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Factors Influencing Consumers' Impulse Buying Behavior in the Fifth District of Cavite

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Abstract: The study assessed the factors that significantly influenced impulse buying and ascertained which among these factors greatly influenced it. The study also determined the type of impulse buying behavior the consumers have. Three hundred eighty-five consumers which were making purchases at the time and place of the data gathering were the participants of the study. Descriptive-correlational design was utilized. Frequency count, percentage, chi square test and multiple regression analysis were used to analyze the gathered data for interpretation. The findings revealed that both the internal and external factors have significant influence to the behavior of the participants when buying impulsively. The study identified that age, marital status, net monthly income, shopping enjoyment and promotional approach exhibit significant influence. The findings ascertained that the participants were planned impulse buyers. Moreover, it identified that for internal factors the net monthly income has a great influence and for external factors, shopping enjoyment greatly influence the impulse buying behavior of the consumers.

Key Words: impulse buying behavior; internal factors; external factors; supermarket

1. INTRODUCTION

Impulse buying behavior has been observed as one of the important studies conducted by marketers and researchers, as impulse buying has becoming a prevalent phenomenon in every retail formats. This consumer buying behavior has becoming such a part of every person's lifestyle that they do not realize or they are not even aware that they are doing it at times.

At present in the retail industry, market competition is high and all types of businesses apply promotion in their activities and make use of different marketing strategies to retain their customers. Consequently, stimulation of impulse purchasing in the retail market in different goods may become a strong competitive advantage and a lucrative source of income for the retail store. Therefore, it is significant for retailers to

comprehend impulse buying behavior as it can help in improving the sales of the firm.

1.1 Objectives of the Study

The main objective of this study is to assess the factors influencing consumers' impulse buying behavior in the supermarket setting, hence evaluate if sub-factors of internal and external factors significantly influence. Moreover, to assess which of these factors provides great influence to the impulse buying behavior of the consumers. Additionally, to determine the type of impulse buying behavior the participants have.

1.2 Significance of the Study

This study will contribute to the understanding relating to the impulse buying phenomenon that occurs in the retail formats. Thus, the findings would benefit different entities such as retailers, consumers and future researchers which may be linked into this matter. The results of this



study will have a practical purpose that may provide the retailers with useful insights that will allow them to construct some features of marketing and promotional strategy that they can apply into their respective business.

2. METHODOLOGY

2.1 Research Design

Descriptive design was used in this study since it provides an accurate portrayal of the participants' characteristics and behavior of a particular individual and situation. This study also utilized correlational approach since it assessed the influence of the independent variables to the dependent variable.

2.2 Hypothesis

The following hypotheses were constructed based on the objectives.

H₀₁. Internal factors have no significant influence to impulse buying behavior in terms of sex, age, marital status, occupation and net monthly income.

H₀₂. Exernal factors have no significant influence to impulse buying behavior in terms of shopping enjoyment, in-store atmosphere, in-store browsing, salesperson and promotional approach.

2.3 Sampling Technique

Purposive sampling technique was used as clear characteristics of the target participants are required.

Quota sampling was also utilized since the total sample size was equally distributed to have a specific sample size for each supermarket (Table 1).

Convenience sampling technique was also used when the proponent was already at the locale of the study. Those individuals who happened to be at the time and place of the data gathering were given the research instrument and became part of the sample.

The proponent utilized Godden's formula to identify the total sample size for the study.

$$n = \frac{Z^2 \times p \times (1-p)}{M^2}$$

$$n = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2} \quad (\text{Eq. 1})$$

n = 384.16 or 385

Where:

n = Sample size for infinite population
 Z = Z value (1.96 for 95% confidence level)

p = population proportion (expressed as decimal 0.5, assumed to be 50%)

M = Margin of error at 5% (0.05)

Table 1. Distribution of participants in the selected supermarket in the fifth district of Cavite

Supermarkets	Sample Size
Carmona	
Walter Mart	77
Puregold	77
Silang	
Robinsons Supermarket	77
GMA	
Puregold Price Club Inc.	77
Savemore Market	77
Total	385

2.4 Statistical Treatment of Data

The following statistical tools were used to ensure a valid interpretation and to analyze data.

Frequency count and percentage were used to determine the demographic characteristics and the impulse buying behavior of the participants.

Chi square was used to determine if there is significant influence of internal factors and external factors on the impulse buying behavior.

$$\chi^2 = \sum \frac{(\text{Observed Value} - \text{Expected Value})^2}{\text{Expected Value}} \quad (\text{Eq. 2})$$

Multiple regression analysis was also utilized to assess the internal and external factors that have great influence to impulse buying behavior.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \quad (\text{Eq. 3})$$

Where:

Y = Dependent variable

(What is being predicted or explained a (Alpha) is the Constant or intercept)

b₁ = Slope (Beta coefficient) for X₁

X₁ = First independent variable that is explaining the variance in Y

b₂ = Slope (Beta coefficient) for X₂

X₂ = Second independent variable that is explaining the variance in Y

b₃ = Slope (Beta coefficient) for X₃

X₃ = Third independent variable that is explaining the variance in Y



3. RESULTS AND DISCUSSION

3.1 Demographic Characteristics of Participants

Sex. The frequency of female participants (55.8%) is slightly greater than that of male participants, featuring 44.2%.

Age. Majority of the participants belong to the age group of 42 to 49 (33.5%). This denotes that individuals who belong to this age group are frequently making impulsive purchases.

Marital Status. Majority of the participants were married (56.4%) thus associated with the observation that married individuals tend to buy impulsively.

Occupation. More than half of the participants have non-professional occupation (55.8%); they are part-time employees and laborers.

Net Monthly Income. Majority of the participants have a net monthly income of P 10,001 to 15, 000 (34.0%). This infers that buyers whose incomes belong to this range tend to act impulsively when making purchases.

3.2 Impulse Buying Behavior of the Participants

Table 2 indicated that the impulse buying behavior of the participants were planned impulse buying behavior (40.0%) therefore ranked as the highest among the four types of impulse buying behaviors. This specifies that impulsive buyers mainly considered making purchase which depends on the basis of price specials, discount offers and the like and could make more purchase with the inducement of promotional schemes offered in the supermarkets.

Table 2. Impulse buying behavior of the participants

Impulse Buying Behavior	Total	Percentage (%)
Pure	112	29.1
Reminder	65	16.9
Suggestion	54	14.0
Planned	154	40.0
Total	385	100

3.3 Influence of Internal Factors to Impulse Buying Behavior

Table 3. Influence of internal factors to impulse buying behavior

Internal Factors	Computed Value	Tabular Value	Interpretation $\alpha = 0.05$
Sex	0.496	7.815	Not Significant
Age	14.727	12.592	Significant
Marital Status	12.426	9.488	Significant
Occupation	4.899	7.815	Not Significant
Net Monthly Income	21.861	21.026	Significant

Sex. The result opposes the study of Beattie, Dittemar & Friese (1996) that sex positively influences the consumers' impulsiveness they mentioned that male and female consumers do not have same preferences when they do shopping.

Age. Based from the result, age significantly influence the impulse buying behavior of the participants. The result is supported by the study of Asinya, Ekeng, & Lifu (2012) which confirmed that age of consumers has a significant influence to impulse buying behavior.

Marital status. The findings reveal that it has a significant influence to impulse buying behavior. The result corroborates the study of Ahmad, Bashar & Wasiq (2012) that impulse buying could be more by married persons as compared to single.

Occupation. Results show that occupation has no significant influence to the consumers' impulse buying behavior. The finding of this study about occupation is in contrast with study of Priyanka & Rooble (2012) affirming that those people who were in better occupation showed more impulse buying behavior because of their affordability to purchase the products.

Net monthly income. The findings specified that it significantly influence the impulse buying behavior of the participants. This implies that income level positively influences on consumers' impulse buying behavior. The impulse buying is found as a superior for the consumers who can afford it.



3.4 Influence of External Factors to Impulse Buying Behavior

Table 4. Influence of external factors to impulse buying behavior

External Factors	Computed Value	Tabular Value	Interpretation $\alpha = 0.05$
Shopping Enjoyment	14.768	9.488	Significant
In-store Atmosphere	6.511	9.488	Not Significant
In-store Browsing	8.282	9.488	Not Significant
Salesperson	6.198	9.488	Not Significant
Promotional Approach	12.438	9.488	Significant

Shopping enjoyment. The findings present that shopping enjoyment has a significant influence to the consumers' impulse buying behavior. The result was somehow similar with the study of (Crawford & Melewar, 2003) which states that buyers who enjoy shopping engage more in impulsive purchases.

In-store atmosphere. The findings show that in-store atmosphere does not significantly influence the consumers' impulse buying behavior. Still, the study suggests that store atmosphere somehow influences impulsive buying behavior in such way that pleasant store atmosphere stimulates impulsive buying of consumers.

In-store browsing. The result regarding in-store browsing indicated that this sub-factor has no significant influence to the impulse buying behavior.

Salesperson. The findings reveal that salesperson has no significant influence to impulse buying behavior. This result is in contrast with the findings of Bastin and Yu (2010), prompting that the friendliness and dedicated service of staffs and salespersons may have positive effect on consumers' emotion.

Promotional approach. The findings show that promotional approach has a significant influence to impulse buying behavior. The finding of this study regarding promotional approach was supported by the study of Faber and Youn (2000) which revealed that people are buying more

impulsively by the influence of promotional offers existing in the supermarket.

3.5 Internal Factor that Greatly Influence Consumers' Impulse Buying Behavior

Table 5. Regression analysis of internal factors to consumers' impulse buying behavior

Regression Parameters	Regression Coefficients	Standard Error	T-Computed	P-Value
Sex	.078	.416	.479	.011
Net Montly Income	.214	.101	1.726	.011

Multiple regression analysis found that not all sub-factors under internal factor have relevant explanatory power. Only two sub-factors such as sex and net monthly income provided positive regression coefficient which indicate that they were statistically significant predictors of the dependent variable of the study (impulse buying behavior).

A positive coefficient means that a change on the standard deviation in the predictor variable will result in a direct change to the standard deviation in the criterion variable. In other words, an increased value of the predictor variables (sex and net monthly income) will result to an increased value of the predicted variable (impulse buying behavior) and vice versa.

Table 5 shows that net monthly income has the highest regression coefficient with .214 which implies that this sub-factor has the strongest influence to the impulse buying behavior.

3.6 External Factor that Greatly Influence Consumers' Impulse Buying Behavior

Table 5. Regression analysis of internal factors to consumers' impulse buying behavior

Regression Parameters	Regression Coefficients	Standard Error	T-Computed	P-Value
In-store Atmosphere	.029	.128	.526	.011
In-store Browsing	.015	.115	.266	.011
Salesperson	.079	.132	1.419	.011
Promotional Approach	.214	.101	1.653	.011



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The study revealed that four sub-factors were included in the regression model. The four sub-factors produced $R^2=.023$, $F(5, 379) = 1.759$, a value of R^2 which resulted to .023.

The four sub-factors of external factor (in-store atmosphere, in-store browsing, salesperson and promotional approach) with positive regression coefficient indicate that they were statistically significant predictors of the dependent variable of the study (impulse buying behavior).

Generally, the higher the regression coefficient, the greater the impact of the predictor variable on the criterion variable. Thus, as Table 6 shows that promotional approach has the highest regression coefficient with .094, this implies that this sub-factor has the strongest influence to the impulse buying behavior.

4. CONCLUSIONS

The study concluded that its main findings were somehow related to other studies of factors influencing consumers' impulse buying behavior. The findings thereafter provided a conclusion concerning how consumers purchase impulsively and what factors influences that behavior. Majority of the shoppers are female, belongs to the age group of 42 to 49. Mostly married, employed with a non-professional occupation and usually earning a net monthly income of Php 10,001.00 to 15, 000.00.

It was also shown that the consumers or shoppers in the fifth district of Cavite were commonly planned impulse buyers. significant influence on the consumers' impulse buying behavior. Accordingly, it is revealed that impulse buying behavior does not significantly influenced by the participants' sex and occupation.

Contrary to expectations in terms of external factors; only shopping enjoyment and promotional approach have significant influence on the impulse buying behavior of the participants while it was also presented that in-store atmosphere, in-store browsing and salesperson do not significantly influence the impulse buying behavior.

As specified in the study, the internal factor that has great influence on impulsive buying of consumers is net monthly income thus they primarily consider making impulsive purchase which depends on this factor.

Lastly, the external factor that greatly influenced the consumers' impulse buying behavior is promotional approach.

4.1 Recommendations

Based on the findings, there were several recommendations that marketers can consider for future researches and application.

Since most of the participants were planned impulse buyers, it is suggested that retailers may establish more promotional activities which have proven effective in influencing the impulse buying behavior of the consumers that will certainly drive the desire of the buyer to buy impulsively.

The proponent also recommends that future studies regarding impulse buying behavior must be conducted further and apports emphasis to the following aspects.

As the study was conducted primarily in the supermarket setting; future researchers and marketers may consider conducting the data gathering in other store formats – as they have different store characteristics. It can be done in an extensive way in shopping malls and other areas of purchasing, as impulsive buying somehow depends on store type (Wong and Zhou, 2003).

This study focused merely on evaluating the factors which were associated with demographic factors, store characteristics, and situational factors. Hence, the proponent recommends to future researchers to deliberate other several factors constituting influence to impulse buying of the consumers; and

Lastly, to assess the factors that influence consumers' impulse buying behavior with focus on a specific product type to determine whether it has exceptional difference compared to this study.

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