Intrinsic factors affecting impulsive buying behaviour—Evidence from India

Anant Jyoti Badgaiyan, Anshul Verma

Article info

1. Introduction and background

After the sustained love affair of researchers in defining and redefining impulsive buying behaviour (Bellenger et al., 1978; Kollat and Willet, 1967; Stern, 1962), the focus gradually shifted from the 'what' of impulsive buying to the 'why' and then to the 'how' of it. From taxonomical to cognitive (Hoch and Loewenstein, 1991; Rook and Fisher, 1995) and finally somewhat to trait oriented approach (Bratko et al., 2013), the impulsive buying literature has been witnessing both horizontal as well as vertical surge. Needless to point out, that on one hand, there have been a plethora of studies across the globe trying to assess the impact of situational (Belk, 1975; Chavosh et al., 2011; Foroughi et al., 2012) and marketing driven factors (Stern, 1962; Karbasivar and Yarahmadi, 2011; Lifu, 2012; Mehta and Chugan, 2013); while on the other hand, new theoretical models and frameworks have continuously been developed. However, still huge gaps exist with respect to developing understanding related to psychological aspects of the phenomenon, and one such literature gap is the overlooking of simultaneous impact of intrinsic factors on impulsive buying behaviour.

Though one may argue that internal factors such as consumer characteristics related to impulsive buying have been a subject of many studies (e.g. Chavosh et al., 2011), however, in almost none of those studies the cumulative impact of intrinsic factors like materialism and shopping enjoyment tendency has been considered and studied in the same tune as personality traits, culture or even impulsive buying tendency. Thus, though there have been few studies that tried to study the relationship between impulsive buying behaviour and personality (Verplanken and Herabadi, 2001; Herabadi et al., 2009), or for that matter with culture (Jalees, 2009), but in totality, these studies are extremely few in number and did not assess the holistic impact of all other enduring and inherent factors. This is partly because of the fact that apart from personality (Verplanken and Herabadi, 2001; Herabadi et al., 2009) and cultural constructs (Kacen and Lee, 2002; Jalees, 2009) and even the impulsive buying tendency construct (Chavosh et al., 2011; Foroughi et al., 2013; Rook and Gardner, 1993), not many researchers have looked at the inherent side of either shopping enjoyment tendency or materialism. Thus, though many would accept that materialistic beliefs (Pieters, 2013) and the tendency to find joy in shopping can be considered as built-in traits (Beatty and Ferrell, 1998) that aren’t expected to change on daily basis, still no attempt has been made to include these as intrinsic factors like personality or cultural traits. This study considers these important constructs as built-in part of individual’s persona and tries to explore their impact on impulsive buying behaviour in the same
ture as that of other established traits like personality, culture, or impulsive buying tendency. Thus, effort has been made to not only study the combined effect of personality traits, culture and impulsive buying tendency on impulsive buying behaviour, but also of the other enduring intrinsic factors such as culture, shopping enjoyment tendency, and materialism.

Notwithstanding the addition to the knowledge base, the study is extremely significant in view of the important retail context of India. With an ever growing relevance of Indian market in liberalised global scenario coupled with predicted rosy future of an expanding retail sector\(^8\), it is important to develop improved understanding about the application of intriguing and important phenomenon such as impulsive buying. With an obvious dearth of literature on impulsive buying behaviour in Indian context, the findings from the study could kick-start other related efforts in other geographical areas of this huge country. Thus, with the above background, the study aims to explore the nature and extent of relationship between impulsive buying behaviour and personality traits, culture, shopping enjoyment tendency, materialism and impulsive tendency.

The entire paper has been divided into 7 sections. As the introductory and background note forms Sections 1, 2 deals with theoretical framework and hypotheses formation. In subsequent Sections 3–6, methodology associated with the study, analysis of data, results and discussion; and conclusions, are discussed in respective order. Lastly, Section 7 points out limitations of the study and discusses scope for related future research.

2. Theoretical framework and hypotheses

Based on the aforesaid background and relevance, this section provides conceptual framework along with brief discussion about the relevance of the intrinsic traits in current context. Also, in this section, related hypotheses are framed one by one and the literature premise of the significant relationship between the relevant construct and impulsive buying behaviour is being discussed (Diagram 1).

2.1. Personality and impulsive buying behaviour

According to Schiffman (2008), personality is unique and dynamic organization of characteristics of a particular person – physical and psychological – which influences behaviour and responses to the social and physical environment. In other words, it is a set of psychological traits and mechanisms within the individual that are organised and relatively enduring (Larsen and Buss, 2010). The fact that personality reflects individual differences (Larsen and Buss, 2010), it enables us to categorise consumers into different groups on the basis of one or several traits. Also, the fact that personality is consistent and enduring (Larsen and Buss, 2010) means although marketers cannot change consumer personalities to conform to their products, if they know which personality characteristics influence specific consumer responses, they could attempt to appeal to the relevant traits inherent in their target group of customers.

Although the initial attempts to understand and predict consumer behaviour through the use of personality variables yielded disappointing results (Kassarjian, 1971), there has recently been a growing interest in personality influences in consumer research (e.g., Egan and Taylor, 2010; Lin, 2010a, 2010b; Ranjbarian and Kia, 2010). A look through the literature suggests that attempt to investigate the relationship between personality traits and impulsive buying behaviour began

---

\(^8\) According to a study by FICCI, India’s retail market is expected to grow at 7% over the next 10 years, reaching a size of US$ 850 billion by 2020. Traditional retail is expected to grow at 5% and reach a size of US$ 650 billion (76%), while organized retail is expected to grow at 25% and reach a size of US$ 200 billion by 2020. The study report is available at: http://www.ficci.com/sector/33/Project_docs/Sector-prof.pdf.
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات