

People Impulse Buying Behavior Amidst Pandemic

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Abstract

In the midst of pandemic everyone is trying make things possible specifically in budgeting the income for the basic needs . Parents are considering the most important and essential need during this time . Many become jobless and dependent to the government subsidy. In this regards, there is an observation on money spending seems not affected by pandemic ,thus the researchers interested to know the factors that triggers impulse buying behavior of the respondents who are spotted in mall . According to A.Vinayagamoorthy, (2014) when customers purchase the products without having a plan to purchase then this is called the impulse buying. Impulse buying is a decisions at the spur of the moment .It interrupts the usual decision making models in customers' minds. The rational sequence of the customers' activities is replaced and affected by emotions and feeling of self-satisfaction. In short, impulse buying is linked with the emotional side of the customers.

The study found that women are usually assigned with the task of taking care of the family, to break free from this monotony, they go out for shopping. They find shopping to be the best reason to go out of their houses and socialize with others. They are in their prime-income earning years. They are properly prepared and equipped with skills to match the standards set by the industries and belong to lower middle class The store environment affect the buying behavior , the convenient in locating the products as well as the temperature of the surroundings . This means that the respondents have a chance to stay longer in the store as they are looking for something and enjoying the temperature which give them a chance to buy products .Likewise attracted to promotional activities without thinking the characteristics of the products .

Keywords :behavior; Impulse; purchase ;spending ;trigger

Introduction

When customers purchase the products without having a plan to purchase then this is called the impulse buying. Impulse buying is a decision at the spur of the moment. It interrupts the usual decision making models in customers' minds. The rational sequence of the customers' activities is replaced and affected by emotions and feeling of self-satisfaction. In short, impulse buying is linked with the emotional side of the customers (A. Vinayagamorthy, 2014). It is more irresistible than planned purchasing which reveals its significance (Hasnu, 2013). In most of the cases impulse buying takes place in convenience stores and mall. These are the settings where customers see variety of options and choice and it triggered the customer to purchase impulsively. Retailers are using traps these days e.g. discounted prices, promotional activities, attractive display of products etc. in order to influence customers to show impulse behavior. So the customers get motivated from those factors and get trapped.

In order to prevent themselves from these traps, customers are supposed to make list, consider their budget and be wise enough. Various marketing strategies are being adopted by marketers in order to influence customers to buy impulsively. This is the reason due to which it is quite important to find out the factors which influence impulse buying, customers are working with different person and place change and influenced to buy variety of things. Consumer attitude, preference, intention and decision while purchasing a particular product is consumer behavior. Many internal and external factors affect consumer buying behaviour which makes it quite complex and difficult for the marketers to interpret (Deepa, 2016). With the passage of time, impulse buying has become a matter of great importance to market researchers. Variety of researches have been conducted in order to understand its nature and its causal elements (Muhammad Hamid, 2017).

The factors which affect impulse buying can be broadly classified into five different categories: store environment, product characteristics, promotional activities, shopping moods and shopping enjoyment. The aim of this research is to evaluate the factors that trigger the impulse purchasing behavior of consumers.

Theoretical Framework

This study is supported by the theory of Hawkins Stern's impulse buying theory (1962). This theory offers valuable insight into different circumstances under which the consumers are likely to indulge in impulse buying.

The theory was named after the proposer, Hawkins Stern, who put it forward in 1962. As most of the contemporary consumer behavior theories such as Maslow's Need Hierarchy Theory of Motivation (1943) and Engel, Kollat and Blackwell, the theory provided a new viewpoint on the purchasing behavior of consumers (1968) which believed that customers often make reasonable and well-planned purchase decisions (Dutta and Mandal, 2018). Stern argued the viewpoint and proclaimed that under the influence of external influences, consumers engage in impulsive purchasing behaviors. The theory

suggests that advertisers can encourage customers to purchase more than they originally intended (Dutta and Mandal, 2018).

Objectives of the Study

To present demographic profile of the respondents and the level of agreement in the factors that trigger impulse buying behavior .

Scope and limitations of the Study

The purpose of this research is to review the different factors that trigger impulse buying behavior, it contained store environment, product characteristics, promotional activities, shopping mood, and shopping enjoyment in order to create and establish an informative context of research.

This study is limited on the factors that trigger impulse buying behavior in Cabanatuan City. This is also limited to the objectives of the study since the researchers only wanted to determine the factors that trigger impulse buying behavior. The finding of this study is dependent to the answers of the respondents. The respondents are composed only of customer in Cabanatuan City .

Research Method Used

The descriptive method will be used in this study. Descriptive research involves the description, recording, analysis and interpretation of the present nature, composition or processes of phenomena which focuses on prevailing conditions, or how a person, group or thing behaves or functions in the present. It often involves some type of comparison or contrast. In other words, descriptive research maybe defined as a purposive process of gathering, analyzing, classifying and tabulating data about prevailing conditions, practices, beliefs, processes, trends, and cause effect relationships and then making adequate and accurate interpretation about such data with or without the aid of statistical methods. (Calderon, 2012)

Descriptive method is used by the researcher to analyzed data that are gathered which are the recorded questionnaire that used as instrument to gathered information that needed interpretation to answer the given problem above. Descriptive method can also help researcher to identified the factors that trigger impulse buying behavior by the aid of statistical methods.

Population and Sampling Techniques

Convenience sampling was used in this study; According to Sarah Anderson, convenience sampling is perhaps the easiest method of sampling, because participants are selected based on availability and willingness to take part. Useful results can be obtained, but the results are prone to significant bias, because those who volunteer to take part may be different from those who choose not to (volunteer bias), and the sample may not be representative of other characteristics, such as age or sex.

Instruments

The instrument used a self-made questionnaire. Since the focus of the study is only

the Factors that Trigger Impulse Buying Behavior. The questionnaire are divided into parts. The first part focuses on the profile of the respondents. The second part pertains the respondents level of agreement in the factors that trigger impulse buying behavior. The research questionnaire will be enough for this study's aim to be accomplished. The Likert scale: Frequency – 5 points were used to modify the answer of the respondents: (SA) Strongly agree; 4 (A) Agree; 3 (U) Undecided; 2 (D) Disagree; 1 (SD) Strongly Disagree.

Validation of Instrument

Validity refers to the degree in which our test or other measuring device was truly measured what it intends to measure. For the validity of the instrument used, the researchers used the content validity type in which the test represents the essence, topics and areas that the test was designed to measure.

Steps taken by the researchers under the content validity include documentary analysis and also consulting an expert was an important part as the researchers consult the persons knowledgeable and have the expertise with the subject matter.

Data Gathering Procedure

Researchers distributed 80 copies of survey questionnaires. With the support of researchers' friends, and be patiently distributed to the respondents. The data collection process conducted during the AY 2020-2021 academic year. The researchers asked the respondents about their ability to respond to the questionnaires they provided. For their better understanding, the context of the questionnaires will be given an explanation When the respondents agreed to respond upon dissemination of the questionnaires.

According to the frequency of items reviewed by the participants, the result counted and summarized. The findings were interpreted after data tabulation using different statistical methods. In order for them to arrive at the interpretation of the study, the findings of the technique used in the data collection enhance the research team.

Conclusion

The study found that women are usually assigned with the task of taking care of the family, to break free from this monotony, they go out for shopping. They find shopping to be the best reason to go out of their houses and socialize with others. They are in their prime-income earning years. They are properly prepared and equipped with skills to match the standards set by the industries and belong to lower middle class The store environment affect the buying behavior, the convenient in locating the products as well as the temperature of the surroundings. This means that the respondents have a chance to stay longer in the store as they are looking for something and enjoying the temperature which give them a chance to buy products. Likewise attracted to promotional activities without thinking the characteristics of the products.

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