

Factors Influencing Impulse Buying Behavior

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Abstract

Impulse buying is a classic example of undefinable strong emotional desire that motivates one to purchase a product. Interesting subject to study the reasons of breaking the rules where the extrinsic factors investigated in this study can be linked to the fight between the “New Brain(neocortex)vs. Old Brain(reptilian brain)” where reptilian brain always wins as it responds to six stimuli namely 1) self-centered, 2) contrast, 3) tangible, 4) beginning and end, 5) visual, 6) emotion that creates chemical events in the brain leading to take the decision in unconscious level or a transient state between conscious and unconscious level. Various factors quantified in this study bear the manifestation of these intrinsic factors. Data has been collected from the general population through online mode, and the SPSS tool has been used to substantiate the study.

Introduction

Impulse buying is an interesting phenomenon; it grossly violates the assumptions represented by the notion of Homo-Economicus (or economic human, is the symbolic human being characterized by the infinite ability to make rational decisions) Impulse buying is defined as “a purchase that is unplanned, the result of an exposure to a stimulus, and decided on the spot” (Piron, 1991). the decision is made just before the purchase, and it does not focus on the actual needs (Stern 1962).

Impulse buying refers to making unplanned and sudden purchases (Rook, 1987). Impulse buying behavior is frequently based on the presence of an immediate stimulus object and is often accompanied by feelings of excitement and pleasure and a powerful urge to buy (Rook, 1987). Similar to other types of self-indulgent behavior such as alcohol consumption, impulse buying at low to moderate levels can be an enjoyable pastime driven by the pursuit of hedonistic goals. However, high levels of these behaviors can be harmful and are potentially self-destructive. These behaviors can be caused by avoiding negative psychological states such as low self-esteem and dispositional negative effect (Verplanken et al., 2005). This potential “dark side” of impulse buying makes it a fascinating phenomenon that is worthy of further investigation (Hirschman, 1991).

Unfortunately, impulse buying does not fit neatly into existing behavior models (Verplanken et al., 2005). Impulse buying is in-

consistent with rational choice models and is challenging to work within frameworks based on subjective expected utility models such as the theories of reasoned action and planned behavior (Fishbein and Ajzen, 1975). Impulse buying is also difficult to classify according to prevalent dichotomies in consumer behavior such as analytic versus heuristic processing (Sujan, 1985) and high versus low involvement purchases (Zaichkowsky, 1985). Impulse buying is neither a high involvement behavior nor an analytic process. In addition, the presence and power of emotional responses that are often associated with impulse buying are inconsistent with heuristic-based or low involvement purchases (Verplanken and Herabadi, 2001).

It is evident from the past literature that impulse buying has a significant share in the companies’ total sales, which vary from 40 percent to almost 80 percent in some cases. Crosby, 2007). In the US, about 110000 dollars are being spent by individuals in their lifetime. However, researchers have investigated the impulse behavior of the consumers in brick-and-mortar stores from different perspectives.

Impulsive buying has long been identified as a significant behavior in retail business (e.g., Stern 1962). Impulsive buying is a universal phenomenon, although it may be manifested in different ways subject to individual differences such as gender (e.g., Dittmar et al. 1995, 1996; Verplanken and Herabadi 2001) or culture (Kacen and Lee 2002). Impulse buying is an interesting psychological

phenomenon, and this was unequivocally put forward by Rook (1987), who described impulse buying as a psychologically driven urge to buy. Since this seminal article, impulse buying has been approached from very different psychological perspectives. Each highlights other constructs or mechanisms that might explain this behavior, such as personality, emotions, identity concerns, cognitive processes, self-control, or psychopathology.

But with the digitalization happening all around rapidly, where being local, social and mobile are the new characteristics of the modern consumer (Hollebeek,2011), it has changed the way people shop and behaves. New technology engages customers in a much more interactive, vivid, and novel way (Javornik, 2016; Mclean,2019). Various platforms like social media, brand communities, and mobile apps have brought immense possibilities to engage customers in the digital realm.

(Hollebeek,2011,2014, Brodie et al. 2013; Tatute,2017, Lara stochi,2018). There is an increasing shift in the study of online impulse buying, but a few of the studies have majorly contributed to the literature. So, in this paper, we will look at several factors influencing online impulse buying.

Factors influencing Impulse Buying

Both consumers and marketers can benefit from understanding the psychological drivers of this behavior and the potential implications. Here I will discuss two leading platforms that influence impulsive buying behavior (online marketplace, offline marketplace, i.e., store environment) to understand these underlying forces better.

Online Market Place

The market is a network of interactions and relationships exchanged between information, products, services, and payments. When many people have favored the online marketplace, the business center is no longer a physical building but rather a specific site or platform on a network where business interactions occur, which is more familiar with electronic marketing. E-Marketing (Electronic Marketing) is one part of E-commerce. Today, EMarketing itself is increasingly becoming a Mobile Marketing (M-Marketing) because of consumer demands that prioritize convenience and personalization. Mobile-Marketing or cellular marketing uses mobile devices, such as cellphones, smartphones, and tablets. Initially, buying and selling activities on the internet, especially in the mobile context, are expected to shape consumer behavior to make rational purchases. That is because mobile internet has efficient characteristics and has a variety of information to compare prices and information about a product or service more efficiently. From there, consumers are expected to use logic and reasoning when making a purchase. But the fact is that not all consumers act rationally and logically when making online purchases. So from that comes a phenomenon, namely impulse buying (Koski, 2004: 23). Impulse buying or impulsive buying generally occurs without any preparation or planning in advance and occurs spontaneously (Tinne, 2010: 66). Besides being influenced by the ease of trans-

action element, which is part of service stimuli, another factor that can encourage impulsive buying is marketing stimuli in the form of promotional activities. **One form of sales promotion is to provide discounts (discounts).**

1. Offline Marketplace-Stores Environment

Worldwide, stores spend exorbitantly on visual merchandising, interior design, and other factors contributing to the overall retail environment. But do these things influence what people buy? One study that compared consumer behavior in small stores such as The Body Shop versus large stores like Ikea found that independent of store size: a) highly stimulating environments, b) perceived crowding, and c) frequency of visits to the store all increase the frequency of impulse buying. Furthermore, what ends up triggering impulsive buying varies depending on the size of the store (Gupta, as cited in Muruganatham and Bhakat 2013). In small stores, the price has the primary influence. A shopper's (non-conscious) reasoning might go something like, "I can see everything, know my options, have no real preference, and so I will go with the cheapest thing." In large stores, product displays have the primary influence. Shoppers perhaps think, "There are too many products actually to comb through, so I will just go for what I can see."

Other store factors, such as background music, fragrance, and store layout, also affect impulsive buying. There are two ways this effect could be operating. The first is that specific characteristics trigger impulsive tendencies in the shopper directly. The second is that these same characteristics start changes in the mood or state of the shopper, and this new mood or state makes the shopper more likely to buy impulsively. A study by Chang et al. (2011) found that shoppers who react more positively to the store environment are more likely to buy something they weren't planning on, which lends credence to the latter of these potential pathways. **Here, variety and the environment help break, and Monotony plays a significant role.**

2. Impulse Buying-A Behavioral Trait

We've all been victims of impulsive buying. Maybe you went shopping with a friend, swearing you wouldn't spend any money, and then *poof* you own a new shirt. Or perhaps a new kitchen appliance caught your eye, and you had to have it. Or maybe you had planned on going shopping for, let's say, groceries, and you end up buying a few items that weren't on your list. Whatever the context may have been or what degree of planning you might have done before shopping, if you have ever bought something you did not plan on ahead of time (whether or not you can justify the purchase after the fact), you have participated in the culture of impulse buying. Countless factors influence an individual's rash decision to buy impulsively, and much research has been done to understand this behavior better. Furthermore, marketers often use this knowledge to promote impulse buying in the hopes of increasing their bottom line. But while impulse buying does indeed mean more products bought, it can also lead consumers to harbor negative post-shopping feelings about the producer and retailer (Zhang and Wang 2010).

Another piece of research let us discuss conducted by Gibson et al. to study the effect of implicit priming on decision making. They recruited participants with no strong preferences and implicitly primed them to have positive associations with Pepsi or Coke. The participants were then told they could choose a prize for their time spent at the lab and were then presented with images of a Coke can and a Pepsi can. Before making this choice, some participants were told to memorize and remember an 8-digit number and make their final Coke vs. Pepsi choices while under this cognitive load. There was no significant difference in selection in the group under any cognitive load: roughly half chose Pepsi and half decided on Coke in both the Pepsi-primed and the Coke-primed group. However, in the distracted group (i.e., asked to remember the number), the Coke-primed participants were more likely to select Coke, and the Pepsi-primed were more likely to choose Pepsi. The study implies that implicit primes can be especially effective when a shopper is distracted or not thinking thoroughly about the act of shopping, as is the case with impulse buying. It could help explain why so many instances of impulse buying occur at the checkout counter when the consumer is distracted by the process of checking out. The fact that the countless items near the registers, such as gum, magazines, candy, and other knick-knacks, are readily available and easy to grab makes it that much more likely that a distracted customer will indulge their impulse to buy.

The psychology and driving forces behind impulsive shopping behavior are plentiful -- it almost seems as though everything has some impact on consumer behavior! It is valid to a certain extent since individuals are constantly interacting with and being influenced by their environment (whether they're shopping or not). Still, the takeaway here is that numerous factors consistently lead to predictable increases in impulsive buying behavior. Researchers and marketers alike will surely tease apart the nuances of these factors in the future. But before immediately capitalizing upon the effects they have on consumer behavior, one should remember that there are two sides to this story: yes, more items sold means more money coming in, but this could come at a cost to brand loyalty and image. Further research still needs to be done to figure out these implications, but it is essential to be aware.

3. Difference between Impulsive and Compulsive Buyer

The terms compulsive and impulsive are often used interchangeably in everyday speech, but they are, in fact, pretty different. Compulsive behavior is behavior that the individual feels need to be done, and they cannot help it, perhaps due to a mental disorder of some sort. For example, individuals diagnosed with obsessive-compulsive disorder may feel the need to wash their hands over and over again. On the other hand, impulsive behavior is behavior that one probably would not do if one were to stop and think thoroughly through it. For example, a generally risk-averse individual might impulsively dare to jump off a footbridge into the water below. If they had stopped and thoughtfully thought about this action and its consequences, they might not have jumped. This blog post will focus on the psychology behind impulsive buying -- that is, buying something that one did not plan to purchase -- and not the psychiatry/biology behind compulsive buying. For an excellent review of the latter, see Lejoyeux and Weinstein 2010.

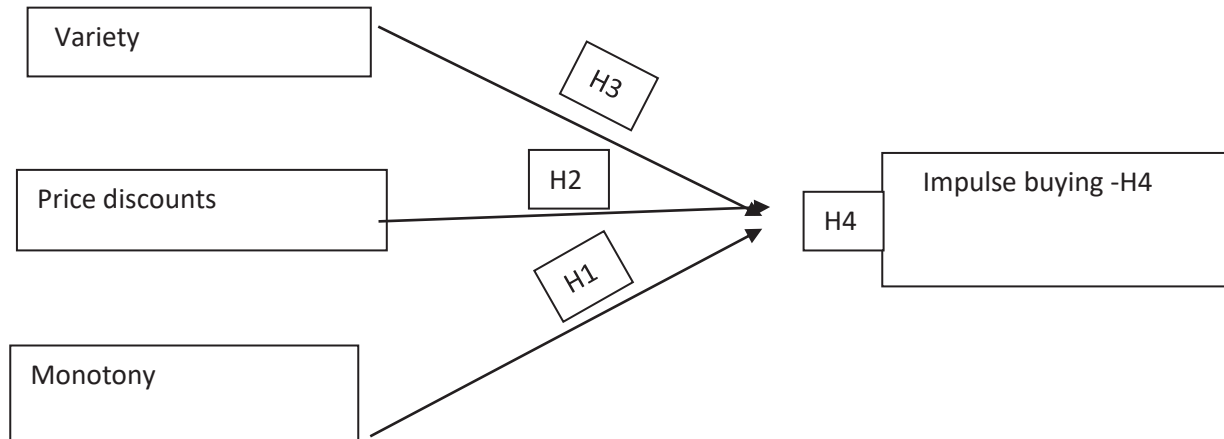
Literature review

Clover, 1950 first conceptualized the term impulse buying during his study when he found that most of the sales were sudden and unplanned for a company. Another stern, 1962 categories impulse buying into four categories 1. Planned impulse, 2. Reminder impulse, and 3. Suggestion impulse, 4. Pure impulse. Rook in 1995 was defined as a spontaneous and immediate purchase. In a study, Kim (2009) found that in both online and offline contexts, price discounts play a significant role in inducing customers to buy impulse. Due to the greater variety available in an online setting, it also causes customers to buy inspiration.

Most impulsively made purchases are offline; despite having online access to buy products, they prefer going out, experiencing something new from their daily routine, and removing Monotony. (Varma, Agarwal, 2014).

In online impulse buying, personal factors such as convenience discounts are more dominating over other external factors (Aragoncillo, Orus, 2018).

Conceptual Framework and Research Hypotheses



H1: Monotony or Boredom has a positive and significant effect on the Impulse buying behavior of consumers.

H2: Discount has a positive and significant effect on the Impulse buying behavior of consumers.

H3: Variety has a positive and significant effect on the Impulse buying behavior of consumers.

H4: Monotony or Boredom, Discount, and Variety have a positive and significant effect on the impulse buying behavior of consumers.

METHODS The study's design uses a quantitative approach, with the type of exploratory research. This research has been conducted through a questionnaire. The population in this study has different kinds of consumers identified through social media. The sample size of this study was determined using Ferdinand's theory (2014) in multivariate studies (including those using multivariate regression analysis); the sample size was selected 25 times the number of variables. Regression analysis with 4 (four) variables requires sufficient samples of 100 respondents. After determining the number of pieces used, the number of respondents was 130 consumers with the following criteria: 1) Respondents were adults more than 18 years of age, male and female. 2) Participating respondents use credit cards and online paying modes (UPI). And 3) Participating respondents have made frequent purchases in the last 12 months. The technique used in the sampling of this study is convenience sampling. The data collection method is used survey method by distributing online questionnaires through Google form documents.

Data Collection and Analysis

SPSS (Version 21) were used:

- Research objective – To explore factors influencing impulse buying behaviour.
- Research methodology- random sampling, 5 points Likert scale used.
- We received 132 responses; we did exploratory factor analysis using principal component analysis and varimax rotation and then hypothesis testing and reliability analysis (Using Cronbach alpha)

Scale to measure constructs

Scale on impulse buying

- I often buy things without thinking
- “Buy now, think about it later” describes me
- I often believe things spontaneously
- I buy things according to how I feel at that moment

Monotony

- I go online shopping when I feel bored
- When I get bored with my usual shopping experience, I visit life-style stores.
- Fingertip's choice of a product helps to break my Monotony
- Going for online shopping as well as lifestyle store environment excites me

Discounts

- I prefer buying a thing which has deals.
- I get attracted when discounts are offered.
- I usually search items where discounts are offered

Variety

- I feel attracted towards products that have a greater variety
- I spontaneously buy when there is more variety.
- Variety adds spice to my buying.
- A variety of products indulged me in buying.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	1102.977
	df	105
	Sig.	.000

The table above shows two tests that indicate the suitability of the data we have collected for structure detection. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy is a statistic that displays the proportion of variance in the variables chosen might be caused by underlying factors. It shows a high value (close to 1.0 more than 0.6) generally indicates that a factor analysis might be helpful for the data collected.

Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.634	37.562	37.562	5.634	37.562	37.562	3.157	21.047	21.047
2	2.334	15.560	53.123	2.334	15.560	53.123	2.964	19.757	40.804
3	1.528	10.184	63.306	1.528	10.184	63.306	2.617	17.449	58.253
4	1.350	9.000	72.307	1.350	9.000	72.307	2.108	14.054	72.307
5	.696	4.637	76.944						
6	.624	4.162	81.105						
7	.532	3.544	84.649						
8	.475	3.164	87.813						
9	.402	2.683	90.496						
10	.377	2.512	93.008						
11	.291	1.943	94.951						
12	.237	1.577	96.528						
13	.226	1.504	98.033						
14	.170	1.136	99.169						
15	.125	.831	100.000						

Extraction Method: Principal Component Analysis.

The variance explained by the initial solution, extracted components, and rotated components is displayed. This first section of the table shows the **Initial Eigenvalues**.

The **Total** column gives the eigenvalue, or amount of variance in the original variables accounted for by each component. The **% of Variance** column shows the ratio, expressed as a percentage, of the variance accounted for by each member to the total conflict

in all variables. The **Cumulative %** column gives the percentage of variance accounted for by the first n components. For example, the cumulative rate for the second component is the sum of the percentage of variance for the first and second components.

The data collected shows Cumulative 72%, which is more than the threshold limit of 60%; hence it explains the total variance well.

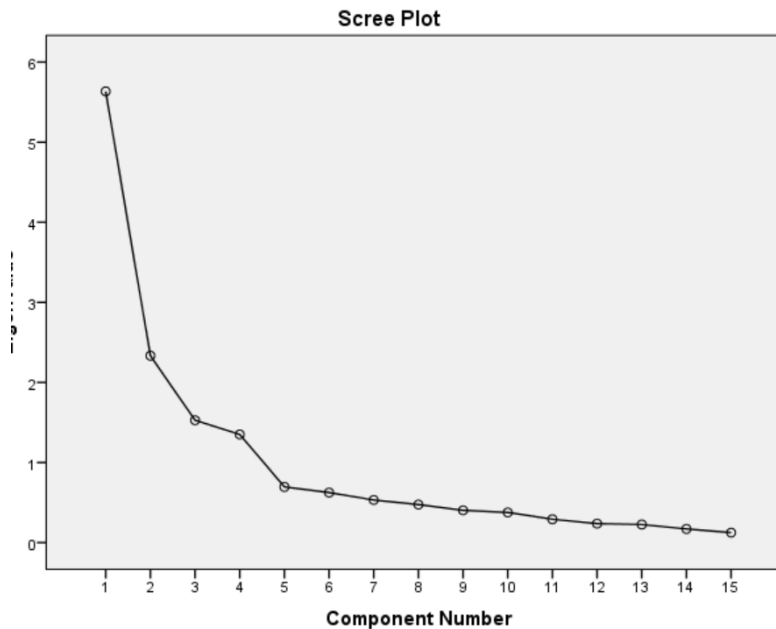
Rotated Component Matrix^a

	Component			
	1	2	3	4
VAR3	.870			
VAR4	.869			
VAR1	.844			
VAR2	.749			
IB3		.859		
IB4		.808		
IB1		.797		
IB2		.778		
MON3			.827	
MON4			.786	
MON2			.780	
MON1			.697	
Discount3				.810
Discount2				.752
Discount1				.745

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

The rotated component matrix, sometimes called the *loadings*, is the critical output of principal components analysis, and it contains estimates of the correlations between each variable and the estimated components. Here the data shows moderate to strong correlations between features, and it is evident as the correlations are more than 0.7, which are also commonly referred to as loadings.



A **scree plot** is a line plot of the eigenvalues of factors or principal components in an analysis in multivariate statistics [1]. The scree plot is used to determine the number of factors to retain in exploratory factor analysis (FA) or principal components to keep in a principal component analysis (PCA). The procedure of finding statistically significant factors or components using a scree plot is also known as a **screen test**. Raymond B. Cattell introduced the scree plot in 1966 [2].

A scree plot always displays the eigenvalues in a downward curve, ordering the eigenvalues from largest to smallest. According to the screen test, the “elbow” of the graph where the eigenvalues seem to level off is found, and factors or components to the left of this point should be retained as significant.

As from this graph, the elbow is happening at four; hence the factors left of these four have been taken as significant factors.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.304	.438		.695	.488
	Variety	.280	.070	.315	3.987	.000
	Monotony	.285	.085	.254	3.354	.001
	Discount	.252	.092	.222	2.727	.007

a. Dependent Variable: ImpBuying

T-Test Results (Partial Test) T-test or partial test is a statistical test that is used to determine whether there is a sign of the influence of each coefficient of the independent variable that is, Monotony (X1), Discount (X2), and Variety (X3) to the related variable namely, impulse buying (Y) partially (separate). The test uses a significance level (α) = 0.05. T-Test results can be seen in Table -6 above.

H1: Monotony or Boredom has a positive and significant effect on the Impulse buying behavior of consumers.

T-test results can be seen from table-6 above that the Monotony variable obtained tcount = 3.987 with a probability value of 0.001. To find out the table, we can look for the 0.05 significance with degrees of freedom $df = (n-k-1)$ or $130-3-1 = 126$ (n is the amount of data and k is the number of independent variables). The table can be searched using the MS program. Excel with the formula = $tinv(\alpha; df2)$ or = $tinv(0.05; 129)$. Then the table obtained is 1.978. So, it can be concluded that the value of $tcount = 3.354 > ttable$ with a significance level of $.001 < 0.05$ indicates that H1 is accepted, so it can be concluded that Monotony has a significant effect on impulse buying.

H2: Discount has a positive and significant effect on the Impulse buying behavior of consumers.

Discount variable obtained value of $t = 2.727$ with a probability value of .007. So it can be concluded that the value of account =

$2.727 > ttable$ with a significance level of $.007 < 0.05$. It shows that H2 is accepted, so it can be concluded that the variable discount affects impulse buying behavior.

H3: Variety has a positive and significant effect on the Impulse buying behavior of consumers.

Variety variable obtained value of $t = 3.987$ with a probability value of .000. So, it can be concluded that the value of $tcount = 3.987 > ttable$ with a significance level of $.000 < 0.05$. It shows that H2 is accepted, so it can be concluded that the variable variety affects impulse buying behavior.

Hypothesis	Effects Between Variables	Description
H1	Monotony? Impulse Buying	Accepted
H2	Discount? Impulse Buying	Accepted
H3	Variety? Impulse Buying	Accepted

Based on the analysis results in the above table, it appears that out of 3 (three) direct influences between the variables tested, all 3(three) were accepted.

F Test Results (Simultaneous Test) Test results can be seen in the table below.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.953	3	11.318	20.745	.000 ^b
	Residual	69.831	128	.546		
	Total	103.784	131			

a. Dependent Variable: ImpBuying

b. Predictors: (Constant), Discount, Monotony, Variety

The results of the F test can be seen from the Fcount value in the table above, obtained by the Fcount of 20.745 and sig. 0,000. To find out Ftable, the degree of freedom is first determined (df1 and

df2). Using significance $\alpha = 5\%$, df1 (df value of the regression model / number of independent variables) = 3, and df2 (df value of the residual model / $nk-1$) or $130-3-1 = 126$ (where n is the num-

ber of respondents and k is the number of independent variables). The table can be searched using the MS program. Excel with the formula = finv (α ; df1; df2) or = find (0.05; 3; 126). The obtained table is 2.676

Hypothesis Test 4: Monotony, Discount, and Variety positively and significantly affect impulse buying behavior. From the results of the F test, it can be concluded that the value of Fcount

= 20.745 > Ftable = 2.676 with a significance level of 0.000 < 0.05, which indicates H4 is accepted.

Therefore, it can be concluded that Monotony, discount, and variety cumulatively positively and significantly influence impulse buying in this study.

Multiple Correlation Test Results (R) The results of the multiple correlation analysis can be seen in the table below:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 ^a	.327	.311	.73862

a. Predictors: (Constant), Discount, Monotony, Variety

Based on the table above summary model obtained an R-value of 0.572. It shows the correlation between monotony, discount, and variety variables on impulse buying of 0.572. It means that the degree of strength of influence between Monotony, discount, and variety on impulse buying falls into the medium category. Determination Test Results (R2) Based on the previous table of the last summary model, it can be seen that the Adjusted R2 (R Square) number is 0.327 or 32.7%. It shows that Monotony, discount, and variety influence impulse buying by 32.7%, while the remaining 67.3% is influenced by other factors not examined.

Discussion

The results of the description of consumer responses to the set of questions relating to psychological, economic, and choice factors are considered reasonable by consumers. Further, the high utilization of the online platform, which has not been considered as a separate factor as it was omnipresent in said factors considered, has been one of the critical drivers for impulse buying.

Monotony provides an extraordinary stimulus to encourage impulsive buying numbers to consumers as a whole. This is indicated by the fact the reliability results shown. Here the value of Cronbach's Alpha factor load is more than 0.7; it is .801; hence it measures that Monotony plays an essential role in influencing impulse buying, be it in online or offline mode. Cronbach's alpha tests to see if multiple-question Likert Scale surveys are reliable. These questions measure latent variables like conscientiousness, neurosis, or openness, which are very difficult to measure in real life.

Monotony

Reliability Statistics

Cronbach's Alpha	N of Items
.801	4

Similar Results are manifested in case of Discount and Variety also. The results are as follows:

Discounts

Reliability Statistics

Cronbach's Alpha	N of Items
.742	3

Variety

Reliability Statistics

Cronbach's Alpha	N of Items
.894	4

Impulse Buying Behavior

Reliability Statistics

Cronbach's Alpha	N of Items
.884	4

The analysis results through the Cronbach alpha clearly show that all three factors positively influence Impulse Buying Behavior irrespective of the platform (online or offline). It means that the platform that gives variety breaks from Monotony and discounts attracts consumers and entices them to go for a product impulsively.

In hindsight, as the customer base chosen from credit card users and UPI users, the study also indicates that customers are satisfied with the safety and transparency of the financial transaction.

In addition, consumers' assessment of online shopping (application) and large lifestyle shops is considered good. Both the modes have provided easy access to the majority of consumers, i.e., provided a user-friendly platform to shop. Some factors that are considered still low by consumers are the use of QR Codes and podcasts, which are deemed unable to provide maximum stimulation as expected by consumers. It could be because consumers have not yet mastered or are not familiar with the use of these features. In connection with these conditions, the platform needs to improve how to provide exciting information in ways or media that are easier and more user-friendly.

(Koufaris, 2002) Found that one similarity between online and offline consumer behavior is the perceived usefulness of the consumer that will talk about their repetitive visit to the store with the use of TAM (Technology acceptance model).

Consumer loyalty is always essential for impulsive behavior, and consumer loyalty was found low in online buying compared to offline store shopping. Because brick-and-mortar stores provide a sensory feeling, visuals, and tangibility. (Morrisette et al. 1999).

Our Finding when consumers are bored and feel Monotony is easily triggered by Stimulus of price and easy access, which provides a positive and significant effect on impulse buying (Journal of Retailing and Consumer Services by Malin Sundstrom et al. 1). This result has been supported by Studak and Workman (2004), who studied University students and found they shopped fashion items while bored. Impulse Purchases are thus a way for the respondents to escape reality and seek satisfaction in material things and the chance of getting a bargain.

Respondents escape everyday life monotony by shopping fashionable items online and on impulse. The study also indicates this type of shopping behavior acts as a coping mechanism against Monotony and boredom.

The following study by Piyush Sharma, Bharadhwaj Sivakumaran, Roger Marshall explains & substantiates our Finding that various variables have a positive and significant effect on impulse buying behavior.

There are several complementary models of purchase behaviors employed in consumer research such as utility-maximization, decision-making, behavioral-influence, hedonic, and meaning-transfer perspectives and often purchase behavior is best explained by a combination of perspectives (Arnould et al. 2004). However, impulse buying and variety seeking do not conform to any of the so-called rational, economic, or decision-making perspectives and instead seem to be associated with complex hedonic psycho-social motivations and low-effort, feeling-based decision-making (Holbrook and Hirschman 1982; Hoyer and Macinnis 2001).

Prior research has described risk-taking in product choices, innovativeness in adopting new products and retail facilities, variety seeking in purchase behavior, browsing, looking at window displays, and recreational shopping as examples of exploratory consumer behaviors. These behaviors can lead individuals to exciting and novel purchase experiences that offer a change of pace and relief from boredom. The unifying element underlying all these activities is that they provide consumers with a means of regulating their exposure to sensory and cognitive stimulation. These behaviors are exploratory in the sense that consumers engage in them primarily for the pleasure inherent in changing the stimulus field and not for extrinsic reasons (Baumgartner and Steenkamp 1996).

Our Finding regarding the discount variable role in positively influencing Impulse buying behavior has been endorsed by several scholars.

According to Kotler (2009), a price discount is a savings offered to consumers from the average price of a product listed on the label or product packaging. Belch & Belch (2011) explained that the promotion of price discounts provides several benefits, including: can trigger consumers to buy in large quantities, anticipating the advancement of competitors, and supporting trade in larger quantities. The discount is a popular price because it directly stimulates the product's purchase, increasing sales (Gendall et al., in Asterri et al. 2011: 3). According to Sutisna (2002: 300), the price discount reduces the price of the product from the regular price within a certain period. The discount indicators are 1) The size of the discount, that is, the discount's discount size given when the product is discounted. 2) The price discount period, namely the period given at the time of the discount, and 3) The type of product that gets the discounted price, namely the diversity of choices on the discounted product.

Conclusion

Based on the study results, several decisions can be formulated: 1) Monotony has a significant effect on impulse buying behavior. It means impulse buying triggers the release of endorphins and happy hormones like oxytocin and helps people break the Monotony,

2) Discount has a significant effect on impulse buying behavior. This means that an increase follows the high number of discounts on products at certain times in impulse buying behavior, 3) Variety has a positive and significant effect on impulse buying behavior. The wider the variety of goods, the higher the tendency to make impulsive purchases. The most dominant indicator having a considerable impact is the indicator of consumer attraction towards the variety, 4) Monotony, Discount, and Variety positively affect impulse buying behavior. The effect of Monotony, discount, and variety together (simultaneously) on impulse buying was 32.7%. At the same time, other factors influence the remaining 67.3%.

There is a need to deep dive into the psychological factors.

As impulsive buying occurs as part of more comprehensive psychological functioning, particularly in self-regulatory behavior. Self-regulation may take various forms. Higgins' (1997, 1998, 2002) theory of self-regulatory focus categorizes the multiple perspectives on impulse buying as either a promotion or a prevention focus. While Higgins' approach applies to consumer behavior in general, it seems particularly useful for bringing together the perspectives on impulsive buying. Hence it becomes imperative to explore the remaining 67.3% factors for more insight [2-13].

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