

Impulse Buying Behavior of College Student in Kathmandu Valley

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Abstract—This study is to conclude the behavioral impulsivity of undergraduate and graduate students in particular. This study was specifically conducted to provide an insight on the factors and their relationship that trigger the impulsive buying behavior of students in Kathmandu valley. Through previous researches, variables were identified and operationalized in this study. The identified variables were the effect of TV/Media, self-esteem, impulsivity, anxiety and social desirability. This study is quantitative in nature, measuring the cause and effect relationship of the selected variables on the impulsive buying behavior of students. Causal-comparative research design was used to conduct research. Primary research was conducted through the use of a verified questionnaire, which was adapted and developed. The results of this research showed that there's a positive relationship between the impulsive buying behavior of students with these variables (TV/Media, self-esteem, impulsivity, anxiety and social desirability), but the effect of these variables was found moderate. The finding will be useful for the marketing departments of the various industries targeting the youths in their marketing campaigns, efficiently.

Keywords: Anxiety, social desirability, impulsivity, self-esteem, TV/Media

1. INTRODUCTION

Often, shoppers have experienced a certain situation in which they are bound to purchase something they have not even thought of. For instance, while shopping at supermarket, have you ever experienced adding one pack of gum or a candy into a shopping cart while waiting for items to be counted? If such has ever happened to you, then you have been a dupe of an impulse shopping.

Compulsive purchase is characterized by a deliberate, thoughtful search and careful evaluation of the product that normally results in rational and better decisions. Contrary to this, Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. (Rook 1987, Jales 2008). Impulse buying is a spontaneous and instantaneous purchase, where the consumer is not actively involved in search of a product and has no proper pre-mindset to purchase. Impulse buying is more emotional than rational.

In Kathmandu valley, window shopping and online shopping is blooming among the youthculture. More than 80 percent of College students are found to be involved in impulse purchase. Specifically, the age group of 18-25 years are more sensible towards the latest fashion trends and modern gadgets. Their buying decisions are often driven by external stimuli and impulsivity. Multiplex malls, mega mart, fancy store, shopping centre and online shopping are the new faces of modern outlets that are known for powerful display of sales strategies. In various studies, researchers have identified several factors and demographic variables that influence impulse buying. In this context, the role of impulse buying plays a significant role for modern retailing and for researcher too. It don't just aids in driving the economy, it also place shoppers in a good mood through relieving some negative emotions like anger, stress and frustrations among youths. In this paper, we have reviewed the literature on the impulse buying behaviour of graduate and undergraduate students and proposed the comprehensive factors of impulse buying behaviour to be explored and empirically tested in future research endeavour.

In this paper, studies are conducted to address the following question:

- How impact of anxiety and serenity effect impulse buying behaviour of college students in Kathmandu valley?
- Which factors motivate students in impulse buying behaviour?
- Do TV/media have an impact in buying behaviour of Kathmandu people?
- What relation exists between social desirability, demographic details and impulse buying behaviours of Kathmandu valley?
- How personality traits influence impulse buying?

In previous researches, the factors of investigation were the purchases only and not the consumer's traits. The researchers have suggested that impulse purchases can be further

classified depending on the consumer's experiencing emotional and / or cognitive reactions.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

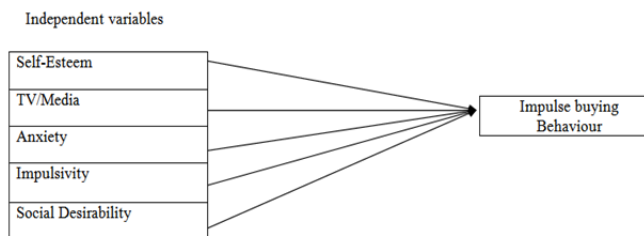
Impulse buying is an unplanned purchase after being exposed to stimuli and finalizes the purchase on the compelling urge. It is the instantaneous purchase decision inside a store without intention to buy certain products prior to shopping trip. As consumers browse inside shopping context without intention to buy any specific products, they are exposed to splendid in-store layouts or joyous and cheerful atmospheric cues, appealing product display, and many others, thus provoking consumers urging buying desire for unplanned items. Since sudden urge strikes on consumers' buying desire, it overpowers consumers' resistance, hence driving them to on-the-spot purchases without deliberative consideration of information and alternatives. During the process, consumers are influenced by internal and external factors that trigger cues for impulse purchase behavior (Cho, James, Ching, Gregory S., 2014).

Maričić (2011) regards what he terms affects as specific acts of manifesting consumer buying behaviour. An affect or emotion refers to consumers' feelings, whereas cognition or consideration refers to consumers' planned behaviour, and both these extremes are, in fact, consumers' psychological responses to stimuli and events in the environment. Affects are almost always responsive behaviour, which means that they reflect the consumers' immediate and automatic response to stimuli they are exposed to. Maričić (2011) lists the following types of consumers' affective responses, their effect on behaviour, and characteristics of response to it (p.133):

- Types of consumer's affective responses:- emotions;- specific and subjective feelings;- moods;- assessments
- Effect of affects on consumer behaviour:- positive mood accelerates the consumer education process and shortens the decision-making time when- choosing products or services;- invigorated mood favours products with positive connotations;- emotions activate consumers' motivation to buy
- Characteristics of affect-driven response:- affect is always an immediate and automatic response to an external stimulus, which cannot be planned;- affect-driven responses are either beyond or under negligible control of the consumer;- intensive affective conditions also include consumers' physiological responses;- most affect-driven responses are learnt.
- Solomon (2002) defines consumers' impulsive buying behaviour as behaviour that "occurs when a consumer a sudden irresistible urge to buy" (p.301). Most frequently, impulse purchases occur in situation when the consumer deems impulsive buying behaviour totally appropriate,

such as buying a present for someone else. Salomon further categorises consumers according to the degree of manifestation of impulsive buying behaviour (p.303):

- Independent variables
- Planning consumers, who always decide in advance what, how much and which brands they will buy;
- Partially planning consumers, who either choose only the category, or only the amount of product to buy; and impulsive buyers, without any prior shopping plan



Bayley and Nancarrow (1998) defined impulse buying as a "sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices." Hedonic behaviour is marked with pleasure; in contrast to the utilitarian behaviour where the shoppers seek for functional benefits and economic value in the shopping process.

Block and Morwitz (1999) enunciated the definition of impulse purchase as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. Kacen and Lee (2002) stated that impulsive behavior are more arousing and irresistible but less deliberative when compared to planned purchasing behavior.

3. THEORETICAL FRAMEWORK

Dependent Variable: Impulsive Buying Behaviour of college students in Kathmandu valley
Independent Variable:

1. Self-Esteem Independent Variable
2. Anxiety Independent Variable
3. TV/Media Independent Variable
4. Impulsivity Independent Variable
5. Social Desirability

Sources: (Sharma, Patel, & Halvadia, 2005) (Davenport, Houston, & Griffiths, 2012) (Gray & McNaughton, 2000) (Tirmizi, Rehman, & Saif, 2009)

4. OBJECTIVE OF THE STUDY

- To figure out the impact of anxiety and serenity in the process of impulse buying behaviour of college students in Kathmandu valley.

- To analyze which factor motivate students in impulse buying behaviour.
- To find the impact of electronic media in buying behaviour of students.
- To explore relationship between social desirability, demographic details and impulse buying behaviours of students in Kathmandu valley.
- To determine how personality trait influence impulse buying.

5. RESEARCH HYPOTHESIS

H1: There is a significant relationship between self esteem and the impulsive buying behavior of college students of Kathmandu valley.

H2: There is significant relationship between anxiety and the impulsive buying behavior of college students of Kathmandu valley.

H3: There is significant relationship between TV/media and the impulsive buying behavior of college students of Kathmandu valley.

H4: There is a significant relationship between social desirability and the impulsive buying behavior of college students of Kathmandu valley.

H5: There is a significant relationship between impulsivity and the impulsive buying behavior of college students of Kathmandu valley.

H6: There is a significant relationship between price of the product and the impulsive buying behavior of college students of Kathmandu valley.

6. RESEARCH METHODOLOGY

Research Design

The research questionnaire was designed in a way to identify the intentions and impulsive behaviours of the college students. Among which 184 were fully filled questionnaires and remaining 6 were not included for study due to non-respondents. Convenience sampling method was selected as per the convenience and ease of access for the respondents. Questionnaires were distributed to 190 respondents. The sample was collected from six different colleges of graduate and undergraduate level students. Stratification was based on gender, where 90 of the respondents were females covering 48.9% of total respondents and 94 were males covering 51.1% of total respondents.

The questionnaire consist of the statements to measure the intensity of impulsive behaviour of college students which were determined by various dependent variables: self-esteem, anxiety, TV/media, impulsivity and social desirability. The degree of agreement or disagreement on those variables were measured on a 5-degree Likert scale ranging from strongly agree=1 to strongly disagree=5.

7. RESEARCH, FINDINGS AND DISCUSSIONS

For the purpose of data analysis, the collected and scrutinized data were coded and entered into SPSS tool. The result of the findings are illustrated and elaborated below:

Correlations

		Impulse Buying Behaviour	Self Esteem	Anxiety	TV/Media	Impulsivity	Social Desirability
Impulse Buying Behaviour	Pearson Correlation	1	.372**	.116	.266**	.302**	.338**
	Sig. (2-tailed)		.000	.119	.000	.000	.000
Self Esteem	Pearson Correlation	.372**	1	-.097	.128	.091	.292**
	Sig. (2-tailed)	.000		.192	.085	.222	.000
Anxiety	Pearson Correlation	.116	-.097	1	.365**	.309**	.064
	Sig. (2-tailed)	.119	.192		.000	.000	.388
TV/Media	Pearson Correlation	.266**	.128	.365**	1	.246**	.234**
	Sig. (2-tailed)	.000	.085	.000		.001	.001
Impulsivity	Pearson Correlation	.302**	.091	.309**	.246**	1	.162*
	Sig. (2-tailed)	.000	.222	.000	.001		.028
Social Desirability	Pearson Correlation	.338**	.292**	.064	.234**	.162*	1
	Sig. (2-tailed)	.000	.000	.388	.001	.028	
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Correlation shows the impact of one variable on other variable. In the derived, correlation table impulse buying behavior has moderate correlation with TV/media, impulsivity and social desirability. While anxiety has moderate correlation with TV/media, impulsivity. TV/media has moderate correlation with anxiety and low with impulsive buying behaviour, impulsivity and social desirability. Similarly, impulsivity has moderate correlation with impulsive buying behavior, anxiety and low correlation with TV/media and social desirability. Likewise, social desirability has moderate impact on impulsive buying behavior and low on self-esteem, TV/media and impulsivity.

8. CONCLUSION

Impulse buying really creates real opportunity to the market to attract the customers. To understand the impulsive market first of all, marketer should understand the psyche factor like self esteem, anxiety, impulsivity etc. and proceed accordingly. Among various dependent variables dimensions self esteem highly impact impulsive buying behaviour of college student in Kathmandu valley. But, anxiety has low impact in impulsiveness of college students. Therefore, marketer should intensify their strength on attitude, choice and quality product.

9. LIMITATION AND SUGGESTION

The research has few limitations which should be address. The major limitation is that these studies is concentrated only to a part of Kathmandu valley and include only six colleges. And the data is based on opinion of respondents which may change due to change in time and other different internal and external factors. Therefore, further researcher can conduct research including various demographic variable like culture, origin of respondent, size of family, income of respondent, etc. and tested them in mode.

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