenomenon more often due to their natural attraction to expensive products. Similarly, as compared to older adults, the age of shoppers and impulse buying habits are inversely linked because teenagers have little responsibility for raising families and are unconcerned with how they spend money, even if it is unplanned. Furthermore, as consumers' income rises, they become more spendthrift and may be influenced to make unplanned purchases.

According to Saraswat and et al. (2012), Due to financial benefits such as promotional offers, the middle-income class in Noida, India is more likely to participate in impulsive buying. The majority of respondents are influenced by various aspects of advertising, such as product ads in print and visual media, celebrity endorsements, 3-D advertisements, product hoarding and pamphlets, and organization-sponsored events.

According to Chen (2008), product form plays a significant role in impulse buying among Indian youth. Traditional store shopping is synonymous with impulsive purchasing and association with clothing items, but not online shopping. On the other hand, higher impulsive purchasing tendency

and higher product engagement are positively correlated with higher impulse buying online, but not in-store shopping. Furthermore, while impulsive purchasing tendencies and product participation are strong predictors of impulse purchases for clothing in conventional store shopping, they are insufficient for computer peripherals.

An Empirical Study of Impulsive Buying Behavior in India was performed by Tariq Jalees (2009). The aim of this study was to identify the factors linked to impulse purchases, identify the correlations between these factors, and evaluate their rationality in an Indian context, as well as test the identified hypotheses empirically. The researcher developed several theories, two of which focused on the relationship between age and gender and impulse buying behaviour. According to the investigation's results, young people are more prone to impulse purchases, while older people have less of a proclivity for impulse purchases. Also, gender plays a role in impulse buying with females being more likely than males to engage in such activity.

The impact of personality on impulsive and compulsive buying behaviors was studied by Shahjehan et al. (2012). Aside from other goals, the research sought to determine the association between age and education, and impulsive purchasing behavior. The study's findings indicate that age has a marginal negative relationship with impulse buying, while education has a major negative relationship with impulse buying. In other words, both demographic variables were linked to impulse purchases.

The study "Impact of Cultural Values and Lifestyle on Impulse Buying Behavior: A Case Study of India" was conducted by Bashir et al. (2013). The aim of the study was to look into and question the impact of culture and lifestyle on impulse buying in the Indian context. The study concludes, among other things, that gender has a major impact on impulse buying conduct in India; men and women have different mindsets that influence how they behave in different situations.

“Gender Differences in Impulsive Buying Behavior and Post-Purchasing Dissonance Under Incentive Conditions,” Fatima Imam (2013). The aim of the study was to look at and examine gender gaps in impulse buying and cognitive dissonance in reward situations. A total of 72 men and women were sampled from a supermarket megastore using the judgmental sampling method. Marketers use a variety of offers to entice consumers. Female purchasing habits are more emotional, which makes it easier to catch this gender. According to the findings, female consumers experience more post purchase dissonance after impulse purchases.

The study "Factors Affecting Impulse Buying Behavior" was conducted by Vishnu Parmar and Rizwan Raheem Ahmed (2013). The researchers chose this subject because no one had previously investigated the factors that influence impulse buying for FMCG products in Larkana. Customers' impulse buying behaviour was the study's dependent variable, while marketing, store setting, product show, salary, and credit card were the study's independent variables. In Larkana, the study found that income level and visual merchandising have a major relationship with impulse buying. Customers with a higher income level are more likely to engage in impulse purchases. One thing is clear: low-income groups would be limited to compulsive purchases because their income and expenses are so similar together that they cannot risk purchasing anything without planning.

Consumer Shopping Characteristics Approach and Gender Difference in Pakistan was researched by Ms. Javeria Shabbir and Dr. Nadeem Safwan in 2014. The aim of the study was to determine the gender differences in various shopping characteristics. The study found that both genders had different shopping habits when it comes to the discussed shopping characteristics. Furthermore, women were found to be more prone to impulse purchases than men. Women are thought to be more emotional than men, which may be one of the many reasons why female consumers purchase more impulsively.

The study "Influence of Lifestyle and Cultural Values on Impulse Buying Behavior" was conducted by Ahmed et al. (2015). The study looked into the effect of lifestyle and culture on impulse buying among university students and employees of various companies. Aside from other

studies, research shows that there is a connection between impulsive buying and obesity. In terms of impulse buying, Indian males and females vary significantly.

According to Ashfaq et al. (2016), the age factor has an inverse relationship with impulse buying conduct. As people get older, their impulse buying tends to increase, while as they get older, their impulse buying tends to decrease. Young people, on the other hand, are more prone to impulse purchases. Different genders have different impulse buying habits. Men are found to buy goods after planning and budgeting, while women make purchasing decisions emotionally. Since emotions and impulse buying are linked, women exhibit more impulse buying behavior than men.

Nadeem et al. (2016) conducted research on “Impact of Gender, Education and Age on Impulse Buying: Moderating Role of Consumer Emotional Intelligence”. The researcher considered three demographic variables: age, gender, and educational attainment. The study's other goals included determining the relationship between these variables and impulse buying behavior. According to the findings, there is a negative relationship between educational level and impulse buying. People of a certain age can also avoid impulse purchases, according to research. There is a significant difference between men and women when it comes to impulse purchases. In summary, the study found that demographic factors such as age, gender, and income have an effect on impulse purchasing behavior.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1. Research Design**

This study was a thesis, followed by an explanation, due to the fact that the entire project was based on questionnaire and analysis, which is of the nature of the study, followed by a detailed description and analysis, so the project has a delineation framework.

After descriptive analysis, regression coefficients were generated by using SPSS to see the causal association between the various factors that affect impulse buying behavior. Significant factors have been identified, and suggestions for impulse buying behavior have been made.

The nature of the study is statistical with respect to actual field conditions.

Population Section: people from retail stores, malls and grocery stores were selected as population.

Population Size: The total size was 104

Sampling technique: This particular method used is a non-probabilistic facility prototype since those who chose to fill out the survey were appropriately selected from the study area which was the Delhi region.

### **3.2. Data collection procedure**

This research has been done to find out the impulse buying behavior of people in Delhi NCR. The data that has been collected for the research is the primary data which is collected through a structured questionnaire. The questionnaire was sent to the respondents via mail, WhatsApp, Twitter. Total 104 respondents were collected, 44 from a mall, 40 from grocery retail store, 20 from Vishal mega mart. The structure of the questionnaire is as follows: firstly, demographic data like age (5 interval were used: less than 15 and above 60), gender (male, female), education (less than 10<sup>th</sup> standard, 10+2, under graduate, Post graduate and other), income, occupation, marital status. After that the second part consisted of questions related to psychographic characters like: musical appeal, sexual appeal, fear appeal, humor appeal. To measure the psychographic behavior

of consumers towards impulse buying 5-point Likert scale was used. Range of the Likert scale was: strongly agree =5 to strongly disagree=1.

### **3.3. Data analysis methods**

The primary data was analyzed through a software named SPSS. The results were presented in the form of charts and tables along with descriptions. Finally, the findings of the study and future scope was presented at the end. Firstly, data was collected in the form of questionnaire, then it is logically and systematically put into SPSS sheet and finally analysis is done. The conclusion and recommendations are devised based on these findings.

### **3.3. Characteristics of Respondents**

The demographic characteristics of the respondents are Gender, Age, Education, Occupation Marital status and income. The majority of respondents were between the ages of 20 and 30 years. Data codes used in the questionnaire were as follows:

- ⇒ Gender (Male-1, Female-2)
- ⇒ Education (SSC-1, HSC-2, Graduate-3 Post Graduate -4 & Others-5)
- ⇒ Age interval (15-20=1, 20-25=2, 25-30=3, 30-35=4, 35-40=5, 40-45=6, 45-50=7, 50-55=8, 55-60=9 and above 60=10)
- ⇒ Occupation (Service-1, Self Employed-2, Professional-3, Housewife-4, student-5 and others-6),
- ⇒ Marital status (Married-1 & Non Married-2)

The demographic character of the respondents that we received via questionnaire are as follows:

- ⇒ 50% of the respondents were in the age group of 20 to 25 years,
- ⇒ 29% are between age of 25 to 30 years
- ⇒ 31% are of other age groups.



### 3.4. Variable definitions

- Category of Product refers to different categories of products like FMCGs products, electronics, apparels, kitchenware, grocery, personal care products, toiletries, footwear, accessories, etc.
- Financial Independence refers to a status of having enough money or income to pay the living expenses of its own for the rest of its life without having to be employed or dependent on others.
- Availability of money defines as the extra amount of money that the person is having to spend for the shopping.
- Mood of consumers refers to the emotional status of a person at the time of shopping. It can be positive or negative.
- POS Terminal/ATM facility is known as the availability of the system for the processing of debit or credit cards for payment purposes.
- Price refers to the pricing of the products in such a way that it attracts the consumers. For instance, Rs 199, Rs 498, Rs 999
- Availability of time refers to the time that the consumer spends while shopping. It is the time the consumer feels that he or she has at the end of the day to shop.
- Product Promotion can include TV commercials, advertisements, it can also be schemes, and discount offers that the consumer receives while shopping. It is known to consumers prior to the visit to supermarket.
- Moderating Variables are the demographic variables such as age, gender, income, occupation and marital status that are considered for this research study.
- Musical Appeal refers to the appeal between the product and the music or jingle or tagline.
- Sexual Appeal refers to nudity or other sexual appeals that the marketer uses to target the consumer's subconscious mind through advertisements.
- Fear Appeal it increase the interest of the consumer and heighten its persuasiveness so that the consumer can remember the ad.
- Humor Appeal is the appeal that marketer uses very often to attract the consumer's attention. It is proven to be the most effective type of appeal to attract consumer.

# CHAPTER 4: ANALYSIS OF DATA AND DISCOVERYS

## 4.1. Data Analysis

### 4.1.1. Demographic Profile

➤ GENDER

*Significant effect of gender on impulse buying behavior of customers.*

GENDER	FREQUENCY	PERCENTAGE
Female	60	57.69%
Male	32	30.77%
Prefer not to say	12	11.54%
<b>Grand Total</b>	<b>104</b>	<b>100.00%</b>

Table 4.1. Effect of Gender

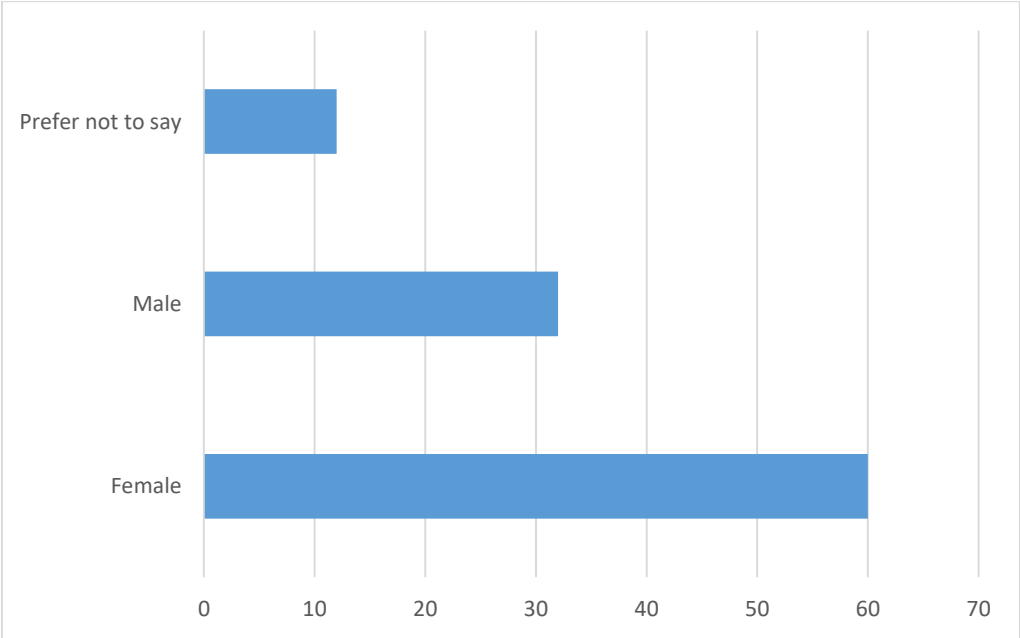


Fig. 4.1. Significant effect of age on impulse buying behavior of customers.

➤ AGE

*Significant effect of age on impulse buying behavior of customers.*

AGE	FREQUENCY	PERCENTAGE
20-29	47	45.19%
30-39	22	21.15%
40-49	18	17.31%
50-59	14	13.46%
60 Above	3	2.88%
<b>Grand Total</b>	<b>104</b>	<b>100.00%</b>

Table 4.2. Effect of Age

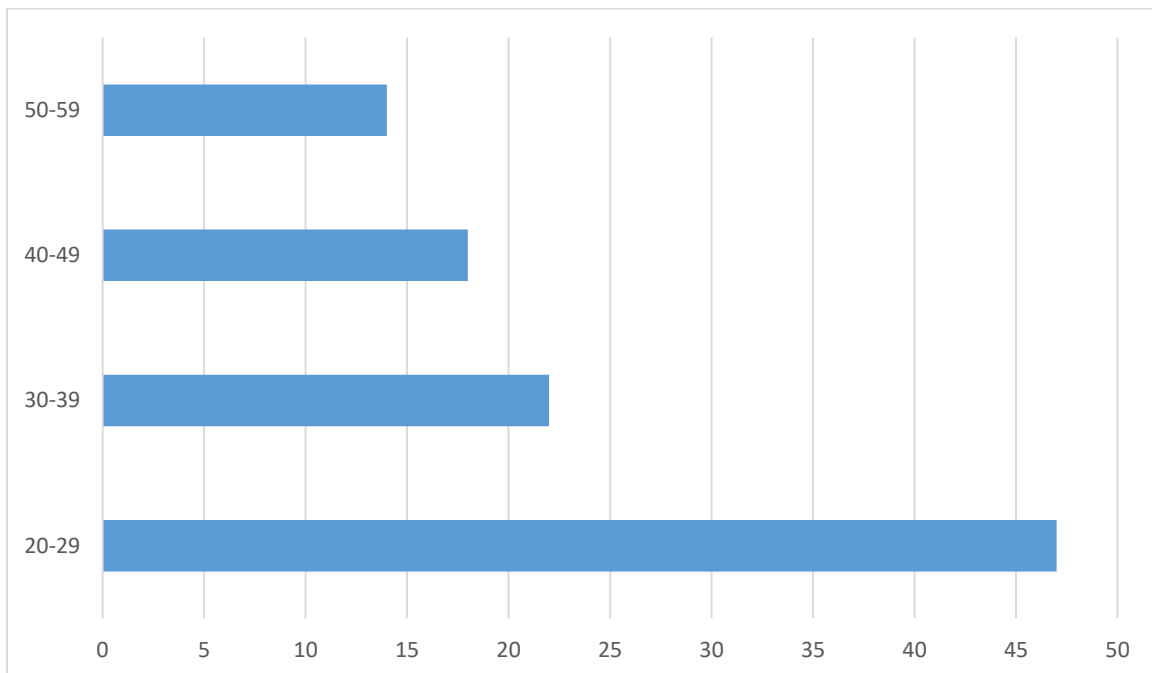


Figure 4.2. Significant effect of age on impulse buying behavior of customers.

➤ INCOME

*Significant effect of income on impulse buying behavior of customers.*

ANNUAL INCOME	FREQUENCY	PERCENTAGE
Below 2 lacs	22	21.15%
Rs 15 lacs above	13	12.50%
Rs 2lacs - Rs.5lacs	16	15.38%
Rs 8 lacs- Rs. 15 lacs	27	25.96%
Rs5lacs- Rs.8lacs	26	25.00%
<b>Grand Total</b>	<b>104</b>	<b>100.00%</b>

Table 4.3. Effect of income

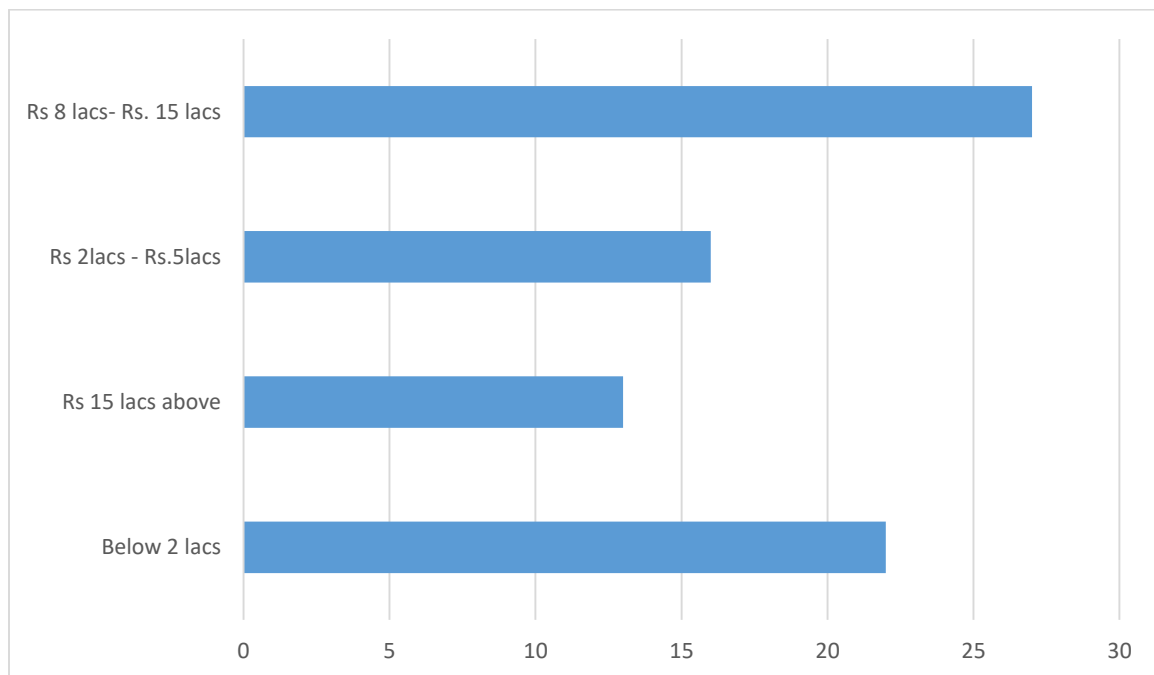


Figure 4.3. Significant effect of age on impulse buying behavior of customers.

➤ OCCUPATION

*Significant effect of occupation on impulse buying behavior of customers.*

EDUCATION QUALIFICATION	FREQUENCY	PERCENTAGE
Graduate	41	39.42%
Others	4	3.85%
Ph. D.	9	8.65%
Post Graduate	41	39.42%
Undergraduate	9	8.65%
<b>Grand Total</b>	<b>104</b>	<b>100.00%</b>

Table 4.3. Effect of occupation

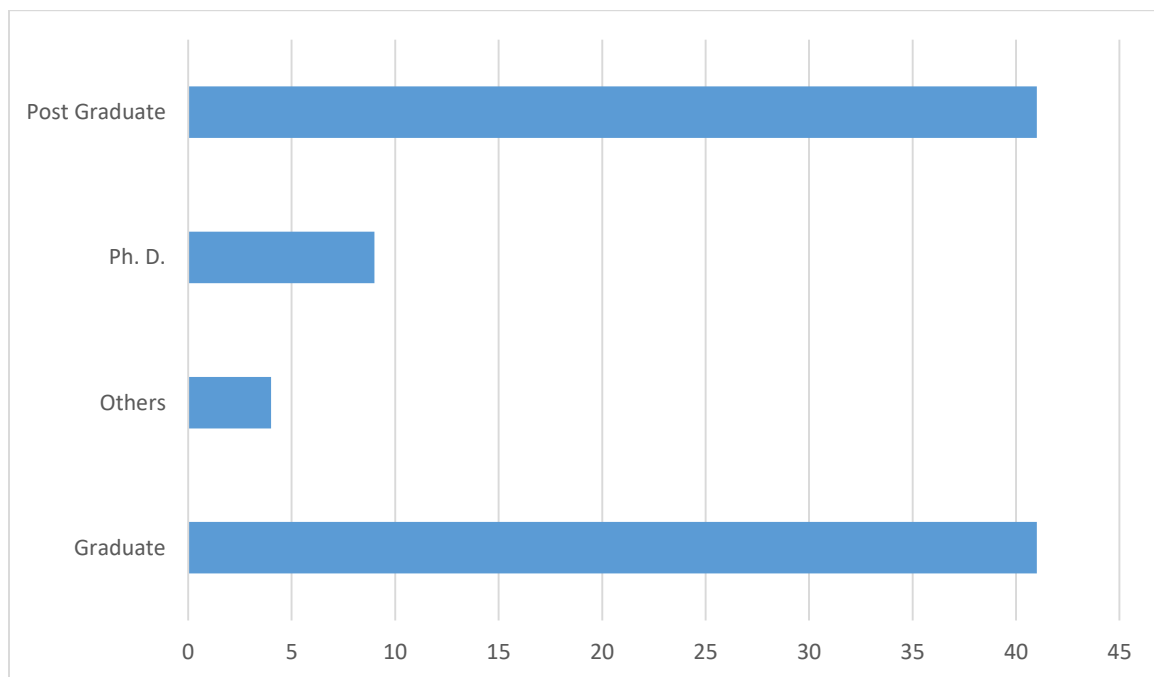


Figure 4.4. Significant effect of occupation on impulse buying behavior of customers.

➤ MARITAL STATUS

*Significant effect of occupation on impulse buying behavior of customers.*

MARITAL STATUS	FREQUENCY	PERCENTAGE
Marrried	50	48.08%
Unmarried	54	51.92%
<b>Grand Total</b>	<b>104</b>	<b>100.00%</b>

Table 4.5. Effect of Marital Status

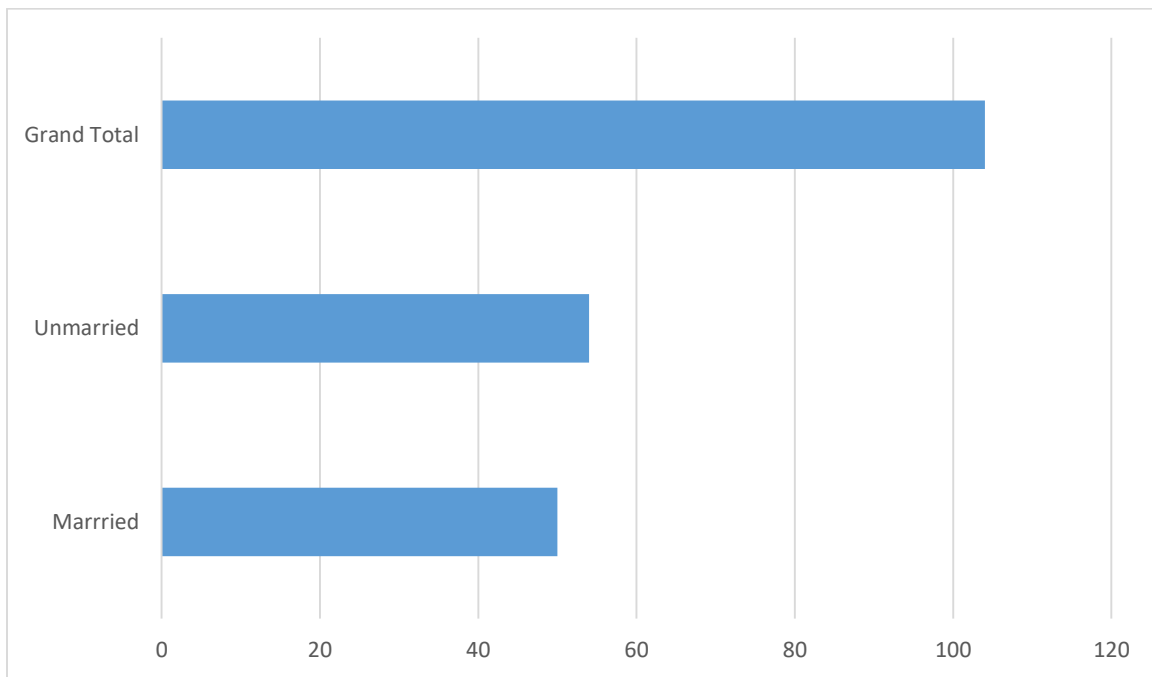


Figure 4.5. Significant effect of occupation on impulse buying behavior of customers.

**Analysis:**

Summarization of demographic information: Total number of 104 respondents. As per their gender, number of respondents: 57.69% are female, 30.77% are male, 11.54% preferred not to say. Number of respondents in the category of each age group of 20-29 (45.19%), 30-39 (21.15%), 40-49 (17.31%), 50-59 (13.46%), 60 above (2.88%). The distribution of respondents as per their occupation showed Graduate (39.42%), others (3.85%), Ph. D. (8.65%), Post Graduate (39.42%), Undergraduate (8.65%), (7.5%) are housewife/husband. Of the total respondents, married (48.08%), Unmarried (51.92%), (1.5%) is separated. As per their annual income or the amount below 2 lacs (21.15%), Rs 15 lacs above (12.50%), Rs 2lacs - Rs.5lacs (15.38%), Rs 8 lacs- Rs. 15 lacs (25.96%), Rs5lacs- Rs.8lacs (25.00%).

## 4.2. Findings and Discussion

### 4.2.1. There is a significant effect of gender on impulse buying behavior of customers

#### Analysis

The ANOVA analysis shows that while analyzing the relationship between gender and impulsive buying the p-value came out to be 0.099 which is greater than 0.05. Hence, it is concluded that there is no significant relationship between gender and impulsive buying. This means that the male and female both shows a similar type of behavior while buying impulsively.

ANOVA with Gender					
AVG IB					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.270	1	1.270	2.769	.099
Within Groups	44.954	98	.459		
Total	46.224	99			

Table 4.6 ANOVA Analysis for Gender

### 4.2.2. There is a significant effect of age on impulse buying behavior of customers

#### Analysis

The ANOVA analysis shows that while analyzing the relationship between age and impulsive buying the p-value came out to be 0.053 which is greater than 0.05. Hence, it is concluded that there is no significant relationship between age and impulsive buying.



<b>ANOVA with Age</b>					
<b>AVG_IB</b>					
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	5.006	5	1.001	2.283	.053
Within Groups	41.218	94	.438		
Total	46.224	99			

Table 4.7 ANOVA Analysis for Age

4.2.3. There is a significant effect of education on impulse buying behavior of customers

#### **Analysis**

The ANOVA analysis shows that while analyzing the relationship between education and impulsive buying the p-value came out to be 0.006 which is less than 0.05. Hence, it is concluded that there is a significant relationship between education and impulsive buying.

<b>ANOVA with Education</b>					
<b>AVG_IB</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	5.530	3	1.843	4.349	.006
Within Groups	40.694	96	.424		
Total	46.224	99			

Table 4.8 ANOVA Analysis for Education

4.2.4. There is a significant effect of occupation on impulse buying behavior of customers

#### **Analysis**

The ANOVA analysis shows that while analyzing the relationship between occupation and impulsive buying the p-value came out to be 0.006 which is less than 0.05. Hence, it is concluded that there is a significant relationship between occupation and impulsive buying.

<b>ANOVA with Occupation</b>					
<b>AVG_IB</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	7.346	5	1.469	3.552	.006
Within Groups	38.879	94	.414		
Total	46.224	99			

Table 4.9 ANOVA Analysis for Occupation

4.2.5. There is a significant effect of marital status on impulse buying behavior of customers

#### **Analysis**

The ANOVA analysis shows that while analyzing the relationship between marital status and impulsive buying the p-value came out to be 0.892 which is greater than 0.05. Hence, it is concluded that there is no significant relationship between marital status and impulsive buying.

<b>ANOVA with Marital status</b>					
<b>AVG_IB</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	.109	2	.055	.115	.892
Within Groups	46.115	97	.475		
Total	46.224	99			

Table 4.10 ANOVA Analysis for Marital Status

### 4.3. Descriptive statistics

The summarization and analysis of the aspect of impulsive buying is done using the below frequency table.

*Table 4.11 Frequency distribution on the aspect of impulsive buying behavior*

<b>Have you ever bought something impulsively while shopping?</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	77	74.03%
No	27	25.96%
<b>Total</b>	<b>104</b>	<b>100.00%</b>

The table summarizes the respondent's behavior on impulsive buying. The data is as following 74.03% bought impulsively while shopping in the market and generally end up buying more than they intended to. On the other hand 25.96% have not bought impulsively.

*Table 4.12 Frequency distribution according to the behavior of buying*

<b>How you behavior in the market</b>	<b>Frequency</b>	<b>Percentage</b>
Shop according to the list only that was made before hand.	27	25.96%
Walk to the market, scan the mall or supermarket and buy want you think you need.	54	51.92%
Walk to the market, scan the mall or supermarket and buy want you think match according to your interests.	23	22.11%
<b>Total</b>	<b>104</b>	<b>100.00%</b>

The above table summarizes the data of respondents according to the way they shop while they go for shopping in the mall or supermarket. The data is as following 25.96% respondents make a list

before they go for shopping. 51.92% respondents, scroll the supermarket and buy the items they think they would need. Lastly, 22.11% scroll the supermarket and buy the items that attracts them or are of their very own taste and interests event if they don't need it.

*Table 4.13 Impulsive buying by the category of Product*

<b>Category of Product</b>	<b>Frequency</b>	<b>Percentage</b>
Grocery	78	75.00
Electronics	30	28.84
Apparel	54	51.92
Toiletries	70	67.30
Footwear	48	46.15
Personal Care	82	78.84
Accessories	75	72.11
Kitchenware	45	43.26

The above table summarizes the data the distribution of respondents according to the product category they buy impulsively. The data is as following, Personal Care is the category on which the respondents spend impulsively. Followed by Grocery items and then the accessories. Electronics, apparels, kitchenware are the product category in which the respondents think before they buy.

*Table 4.14 analyzing the factors responsible for impulsive buying behavior*

<b>Factors responsible for impulsive buying</b>	<b>Mean</b>	<b>Std. deviation</b>
Promotion Scheme	3.39	2.318
Availability of hard cash	3.20	2.075
Availability of time	3.90	1.687
Debit/Credit cards/ATM	4.17	1.875
Product Type	3.55	1.728

Mood	3.96	1.918
Store Layout	5.35	1.668

\*The respondents were asked to rank these factors from 1 to 7 where, 1= the most important factor and 7 = the least important factor that leads to impulsive buying.

The above table summarizes the factors that may depicts the seven factors that may trigger impulsive buying in the consumers. Like availability of cash, type of product, promotion scheme used, time availability to shop, mood at the time of shopping, cards availability, ATM facility, and layout of store.

Out of all the factors, availability of cash is the most important factor with mean and std. deviation as 3.20 and 2.075 respectively. And store layout is the least important factor with mean and std. deviation as 5.35 and 1.668 respectively.

*Table 4.15 analyzing the factors responsible for impulsive buying behavior*

<b>Factors responsible for impulsive buying</b>	<b>Mean</b>	<b>Std. Dev.</b>
Musical Appeal	3.480	0.781
Sexual Appeal	3.696	0.695
Humor Appeal	4.001	0.556
Fear Appeal	3.122	0.857

The above table summarizes descriptive statistics about Musical Appeal, Sexual Appeal, Humor Appeal and Fear Appeal. From the above tale we can see that the Humor Appeal has the highest mean among the other variable with 4.001, which is followed by Sexual Appeal, Musical Appeal, and Fear Appeal respectively. The Fear Appeal has the lowest mean in the 4 variables which is 3.122. This shows that humor appeal have a positive impact indicated most respondents claimed that they have positive impact on the consumer.

## 4.4. One sample t-test

The one-sample t-test is used to find whether a sample is derived from a population with a specific mean. The mean of the population is not known always, therefore, is sometimes hypothesized. The One Sample t Test is used to test the following:

- A mean and a known or hypothesized value of the mean in the population statistical difference.
- A change score and zero statistical difference.
  - This approach involves creating a change score from two variables, and then comparing the mean change score to zero, which will indicate whether any change occurred between the two time points for the original measures. If the mean change score is not significantly different from zero, no significant change occurred.

*Table 4.16 Impulsive buying behavior's one sample t-test*

<b>Statement (Impulsive Buying Behavior)</b>	<b>Mean</b>	<b>Std. dev.</b>	<b>t- value</b>	<b>p-value</b>	<b>Remarks</b>
I plan all my purchases carefully.	2.54	1.085	-4.888	0.000	Significant
While shopping I tend to spend more money than I originally set to spend.	2.15	0.960	-13.140	0.000	Significant
I spontaneously buy things.	2.60	1.040	-3.885	0.000	Significant
I regret my impulse buying decisions most of the times.	3.10	1.045	1.360	0.180	Insignificant

The statements mentioned above in the table are there to test the person's impulsive buying behavior.

The statements 'I plan all my purchases carefully.', 'While shopping I tend to spend more money than I originally set to spend.', 'I spontaneously buy things', have p-value less than 0.05, this

means that these statements significant for impulsive buying. The statement ‘I regret my impulse buying decisions most of the times.’ has a p-value of 0.180 which is greater than 0.05. Thus, making this statement insignificant to impulsive buying behavior.

*Table 4.17. Factors affecting impulsive buying behavior (one sample t-test)*

<b>Factors</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>t-value</b>	<b>p-value</b>	<b>Remarks</b>
<b>Category of Product</b>	2.95	0.838	-1.048	0.300	Insignificant
<b>Financially Independent</b>	3.10	0.988	1.187	0.235	Insignificant
<b>Cash Availability</b>	2.65	1.195	-4.815	0.00	Significant
<b>Mood</b>	2.40	0.888	-10.025	0.00	Significant
<b>ATM facility</b>	3.25	1.105	2.820	0.00	Significant
<b>Price</b>	2.85	0.804	-2.380	0.00	Significant
<b>Time Availability</b>	2.35	0.947	-10.470	0.00	Significant
<b>Promotion of Product</b>	2.67	0.710	-6.835	0.00	Significant

From the above table, factors like product category and financial independence has p value of 0.300 and 0.235 respectively therefore, this shows that there is no significant relationship between the product category and financial independence on impulsive buying.

## 4.5. Correlation among the factors that affect impulsive buying behavior

The correlation is used for these eight variables to show whether they have positive or negative significant relationship. The eight variables appear in the questionnaire as follows:

- X1= Category of Product
  - Seeing a new product in the market, I buy it.
  - Non- household items are my priority.
  
- X2= Financial Independence
  - I spend my money without careful planning, as I am not the bread earner of my family.
  - Within the first week of salary credit, I go for shopping.
  
- X3= Mood of consumer
  - Happy mood affect my buying decision.
  - My current mood reflects the buying decision at the time of shopping.
  
- X4=Price
  - I am a price sensitive buyer.
  - If I see a product on heavy discount, I tend to buy it.
  
- X5=Product Promotion



- After seeing these type of offers- buy 1 Get 1 free, limited stock, limited time, I face difficulty controlling my urge to buy that product.
- Discount on a product motivates me to buy more.
- A coupon or points motivates me to buy more than I usually buy.
- Advertisement helps me while buying a product.

*Table 4.18 Correlation matrix*

		<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X5</b>	<b>X6</b>	<b>X7</b>	<b>X8</b>
<b>X1</b>	<b>PC</b>	1	0.481	0.241	0.334	0.452	0.178	0.328	0.332
<b>X1</b>	<b>p-value</b>		0.000	0.001	0.000	0.000	0.012	0.000	0.000
<b>X2</b>	<b>PC</b>		1	0.251	0.254	0.254	0.111	0.341	0.461
<b>X2</b>	<b>p-value</b>			0.000	0.000	0.000	0.118	0.000	0.000
<b>X3</b>	<b>PC</b>			1	0.128	0.389	0.235	0.394	0.384
<b>X3</b>	<b>p-value</b>				0.072	0.000	0.001	0.000	0.000
<b>X4</b>	<b>PC</b>				1	0.415	0.239	0.300	0.260
<b>X4</b>	<b>p-value</b>					0.000	0.001	0.000	0.000
<b>X5</b>	<b>PC</b>					1	0.140	0.249	0.272
<b>X5</b>	<b>p-value</b>						0.048	0.000	0.000
<b>X6</b>	<b>PC</b>						1	0.124	0.193
<b>X6</b>	<b>p-value</b>							0.080	0.006
<b>X7</b>	<b>PC</b>							1	0.309
<b>X7</b>	<b>p-value</b>								0.000
<b>X8</b>	<b>PC</b>								1
<b>X8</b>	<b>p-value</b>								

- X6=Availability of money

- When I have additional cash in hand I tend to shop more than usual.

- X7=ATM facility

➤ Nearby ATM facility helps me shop more than usual.

- X8=Availability of time

➤ When I have additional time I tend to spend more and buy impulsively by going through all the products.

The above table summarizes the data of correlation among 8 factors.

From the table we can see that the greatest p-value is 0.481 obtained from a correlation between X1 and X2. Similarly, the moderate p-value is 0.080 obtained from a correlation performed between X6 and X7. And, the least p-value is 0.001 obtained from a correlation performed between X3 and X6.

*Table 4.19 Correlation matrix*

		<b>Impulsive buying</b>	<b>Music Appeal</b>	<b>Sexual Appeal</b>	<b>Humor Appeal</b>	<b>Fear Appeal</b>
<b>Impulsive buying</b>	<b>PC</b>	1	0.499	0.345	0.350	0.168
	<b>p-value</b>		0.000	0.000	0.000	0.006
<b>Music Appeal</b>	<b>PC</b>		1	0.385	0.345	0.173
	<b>p-value</b>			0.000	0.000	0.005
<b>Sexual Appeal</b>	<b>PC</b>			1	0.260	0.250
	<b>p-value</b>				0.000	0.000

<b>Humor Appeal</b>	<b>PC</b>				1	0.055
	<b>p-value</b>					0.388
<b>Fear Appeal</b>	<b>PC</b>					1
	<b>p-value</b>					

The above table summarizes the data of correlation among 4 factors. The table shows the result of Pearson correlation between the independent variables Musical Appeal, Sexual Appeal, Humor Appeal, Fear Appeal and the dependent variable, i.e., Impulse Buying. Music Appeal and Impulsive Buying are positively correlated, since  $r=0.499$ , and  $p\text{-value} 0.000$  which means that an increase in Musical Appeal is associated with an increase in Impulse Buying.

Sexual Appeal and Impulsive Buying are positively correlated, since  $r= 0.345$ , and  $p\text{-value}=0.000$  which means that an increase in Sexual Appeal is associated with an increase in Impulse Buying.

Fear Appeal and Impulse Buying are positively correlated, since  $r=0.168$ , and  $p\text{-value}=0.006$  which means that an increase in Fear Appeal is associated with an increase in Impulse Buying. This variable shows that it is weakly influence Impulse Buying.

Humor Appeal and Impulse Buying are positively correlated, since  $r= 0.350$ , and  $p\text{-value}= 0.000$  which means that an increase in Humor Appeal is associated with an increase in Impulse Buying.

## **CHAPTER 5: CONCLUSION**

### **5.1. Conclusion and Suggestion**

This study revealed that the role of individuals and psychographics in compulsory purchasing respondents in relation to their personal profile such as Gender a Age, and marital status play a similar role in summary purchases while the level of Education and Consumer Service Level differs from consumer purchases at Delhi NCR. So in the process of developing marketing strategies, marketers should take care of Demographic variables such as readings and customer engagement. Based on the above findings, the researcher concludes that consumer prices and psychographics play a major role in consumer-oriented consumer spending in Delhi NCR. The sales organization can use a variety of tools in relation to gender, age, education, occupation and marital status and mood swings. By looking at these factors retailers should develop a different marketing strategy for a different consumer life.

The purpose of this study was to gain an understanding of consumer purchasing behavior while they are in supermarkets and the factors that affect or initiate those desires. From surveys conducted within the most representative set of sample sizes, unconventional purchases are very common among consumers.

Some of the key factors in revitalizing unsustainable purchasing functionality among consumers are the availability of funds, the status of consumers, ATM location, Price, Availability of time and Product Promotion. All dynamics have an impact on consumers in unthinkable purchases. However, the same factors associated with a particular diversity of people can have the same effect on the same set of consumers. Therefore, these findings highlight the main purpose of this study and revive the researcher's assumption that the presence of certain variables in supermarkets leads to unreasonable purchases among consumers but the result may vary according to consumer statistics. It turns out that there are certain products that consumers often buy in a hurry; self-care equipment, groceries and other resources. Only a small percentage of respondents indicated unthinkable purchases of electronics and kitchenware, perhaps because these products are high-engagement products for consumers as they require more time, money and information about the product. One of the reasons to show impulsive shopping in supermarkets may be the way consumers shop. The majority of respondents, no matter where they work, go to supermarkets to

shop outside the scheduled list, which gives them the freedom to purchase items that they do not think they need.

Unscrupulous shopping behaviors displayed by consumers in supermarkets may not work everywhere. From the above findings, it is evident that the consumers are aware of their unthinking shopping habits and the factors that cause these behaviors. Therefore, in order to benefit from this unthinkable practice of buying and making consumers actually spend more money than they intended, retailers or shop owners should study these things carefully. To facilitate customer purchases and renew those practices, a POS terminal that accepts payments using bank cards and credit cards should be available. In addition, a bank ATM counter can also contribute to it. In order to attract instant purchases, enlightening consumers' feelings is just as important as providing them with attractive promotional offers and pricing. Understanding consumer groups and their reference groups also helps supermarkets to make money on their aspirations.

Buying momentum has a relationship with emotions which is why it is very difficult to resist. If you are a retailer, keep in mind the relationship between demographic variables (age, gender, income and education) and incentive purchases while developing strategies in which they can significantly increase sales and business profits.

The objective of this study is to explore the factors that influence the purchasing power of shopping malls, markets and supermarkets in Delhi NCR, this study contributes to the importance of education and performance.

From the point of view of Education, the implementation of strong purchases has dramatic results in increasing sales and profits in hypermarkets, understanding consumer behavior and influential factors is needed. Also, to prevent the inclination of unreasonable purchases, the current struggle for research can serve as a basis for educating and informing consumers who are not in a hurry about the potential implications of unthinking purchases.

From a practical point of view, it is very important for advertisers in hypermarkets and retail stores to create and use marketing strategies. Additionally, marketers can be given clear guidelines on how to develop effective marketing strategies that will appeal to consumers and engage them in thoughtful behavior.

The study found that Musical Appeal and Humor Appeal are the main factors influencing consumer purchasing behavior in relation to stimulated purchases. Moreover, and in the case of a "Fear interest" is not a major barrier to purchasing consumer pressure, according to the findings of the study, retailers recommend that retailers should try to stimulate customer interest in their products, attracting in-store browsing leading to random and promotional purchases. And marketing managers at Delhi NCR shopping should look at a number of other factors (such as Musical Appeal, sexual Appeal, fear interest and Humor Appeal) that may contribute to consumer pressure behavior.

## **5.2. Further Approach**

The current study discusses demographic relationships (age, gender, income and education) on the potential consumer purchasing behavior. Only those well-thought-out studies on consumer behavior. As online shopping becomes increasingly popular in countries such as Pakistan, India and Bangladesh that require the attention of researchers to disclose its impact and its various dimensions, studies can then be conducted to determine how demographic variance is linked to online shopping.

According to future research, there is a need to research consumer personality traits and find their influence on sudden purchasing behavior in Delhi. In addition, a closer look at the consumer needs to help stores with clear strategies and encourage consumer purchasing through marketing with a mindset and a variety of promotions.

As the study was conducted mainly in the form of a hypermarket; future researchers may consider conducting data collection in other store formats, as they have different store features. It can be done extensively in shopping malls and other shopping malls, as thoughtless shopping depends on the type of store.

This study examines the factors associated with people's circumstances and complaints. Therefore, the sponsor recommends future researchers to consult a number of factors that contribute to consumer spending; and lastly, to examine factors influencing consumer-induced consumer

behavior by focusing on a particular type of product to determine whether it has a distinct difference compared to this study.

### **5.3. Managerial Implication**

This research can help business organizations, retailers and marketing professionals to plan appropriate strategies for their sales. In addition, as current research is limited to Delhi NCR, the results of this may provide oxymoronic effects in some major Indian cities, as some cities may enjoy certain demographic and psychographics.

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