

Factors that Influence Impulse Buying For Generation Z

Keyurkumar Rajubhai Patel

MBA in Marketing, India

Abstract:

An unanticipated decision by a consumer to acquire a product or service, made soon before a purchase, is known in the field of consumer behaviour as an impulse purchase or impulse buying. Many authors have classified generations differently. In the study generation Z are the people born between 1997-2012. The study conducted to find out the factors that influence impulse buying for gen z, To measure the relationship between hedonic shopping motivation on impulse purchase, to examine the relationship between store environment and instant buying, to investigate the connection between education & emotional intelligence and instant purchase, to analyze that whether the instant buying is influenced by impulsiveness, to measure the effect of E-store, E-store navigation and E-store design on impulse buying, to analyze online impulse shopping behaviour and instant buying of generation z customers, to know the relation between consumer demographic and impulse buying factors. The data was collected from 253 respondents as a sample size. By analyzing the data, I have found that Price, need and advertising ranked highest by respondents while asked to rank the factors for offline impulse buying and price, advertising and website content is ranked highest by respondents while asked to rank the factors for online impulse buying. As per Pearson correlation test, majority of impulse buying factors are positively, strongly and significantly correlated among them.

Keywords: Hedonic shopping motivation, e-store, e-store design, e-store navigation

INTRODUCTION

1.1 Topic overview

Consumers may buy a product or service to relieve depressed mood, to exhibit their identity, or merely to have fun other than meeting a certain need. These irrational buying acts are what (Verplanken, 2001) called impulse purchases.

Factors that influence impulse purchasing are generally divided into two categories, namely internal and external factors. External factors refer to stimulants such as the visual aspects, way of display, advertisement banners or the presence of nice fragrances, colours, or music that are placed by the marketer to lure consumers to buy more products. In addition to external factors, internal factors that reflect consumers' personality traits have significant effects on consumers' tendency for impulse purchasing. (M., 2010)

(Stern, 1962) specified nine factors that stimulate consumers to make more impulse purchases, namely low price, marginal benefit of the product, mass distribution, self-service, widespread advertising, prominent shop displays, short product lives, small size and light weight, and easy storage.

(Samarin, 2012) showed the significant effect of store layout, decoration, having credit cards, income levels, and discount shopping on impulse purchasing.

(Wood, 1998) found age to be a significant factor in impulse purchasing, and reported that consumers aged between 18 and 39 tended to make more impulse purchases.

1.1.1 Types of impulse purchases

There are several types of impulse purchases, which include reminder, pure, suggestive and planned impulse purchases.

Pure impulse:

Pure impulse purchase is defined as the unplanned purchase, which occurs when an individual is exposed to a specific stimulus. This type of purchase does not involve any prior planning and also includes a novelty purchase that defies the usual buying pattern.

Reminder impulse:

Reminder impulse purchase refers to the purchase made by the consumer when s/he has viewed the product or other similar cues. The consumer does not plan the purchase after s/he recalls an earlier experience or if the home stock has run out of the product.

Suggestive impulse:

In direct contrast to this reminder impulse purchase, the suggestive impulse purchase occurs when the consumer observes a strong need to buy a specific product after viewing it for the first time. Here, the individual has not displayed any prior desire or knowledge regarding the product before s/he has viewed it.

Planned impulse:

Planned impulse purchase happens when the consumer does not plan the purchase but aims to take advantage of the promotion. The consumer visits a shopping site with a shopping list, but only intends to purchase the products based on the promotions or coupons offered. Thus, the consumer visits a shopping site with no prior knowledge about the product or with any intention to buy, but s/he buys the product if lucrative deals are offered (i.e., free accessories, low price, etc.). Similar characteristics displayed by the various types of impulse purchases refer to the unplanned nature of the IBB, wherein the consumer buys the product impulsively after being exposed to a stimulus. (SAMAH ABDELSALAM, 2020)

1.1.2 Normal Decision Making Process:



(Philip Kotler, 2016)

Problem Recognition

The buying process starts when the buyer recognizes a problem or need triggered by internal or external stimuli. With an internal stimulus, one of the person's normal needs—hunger, thirst, sex—rises to a threshold level and becomes a drive. A need can also be aroused by an external stimulus. A person may admire a friend's new car or see a television ad for a Hawaiian vacation, which inspires thoughts about the possibility of making a purchase.

Information search:

Surprisingly, consumers often search for only limited information.

Information Sources Major information sources to which consumers will turn fall into four groups:

- Personal: Family, friends, neighbours, acquaintances
- Commercial: Advertising, Web sites, e-mails, salespersons, dealers, packaging, displays
- Public: Mass media, social media, consumer-rating organizations
- Experiential: Handling, examining, using the product

Evaluation of alternatives:

This is the third stage of consumer buying decision making process. It comes after the information search which is the second stage of buying decision-making process. When a consumer collects the information of a product or a brand then the consumer ranks the product or brand and then next step is evaluate it. . For ex; a consumer wants to buy a car then he/she will collect information about the car brand after collecting the prefer brand, he/she will evaluate from the alternative brands.

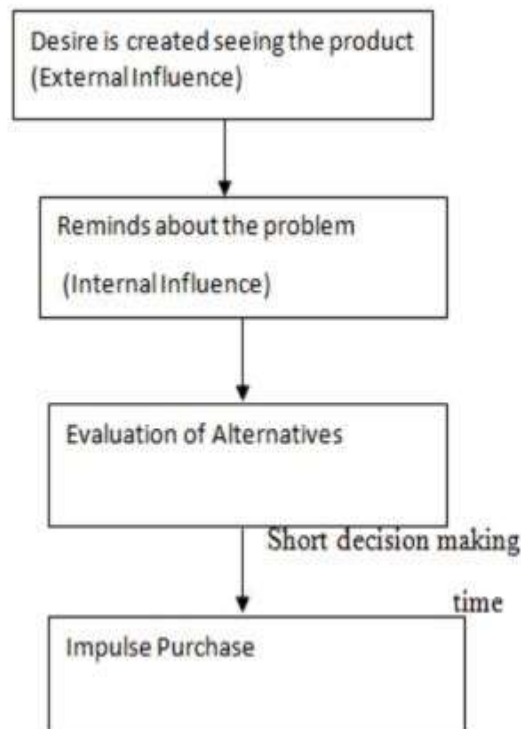
Purchase decision:

This is the fourth stage of consumer buying decision-making process. The consumer has decided to buy a product after collecting information from several sources, evaluate it and decided for the where to purchase and what to purchase. Consumer purchase the brand or product which he/she gives the highest rank in the evaluation stage. The purchase decision also influenced by the surrounding environment.

Post-purchase decision:

The post-purchase decision is the fifth and last stage of consumer buying decision-making process. After the use of the product, the customer might be satisfied or dissatisfied. If the consumer satisfied, then the chances of retention are more of the same product and satisfied consumer can also influence the other people to buy the product. The chances of increasing the loyalty of consumer towards the product are maximum and if the consumer becomes loyal towards the product then the chances of retention of product are maximum by the satisfied consumer. If the consumer retains the product then the sales of the product increases, if the sales of the product increase then the overall aim of the company getting profit will achieve. If the consumer is not satisfied or dissatisfied by the product of the company, then the problem arises. A consumer can be dissatisfied for number of reasons. The consumer can dissatisfy, if the company promise something and didn't deliver that then the consumer can be dissatisfied. (Philip Kotler, 2016)

1.1.3 Impulse Decision Making Process:



(Dr. C. Swarnalatha, 2018)

Internal and external visualization also promotes impulsive buying. The different types of external factors which influence impulse buying are mentioned below.

External influence:

External factors of impulse buying are related to marketing cues or stimuli that are placed and controlled by marketers in an effort to lure consumers into buying behaviour. (Youn, 2000) The different types of external influences are store Environment, Window Display, Background Music, Sales Persons, Sales Promotions, Discount Offers etc. (Rafi a Ayub, 2018)

Internal influence:

Internal stimuli are related to different personality of individuals. Consumers who have more positive emotional responses to the retail environment are more likely to make impulsive purchases. According to (Virvilaitė, 2011), internal stimuli are composed of: Emotional and Cognitive estimation; emotional and cognitive estimation; Hedonic motives; pleasure, novelty, surprise, fun and positive emotions; and Involvement in fashion; fashion trends, news, celebrities and famous brand products.

The next two stages are similar as normal decision making process.

2. Population and Sample

The descriptive research design utilized for the study. The data was collected from 253 respondents as a sample size. The non-probability convenience sampling method was adopted for selecting the respondents. Secondary data such as journals, articles etc. complemented the study.

3. Theoretical framework

Variables of the study contains dependent and independent variable. The study used pre-specified method

for the selection of variables. Influence for impulse buying for generation z is dependent variable and listed below are independent variables.

3.1 Variables

1. **Celebrity Endorsement:**

Celebrities are individuals who are identifiable and well known to a specific audience, and whose activities are more prominent and agency more amplified (in the sense of possessing more ability or resources to influence the course of events) than the average individual within that audience. (Alegría Olmedo, 2020)

2. **Hedonism/Positive emotion:**

Hedonic intentions persuade the consumer to go for amusement, entertainment and fun seeking activities while the consumers having hedonism intentions do not think wisely and reasonable while shopping but prefer luxury, pleasure and internal satisfaction. (Muhammad Bilal Ahmad, 2018)

3. **Perceived Ease of use:**

PEOU refers to the extent to which a user perceives a particular technology, accessing websites, Internet functions and web-interface is easy to use. It is about perceived necessary technological elements. More specifically, a technology is more favourable for using than another if it is most likely to be approved by online shoppers (Massoud Moslehpour, 2018)

4. **Perceived Usefulness/usage:**

Perceived usefulness is defined as the degree to which a person believes that using a particular system would enhance his or her job performance. (Vincent Cheow Sern Yeo, 2017)

5. **Price:**

Price is the amount of money charged for a product or services or the sum of the values that customers exchanges for the benefits of having or using the product or services. (Maukar Gita Bysella, 2018)

6. **Digital Marketing:**

Marketing activities conducted through digital channels allow marketers to connect directly with potential customers regardless of their geographical location. Furthermore, digital marketing uses channels to reach the preferred target market through several channels, including social media, websites, multimedia ads, online advertising, E-marketing, communicating marketing such as opinion polls, game augmentation, mobile marketing (Abdel Fattah AL-AZZAM, 2021)

7. **Advertising:**

Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision. Advertising, sales promotion and public relations are mass communications tools used by marketers. Advertising through mass media influences audience, but television has mass reach and is the strongest medium of advertising. Advertising can influence the attitude of individual behaviour, life style in the long run as well as the culture of the country. (B.A. CHUKWU, 2019)

8. **Trustworthiness:**

Trust is an important component of belief that influences consumer purchase decisions, particularly in the case of unfamiliar products, which are associated with risk. (Eberhardt, 2021)

9. **Store:**

Dunne & Lusch define the store environment as a description of the atmosphere shop which is composed of several elements, such as music, lighting, store form, directions that direct visitors as well as human resource elements. (Wisnu Sakti Dewobroto, 2022)

10. Need:

It is the first stage of consumer buying decision process. It is also known as “Problem recognition”. It starts with the basic need like air, water, food and shelter. It may also start with a step ahead of basic need. The company should understand the consumer need and focus on to satisfy it. (QAZZAFI, 2019)

11. Convenience:

Convenient products are products designed to minimize the time and effort required from customers to buy and own a product (Pham, 2018)

12. Packaging:

The influence of packaging on buying decisions of consumers, based on its physical components like colour, image and pictures, shape and size, technology and material. (Sanjeev Kapoor, 2019)

13. Discount:

Price discounts are popular as they are able to stimulate short term, immediate increase in sales of a product (Gendall et al. 2006). Transaction posits utility theory stated that consumers’ demand for a product will increase when the product is being given a higher discount, resulting in consumers believing they have received a bargain. (Chong, 2017)

14. Education & Emotional intelligence:

EI indicates the individuals’ ability to cater their emotions and defines as “the subset of social intelligence that involves the ability to monitor one’s own and others’ feelings and emotions, to discriminate among them and to use this information to guide one’s thinking and actions (Zafar, 2021)

15. Urgency:

It is defined as a desire of the consumer to buy the product right away, thus limiting consumers’ freedom to delay buying decisions. (Shipra Gupta, 2019)

16. Involvement:

Involvement has been recognized as a key factor influencing purchase behaviour. By prompting a person to search for a product’s relevant information to create a picture of the consequence of purchasing the product for evaluation, the person’s involvement with a product will eventually affect the person’s intention to purchase the product. (Teng, 2016)

17. Online review:

Online consumer reviews can be translated into experienced-consumers’ feedback and recommendation toward particular product and service that can embrace potential consumer to make a purchase intention. (Sutanto, 2016)

18. Website Quality:

A website is said to have quality in terms of some criteria that includes functionality, design, authenticity, content, professionalism, effectiveness, and efficiency (Dapas, 2019)

4. Statistical tools and analysis:**4.1 Kruskal-Wallis Test**

As per Kruskal- wallis H test between factors of impulse buying and majority of demographic factors the p value is more than 0.05. So, there no statistically difference between factors of impulse buying and majority of demographic factor.

Factor No.	Dependent factor	Independent factor (sign. Value)						Interpretation
		Gender	born between years	Marital status	Education	Occupation	Income	
1	Education and Emotional Intelligence	0.986	0.028	0.108	0.903	0.300	0.639	The result indicates that sign. Values (P Value) is more than 0.05 except born between years so we are fail to reject null hypothesis. In born between years p value is less than 0.05 with the factors of impulse buying, so we reject null hypothesis
2	Hedonic Shopping motivation	0.621	0.001	0.000	0.062	0.237	0.074	
3	Store environment	0.393	0.048	0.099	0.444	0.160	0.018	
4	Impulsiveness	0.203	0.047	0.004	0.079	0.187	0.095	
5	E-store	0.248	0.014	0.046	0.961	0.235	0.099	
6	E-Store design	0.175	0.045	0.466	0.422	0.129	0.026	
7	E-Store navigation	0.247	0.030	0.093	0.681	0.119	0.233	
8	Online Impulse Shopping Behavior	0.05	0.003	0.182	0.214	0.104	0.191	
9	Impulse buying	0.104	0.005	0.005	0.455	0.191	0.048	

4.2 Pearson correlation Test:

The majority factors of impulse buying are positively, strongly and significantly correlated, according to the Pearson correlation test.

		Education and Emotional Intelligence	Hedonic Shopping motivation	Store environment	Impulsiveness	E-store	E-Store design	E-Store navigation	Online Impulse Shopping Behavior	Impulse buying
Education and Emotional Intelligence	Pearson Correlation	1	.386**	.384**	.213**	.362**	.236**	.338**	.167**	.452**
	Sig. (2-tailed)		.000	.000	.001	.000	.000	.000	.008	.000
	N	253	253	253	253	253	253	253	253	253

Hedonic Shopping motivation	Pearson Correlation	.386**	1	.694**	.705**	.580**	.450**	.542**	.585**	.811**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	253	253	253	253	253	253	253	253	253
Store environment	Pearson Correlation	.384**	.694**	1	.696**	.566**	.477**	.519**	.557**	.797**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	253	253	253	253	253	253	253	253	253
Impulsiveness	Pearson Correlation	.213**	.705**	.696**	1	.577**	.499**	.523**	.750**	.841**
	Sig. (2-tailed)	.001	.000	.000		.000	.000	.000	.000	.000
	N	253	253	253	253	253	253	253	253	253
E-store E-Store design	Pearson Correlation	.362**	.580**	.566**	.577**	1	.677**	.689**	.653**	.834**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	253	253	253	253	253	253	253	253	253
E-store E-Store design	Pearson Correlation	.236**	.450**	.477**	.499**	.677**	1	.662**	.559**	.754**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	253	253	253	253	253	253	253	253	253
E-store	Pearson Correlation	.338**	.542**	.519**	.523**	.689**	.662**	1	.494**	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	253	253	253	253	253	253	253	253	253
Online Impulse Shopping Behaviour	Pearson Correlation	.167**	.585**	.557**	.750**	.653**	.559**	.494**	1	.818**
	Sig. (2-tailed)	.008	.000	.000	.000	.000	.000	.000		.000
	N	253	253	253	253	253	253	253	253	253
Impulse buying	Pearson Correlation	.452**	.811**	.797**	.841**	.834**	.754**	.763**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	253	253	253	253	253	253	253	253	253

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

4.3 Table: Rank given by respondents to following factors from 1 to 8 to select the most and least important factors of impulse buying for them.(offline shopping)

Factors	Rank
Need	2
Price	1
Advertising	3
Trustworthiness	9
Store Design	5

Positive Emotion	10
Social Influence	7
Urgency	8
Product Packaging	4
Involvement In Buying	6

Interpretation

The table reveal that majority of respondents gave most priority to price and gave least priority to positive emotion.

4.4 Table: Rank given by respondents to following factors from 1 to 8 to select the most and least important factors of impulse buying for them.(online shopping)

Factors	Rank
Need	10
Price	1
Advertising	2
Trustworthiness	8
Website content	3
Positive Emotion	11
Perceived ease of use	5
Social influence	6
Urgency	9
Convenience	4
Involvement In Buying	7

Interpretation

The table reveal that majority of respondents gave most priority to price and gave least priority to positive emotion.

5. Results and Discussion

In the study of consumer behavior, an impulsive purchase, often referred to as an impulse buy, is an unplanned choice a customer makes shortly before making a purchase to acquire a good or service. Different authors have categorized generations in different ways. Those born between 1997 and 2012 are referred to as generation Z in this study. The study conducted to identify the variables influencing gen z's impulsive purchases, The objectives of this study are to quantify the impact of hedonic shopping motivation on impulse purchases, investigate the relationship between store environment and impulse buying, explore the relationship between education and emotional intelligence and impulse buying, assess the influence of impulsiveness on impulse buying, quantify the impact of e-store design, e-store navigation, and e-store dynamics on impulse buying, To assess online impulse shopping behavior and instant buying of generation z customers, and determine the relationship between consumer demographic and impulse buying factors. A sample size of 253 respondents provided the data for the collection. As per Kruskal- Wallis H test between factors of impulse buying and majority of demographic factors the p value is more than 0.05. So, there no statistically difference between factors of impulse buying and majority of demographic factor.After analysing the data, I have discovered that when respondents were asked to rank the variables for offline impulsive buying price, need, and advertising came in highest, while when asked

to rank the elements for online impulse buying price, advertising, and website content came in highest. The Pearson correlation test indicates that there is a positively, strongly, and significantly relationship among majority of factors of impulse buying.

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