

Analysing Multiple Dimensions of Impulse Buying

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CITATION: Nanda, Ankita (2015), "Analysing Multiple Dimensions of Impulse Buying", *MERC Global's International Journal of Management*, Vol. 3, Issue 3, pp. 105-115.

ARTICLE HISTORY: Submitted: April 16, 2015, Revision received: May 20, 2015, Accepted: June 01, 2015

ARTICLE TYPE: Research paper

ABSTRACT

In the present era, the majority of the sales in organised retail set ups rely on purchases that are unplanned and made instantly apart from the planned purchases. In this context, the present research has endeavoured to analyse the impact of in store stimuli, personal, situational, emotions, hedonism and cognition on impulse buying. The data was assembled from the respondents at the point of sales. The data was analysed employing factor analysis, multiple regression, independent t-test and ANOVA. The results of the study have divulged that in store stimuli encompass critical factors that lead to impulse buying and among them the consequential stimuli is display followed by sales promotion and packaging. Moreover, among the situational factors, all the three dimensions i.e. time and money availability as well as a shopping companion have emerged as a considerable influence on impulse buying. An in-depth analysis of the personal factors has exhibited that age, gender and income of the consumer do not have an influence on impulse buying behaviour and only impulse buying tendency has an impact on impulse buying. The results of the analysis also divulged that in addition to the in store stimuli, situational and personal factors, psychological factors i.e. emotions, hedonism and cognitions also play a role in impulse buying, although, it is very less.

KEYWORDS: Organised Retail, Impulse Buying, In-store Stimuli, Situational, Personal, Emotions, Cognition.

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