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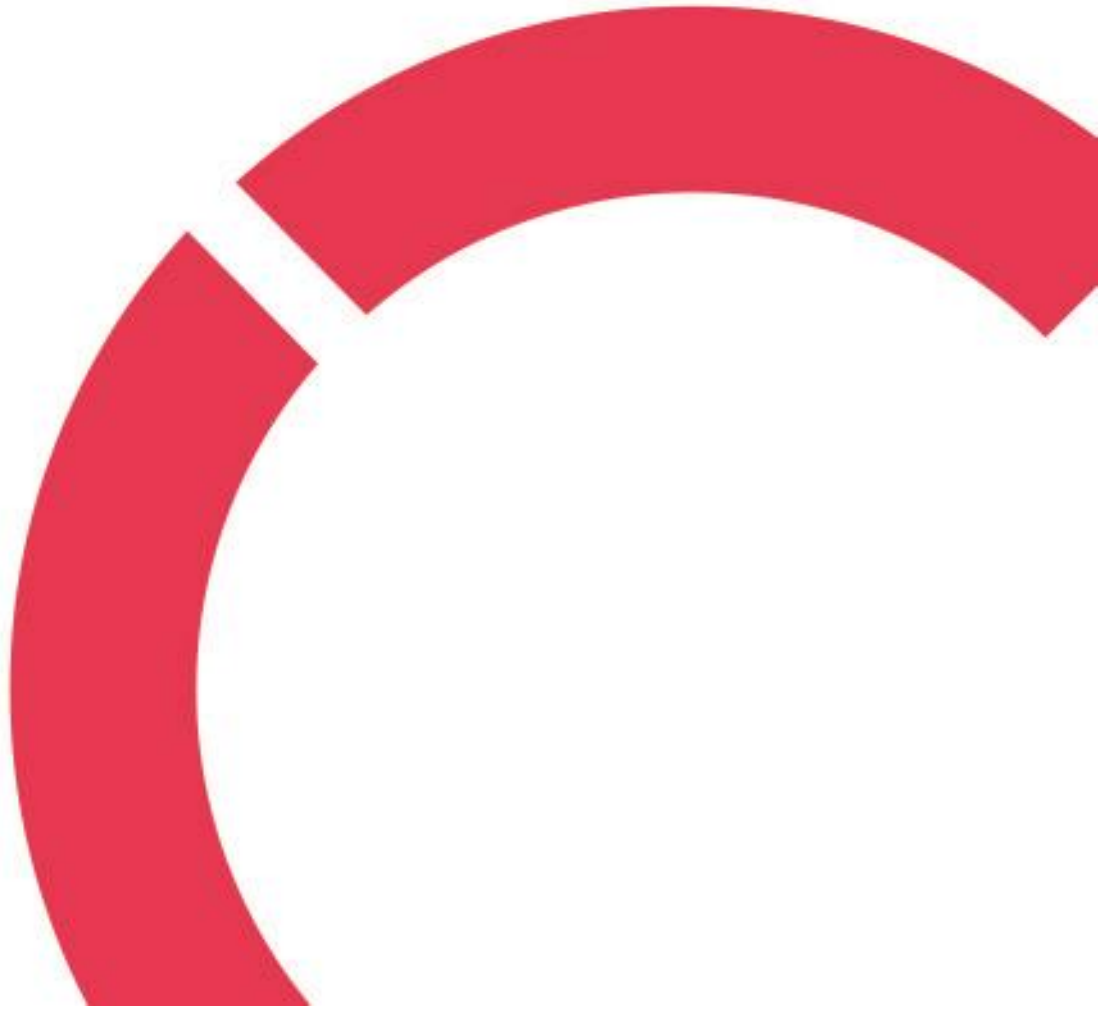
DETERMINANTS OF IMPULSIVE BUYING BEHAVIOR
Case of supermarkets in Karachi

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ABSTRACT

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<p>Impulse purchasing involves unexpected purchases motivated by external and internal causes. Supermarkets in Karachi use promotions, product positioning, and retail settings to stimulate impulsive purchase. This study examines Karachi supermarket shoppers' impulsive purchase habits, especially given Pakistan's economic crisis. Openness and emotional stability also affect impulsive buying, according to the study. It also examines how in-store marketing, product displays, emotions, and social influences affect impulsive purchases.</p> <p>A survey of 32 Imtiaz Supermarket employees, Karachi's largest retailer, was conducted. In-store marketing, emotions, social conditions, personality factors, and the economic crisis were examined to see how these affect buyers. In-store promotions and discounts prompted impulsive purchases, followed by social considerations and the retail atmosphere. Many respondents indicated emotions and moods influenced accidental purchases, but others thought external factors were more significant. Some buyers regret their impulsive buys, demonstrating a conflict between impulse and financial responsibility.</p> <p>Finally, the study reveals that personal attributes, emotions, social connections, and external marketing methods affect impulsive buying. The study also reveals how the recession impacts purchase habits. Financial issues make some buyers cautious, while others buy impulsively to relieve stress. In hard times, the study can assist marketers and firms tap into impulsive buying while people cut spending.</p>		

<p>Key words Consumer behavior, economic crisis, emotional influence, impulse buying, impulsive purchase, in-store promotions, personality traits, retail marketing strategies, social influence.</p>
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1 INTRODUCTION

Impulse buying is defined as an inconsiderate and spontaneous purchase that a customer has not planned. This behavior occurs when external factors, such as the store's atmosphere, product assortment, convenience, promotional strategies, pricing, aroma, background music, and customer retention efforts, as well as the influence of companions like friends or family, prompt a customer to make additional purchases. Not just the extrinsic factors but impulsive buying can also be influenced by intrinsic factors. Based on previous research, it is proven that impulsive buying is influenced by mood. Not much research has been done based on the OCEAN model in developing countries like Pakistan. Retail stores account for 70% of impulse purchases, according to Point-of-Purchase Advertising International. (Badgaiyan and Verma, 2016). However, most studies on impulsive purchasing have been undertaken in western nations, and little research has been conducted in third world nations such as Pakistan.

The Sustainable Development Goals (SDGs) provide a broad framework for global development and offer a set of solutions to the world's most pressing challenges. responsible consumption and production (Goal 12) of the SDGs is directly relevant to this research. Responsible consumption and production focuses on reducing the environmental impact of goods and services through more sustainable production processes, efficient resource use, and reduced waste. (Alghzawi, Alghizzawi & Tarabieh, 2020).

Impulsive buying has an enormous impact on the environment, our wallets, and us; it is a major factor contributing to wasteful consumption patterns. As a growing metropolis, Karachi is not immune to this phenomenon. Understanding the determinants of impulsive buying in Karachi is crucial for promoting responsible consumption. The purpose of this study is to examine the personal, psychological, and external factors that contribute to impulsive purchasing among Karachi consumers.

The research presented in this paper is expected to uncover strategies for promoting responsible consumption and production in Karachi. It contributes valuable information to the discourse surrounding sustainable development in Pakistan.

Destari et al. (2020) tell that consumers have the desire to discover discounts while shopping. This generates positive emotions such as excitement, which results in impulsive buying behavior. The For-

rester survey declares that there are more than 5000 customers that bought a product based on the recommendations they saw on the internet. It was also found that social media walls, reviews, advertising videos, and fan pages can become a source to create purchase intentions in customers. Many studies have revealed that more than half of all internet transactions are unplanned or impulsive (Zheng et al., 2019).

Motivation theory has been frequently used by many investigators to comprehend the reasons behind consumers' actions in various situations and to study their reactions. By understanding what factors motivate a person to buy impulsively, companies can become better equipped at creating marketing campaigns and strategies tailored toward their target audience. Furthermore, they can use this information to craft promotional materials that are more effective at capturing the attention of their customers.

Furthermore, there have been significant rises in consumer debt because of recent economic downturns, such the financial crisis that Pakistan is currently experiencing. Because developing countries have limited access to credit services and financial resources, they are especially prone to economic crises. This has made a closer look at the factors that influence impulsive purchase in these countries necessary.

There are plenty of opportunities for impulsive purchases due to the growing economies and consumerism in many societies around the world; nonetheless, little research has been done on this behaviour outside of Western nations. Cultural values influence impulsivity in buying, according to Jacqueline & Lee (2002). In particular, individuality and collectivism might illuminate customer decision-making. By studying its complexities, impulsive buying can be understood. Studies demonstrate that those who like shopping are more prone to buy impulsively (Wood, 1998).

Consumer impulsive purchases are heavily influenced by cultural attitudes. In Western countries, individualism is valued most. People make more impulsive and preference-based judgments. In collectivist societies, group dynamics and the social environment impact decision-making (Hausman, 2000). This suggests that if a person thinks an impulse buy may hurt their relationships, they may not make it.

Overall, a complex web of factors determines the degree to which consumers are driven by impulse when making purchases. By understanding the individual and collective influences that shape buying behavior we can gain crucial insight into this phenomenon and how it can be managed more

effectively. Research in this area continue to provide a deeper understanding of the role that impulsivity plays in consumer decision-making and leads to new strategies for marketers, retailers, and policymakers.

Impulse purchase is a key factor in corporate sales and profit. A lot of impulse buying research have been done worldwide, however in underdeveloped nations like Pakistan, many aspects remain unclear (Miao et al., 2020). Marketers know how consumers make purchases and use relevant methods (Rodrigues et al., 2021). Pakistan has 2 million retail shops, the majority of which sell impulsive items (Miao et al., 2020). In-store environment, positioning, customer service, staff behaviour, and other variables might cause unplanned purchases (Surya Wardhani et al., 2017). Who a person is with, time, money, and availability might impact impulsive purchase. Internal variables like emotions and personality can also cause impulse purchase (Rauf et al., 2019). Culture also influences impulse buying; people worry about what others think and buy things to please or fit in (Miao et al., 2020).

Technology has changed marketing strategies. Because millennials prefer internet buying, most firms have moved online (Chein et al., 2020). Many enterprises closed during the COVID-19 epidemic, therefore they had to adjust. Starting in 2022, 31.5% of Pakistanis were online. At the start of 2022, 43.55 million Pakistanis utilized Facebook, 13.75 million Instagram, and 18.26 million TikTok (Miao et al., 2020). Social media allows corporations to target their audience and encourage impulsive spending. Website visits, reviews, recommendations, Meta advertising, and other marketing methods drove 19% of Pakistanis to buy at least one thing online in 2021 (Chein et al., 2020).

Emotionally connected people may buy things impulsively. Impulsively purchased things may not satisfy or delight. Impulsive purchases can lead to regret and squandered money (Rauf et al., 2019).

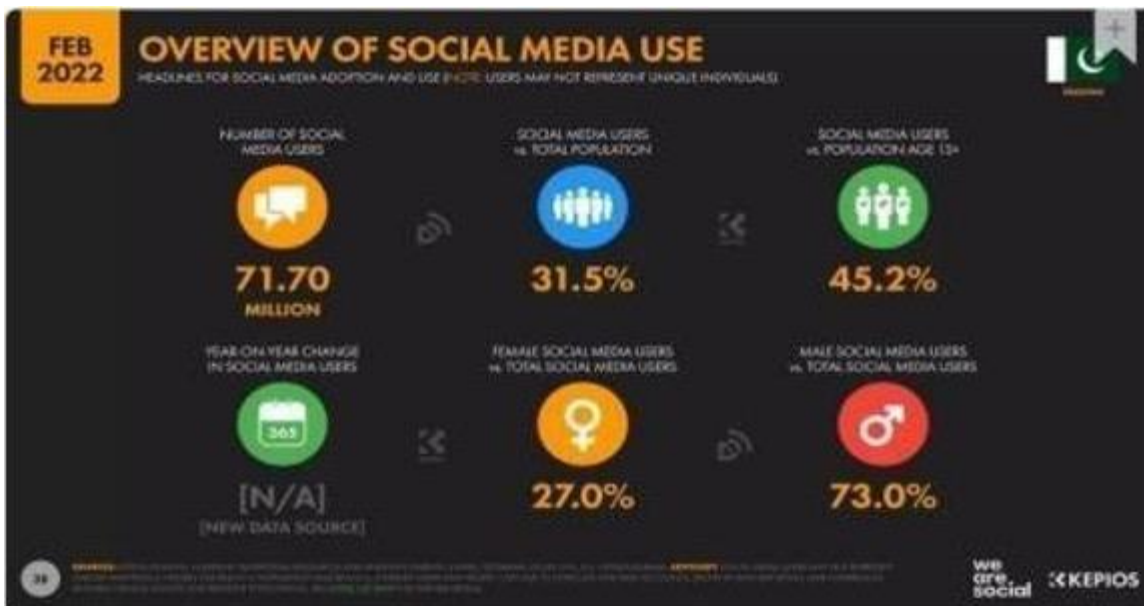


FIGURE 1 Overview of Social Media Use

As the economy in Pakistan continues to be tumultuous and unstable, citizens of Karachi are increasingly engaging in impulsive buying behavior. This can mainly be attributed to an increase in poverty levels, low wages, and lack of access to financial aid, high unemployment rates, and other economic factors that have resulted from the economic crisis. Factors such as these make people more likely to make impulsive purchases, as they are trying to maintain a minimum standard of living. Inability to save money also contributes to this occurrence, as people cannot plan for future expenses. Thus, Karachi residents may have to make impulsive purchases that worsen their finances. The Pakistani economic crisis has directly affected Karachi residents' impulsive spending as they struggle to make ends meet. Therefore, it is vital to study how economic situations affect consumer behavior and develop measures to reduce impulsive buying and boost financial stability.

Pakistani consumers are stressed and uncertain due to the economic situation. Some customers may use compulsive buying to cope with bad feelings or find momentary respite. Impulsive buying might worsen financial hardship and the economic crisis. Thus, it is crucial to study how the economic crisis affects consumers' impulsive buying and find ways to alleviate its impacts.

The aims and objectives of this study are to determine the primary factors that influence impulsive purchasing behavior among customers in Karachi. Specifically, the study seeks to assess how personality traits affect impulsive buying decisions in this context. Additionally, it aims to analyze the impact of in-store marketing strategies on impulsive purchasing behavior. Finally, the research will identify the

role that the ongoing economic crisis plays in influencing impulsive buying behavior among Karachi's consumers. These objectives will provide a comprehensive understanding of the factors driving impulsive purchases in the region.

A study is being conducted on impulsive purchasing behavior in Pakistan, with the aim of offering valuable insights to consumers, businesses, and legislators. This study reviews literature and polls Pakistani consumers to determine what motivates impulsive buying. The primary objective is to provide a comprehensive overview of impulsive purchasing in Pakistan and its impact on consumers. The findings of this study are expected to benefit all stakeholders, including consumers, businesses, and policy-makers.

This study concentrates exclusively on the clients of supermarkets in Karachi, particularly those that implement marketing methods to influence impulsive consumer behaviors. The findings and recommendations of this study are applicable to other businesses and consumers throughout Pakistan, not just these supermarkets. In addition, the findings and recommendations of this study may be valuable to the government of Pakistan in formulating legislation and regulations to promote responsible marketing practices and safeguard consumer rights.

2 FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOR

Researchers are interested in impulsive purchase because of its pervasive impact on consumer habits. The psychological and environmental causes of impulsive purchase are examined in this chapter. The chapter opens by discussing impulsive buying and the internal and environmental triggers that cause it. The next sections examine how the OCEAN model of personality characteristics affects impulsive buying, concentrating on openness and conscientiousness. This chapter analyzes these aspects to explain impulsive purchase, especially in retail.

2.1 Impulsive buying behavior

Many of the earliest studies define impulsive buying as an “unplanned” purchase. However, this unexpected behavior by the consumer does not apply to all purchases done on impulse. This is due to the fact that an unanticipated purchase might be made simply by arriving at the checkout counter and realizing that an item was omitted from the prepared shopping list. Impulse purchases occur when three conditions are fulfilled: firstly, the purchase is unexpected and accompanied by a sudden increase in positive energy; secondly, the consumer does not think about the future consequences of the purchase; and thirdly, the purchase is driven by the desire to fulfill one's own wants. Internal and external cues play a role in influencing consumer's impulse buy decisions. (Surya et al., 2017).

2.2 OCEAN model and impulsive buying

Impulsivity has been identified as a particular kind of temperament that enables people to make quick decisions and act without considering potential consequences (Roberts et al., 2015). Lack of self-control leads to impulsive purchases. According to Munjal (2020), famous people's qualities strongly correspond with consumer desire for fast-moving consumer goods. When a sudden craving or impulse arises in an individual, they are far more likely to act without thinking. A study revealed that different personality traits have an impact on impulsive buying behavior. (Thompson & Prendergast, 2015). The research developed by Miao et al. (2020) reveals that a person's level of neuroticism, openness to experience, individualism, collectivism, and sales promotion all have substantial effects on impulsive purchase decisions. According to Rodrigues et al. (2021) an individual's propensity to make an on-the-

spot purchase is influenced by a number of factors, including but not limited to the point-of-sale setting. Physical context is often disregarded in favor of sensory and psychological variables relating to product kind, expertise, and brand loyalty.

Iyer et al. (2020) have examined the mediating effects of self-control, pleasant and unpleasant emotions, and consumer traits, motivations, resources, and marketing cues on impulsive purchase. These mediators reveal the emotional and intellectual processes behind impulsive buying. Industry and attitude influence impulsive purchasing.

Vishnu & Raheem (2013) have examined six internal and external factors that affect Malaysian impulsive purchase. Pricing and aesthetic merchandising are external influences, while conscientiousness, personality, individualism, and impulse purchase inclination are internal. Impulsive purchase was affected by internal and external influences. Conscientiousness negatively affects impulsive buying whereas others positively affect it.

Chein et al. (2020) personality, materialism, culture, impulsivity, and shopping enjoyment all influence impulsive purchases. This study demonstrated that collectivism, extraversion, conscientiousness, materialism, impulsive buying, and shopping delight positively affect impulsivity. Barakat (2019) claims that one's tendency to be introverted, emotionally stable, materialistic, communal, and prone to impulsive purchases all go hand in hand.

Studies proved that women who identified as feminine were more inclined to buy things on impulse, whereas males who identified as masculine were less likely to do the same. (Ozdemir & Akcay., 2019, p. 1109-1125). Women were shown to be more likely to make impulsive buys than men, according to the study's findings. (Harwani & Kanade, 2017, p. 58-67). The OCEAN model helps explain human behavior and personality. Openness, conscientiousness, extraversion, agreeableness, and neuroticism are the five dimensions of an individual's personality, commonly referred to as the Big Five personality traits. These five dimensions of an individual's personality gives us a better comprehension of their character. They are each distinct components that, when combined, offer us greater insight into the person.

2.2.1 Openness and impulsive buying behavior

Openness reflects a desire to experience new ideas and adventures. Openness is the capacity to be inquisitive and perceptive, allowing you to explore the world from different points of view. People who possess high levels of openness are usually imaginative and aspirational, always searching for progressive methods to express themselves.

A recent study has identified openness as a distinctive trait of an individual who is not only open to new ideas but also possesses vivid imagination. People with open minds possess a deep curiosity to explore, an enthusiasm for learning new ideas, and the aptitude to easily comprehend knowledge. They are passionate about seeking out new experiences and embracing thrilling adventures. Impulsive purchases made by open-minded consumers were strengthened by seller-buyer compatibility, with the effect being larger for agreeable buyer-seller dyads (Wang et al., 2020).

People with a limited worldview are generally more traditional and oppose fresh experiences. Furthermore, they may not be emotionally available or possess the emotional capacity to express themselves due to their narrow outlooks. In comparison, open-minded individuals possess a strong inclination to communicate and express themselves. There is a strong impact of interpersonal and collective dynamics on consumer decisions. (Alghzawi et al., 2020).

They are naturally inventive which allows them to provide novel ideas as well as advice (Hirsh, 2010). Those with an open-minded attitude are motivated to sample new goods or services. As previously asserted, this flexibility in personality is linked to impulsive buying behavior. (Rauf, A. et al., 2019).

2.2.2 Conscientiousness and Impulsive Buying Behavior

Conscientiousness's having the capability to stay organized and be held responsible, is invaluable qualities. The quality of conscientiousness is the ability to plan and remain dedicated. High scorers in this trait tend to be reliable, dependable individuals who can reach their goals with hard work and dedication. With a commitment to planning ahead, they stay on course towards success. People who demonstrate a high degree of restraint, diligence and consideration for others are commonly referred to as conscientious. As previous studies have suggested, individuals with higher levels of conscientiousness

or emotional instability tend to be more easily agitated and responsive. Conversely those who score lower in these measures typically demonstrate greater serenity and steadiness. (Donnelly, Iyer, & Howell 2012). This finding was further reinforced by McCrae and Costa Jr. (2008) who opined that understanding plays an important role in planning for future worries, as they are heavily interlinked. Therefore, it can be concluded that those individuals with higher scores tend to be keener on trying new adventures compared to those with lower scores. These individuals are passionate in their pursuits and take ownership of the results they achieve. Proven to be dependable, reliable, and hard-working (Donnelly et al., 2012), those with a high level of mindfulness are less likely to indulge in impulsive shopping. People with a strong sense of control over their social behavior tend to have conscientious personalities. These individuals are task-oriented and create detailed plans in order to achieve their goals quickly and efficiently, which can lead them to make impulsive purchases without due consideration. (Rauf,A. et al., 2019).

3 METHODOLOGY

The purpose of this chapter is to define the research methods, data collection, data analysis and other activities. This chapter also include the rationale behind using these research methods, data collection, data analysis and other activities.

3.1 Purpose of the Research

The purpose of this research is to explore the determinants of impulsive buying behavior in Karachi, Pakistan. By observing the recent economic crises in Pakistan, it is necessary to better understand the engagement patterns of people in impulsive buying. It is important to know the factors that are affecting the impulsive buying behavior of people in Karachi. This research is beneficial for companies, students, policy makers, customers.

The research focuses on several key questions that guide the investigation. One question explores how the current economic crisis in Karachi impacts impulsive buying behavior among consumers. Another important area of inquiry examines how buyers from Karachi perceive in-store marketing and the extent to which it influences their impulsive purchasing decisions. Additionally, the research seeks to understand the role that individual personality traits play in determining the levels of impulsive buying within the Karachi market.

3.2 Data Collection

The quantitative data will be collected using survey research. A structured questionnaire will be administered online to a sample of impulsive buyers in Karachi. The questionnaire contains questions related to in-store marketing, economic crisis, personality traits of respondents and impulsive buying. The data collection will help us to answer the research questions because the items are selected accordingly. The population will be randomly selected across a range of genders and socio-economic backgrounds.

3.3 Data Analysis

This is a quantitative research study. Its design is explanatory that aims to find the causal relationship between independent variables (in-store marketing, economic crisis and personality traits) and dependent variables (Impulsive buying behavior). Descriptive statistics and a correlation analysis will be used to examine the survey data. Descriptive statistics will provide an overview of the characteristics of impulsive buyers in Karachi markets, while correlation analysis will allow us to assess the impact of in-store marketing, economic crisis and personality traits on impulsive buying that answer all our research questions. The data analysis will be provided in chapter four “Data Analysis” for further elaborate the relationship between independent and dependent variables.

4 FINDINGS AND ANALYSIS

This chapter describes a survey of 32 Karachi supermarket buyers on impulsive buying and its causes. A commissioner from Imtiaz Supermarket helped administer the survey, which examined factors that impact impulsive purchases. These include in-store marketing methods, customer personality features, emotional triggers, societal influence, and Pakistan's economic situation.

The survey collected relevant and diverse insights from people with different demographics and buying patterns by selecting respondents based on their regular Imtiaz Supermarket purchasing. The commissioner, familiar with supermarket consumer behavior, ensured the poll was disseminated to a representative sample of shoppers to capture the full range of local impulsive buying.

The poll examined how emotions, personality attributes, retail atmosphere, promotions, and social influences influence impulsive purchases. The study also explored how Pakistan's economic crisis impacts consumer behavior, particularly if financial stress increases or decreases impulsive buying. Many of the 32 respondents said in-store advertising and product placement drove their impulsive buying. Many respondents also indicated their emotional condition when shopping as a key influence in accidental purchases. The poll also examined how digital marketing and e-commerce have led to impulsive purchase, notably during and after the COVID-19 epidemic.

4.1 Survey Results

A broad sample of Karachi supermarket buyers was surveyed to determine the main causes of impulsive purchase. Respondents discussed how marketing, retail atmosphere, social influence, emotions, and personality qualities impact their impulsive purchases. The Pakistani economic crisis and consumer behavior were also examined.

1. How often do you make unplanned or impulsive purchases when shopping in supermarkets?

31 responses

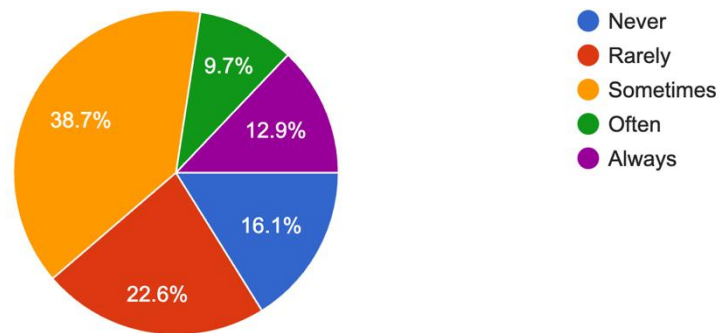


FIGURE 2. Frequency of Unplanned or Impulsive Purchases

The results presented in Figure 2 illustrate how frequently respondents make unplanned or impulsive purchases when shopping in supermarkets. Out of the 31 responses collected, a significant portion of participants (38.7%) indicated that they "sometimes" engage in impulsive purchases. This was followed by 22.6% of respondents who reported making impulsive purchases "rarely", and 16.1% who said they "never" make unplanned purchases. Additionally, 12.9% of the participants stated they "always" make impulsive purchases, while 9.7% claimed they make such purchases "often". These results suggest that impulsive buying behavior is common among a majority of supermarket shoppers, with a substantial number admitting to occasionally or frequently making unplanned purchases during their shopping trips.

2. How do you rate the impact of in-store promotions (e.g., discounts, offers) on your impulsive buying decisions?

31 responses

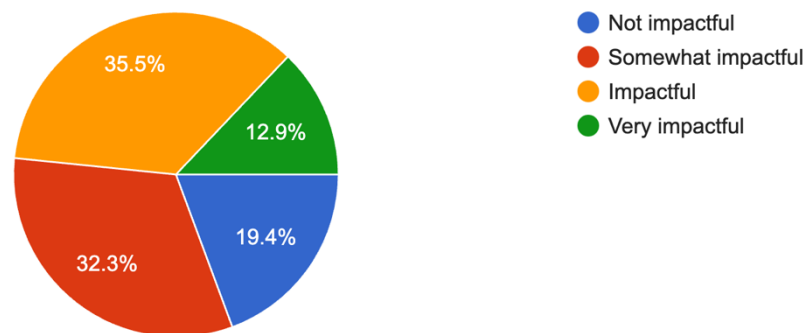


FIGURE 3. Impact of In-Store Promotions

Figure 3 shows how in-store marketing like discounts and offers affect respondents' impulsive purchase decisions. Out of 31 participants, 35.5% called promotions "impactful" and 32.3% "somewhat impactful". 19.4% said promotions had "no impact" on their impulsive purchases, while 12.9% said they were "very impactful". Most respondents acknowledged that in-store incentives promote impulsive purchase, suggesting that they have a substantial effect.

3. How much do your emotions or mood influence your decision to make an impulsive purchase?

31 responses

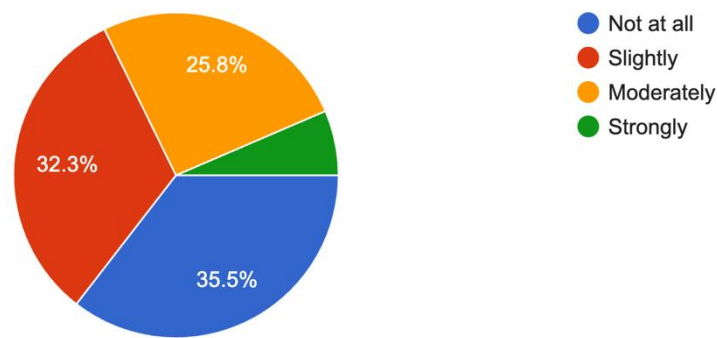


FIGURE 4. Influence of Emotions on Impulsive Purchases

Figure 4 shows how respondents think emotions affect impulsive purchase. Of 31 respondents, 35.5% said emotions do not effect their purchases "not at all" and 32.3% said they do "slightly". Furthermore, 25.8% of participants said their emotions "moderately" influence their impulsive purchases, while 6.5% said they are "strongly" affected. These results reveal that although a notable portion of respondents acknowledge some emotional impact on their shopping behavior, a significant number feel that their emotions do not play a major role in their impulsive purchases.

4. To what extent do the opinions of friends/family influence your impulsive purchases when shopping together?

31 responses

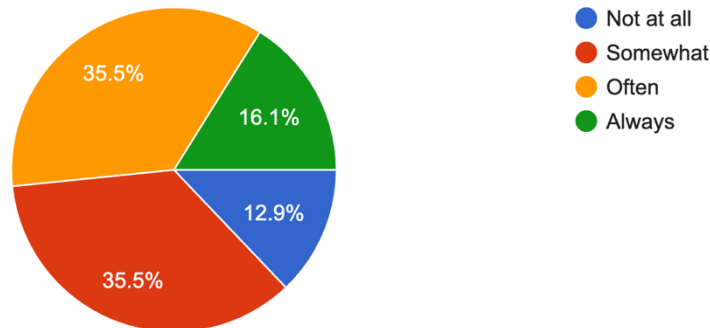


FIGURE 5. Influence of Friends/Family on Impulsive Purchases

Figure 5 shows the results regarding the extent to which the opinions of friends and family influence respondents' impulsive purchases when shopping together. Of the 31 participants, 35.5% indicated that they are "somewhat" influenced by the opinions of friends or family, while an equal 35.5% reported being influenced "often". A smaller group, 16.1%, said they are "always" influenced by others' opinions, whereas 12.9% claimed they are "not at all" influenced by friends or family when making impulsive purchases. These results demonstrate that social influence plays a significant role in impulsive buying behavior, with the majority of respondents acknowledging that their shopping decisions are shaped, to varying degrees, by the presence and opinions of others.

5. Do you think that your personality traits (e.g., openness to new experiences, emotional stability) influence your impulsive buying behavior?

31 responses

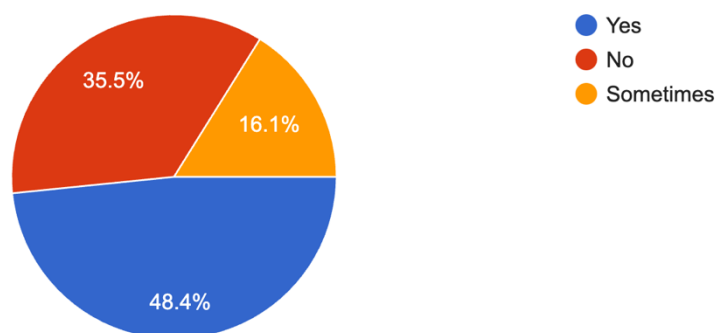


FIGURE 6. Personality Traits and Impulsive Buying

Figure 6 presents the results of whether respondents believe their personality traits (e.g., openness to new experiences, emotional stability) influence their impulsive buying behavior. Out of 31 responses, 48.4% agreed that personality traits "do" influence their impulsive purchases. Meanwhile, 35.5% responded "sometimes", indicating that their impulsive behavior may occasionally be affected by their traits, while 16.1% stated that personality traits have "no" impact on their impulsive buying decisions. These findings suggest that personality traits play a considerable role in impulsive purchasing decisions for many shoppers, though for some, the influence may be situational or less prominent.

6. How often do you purchase items impulsively because of in-store product placements (e.g., near checkout counters, special displays)?

31 responses

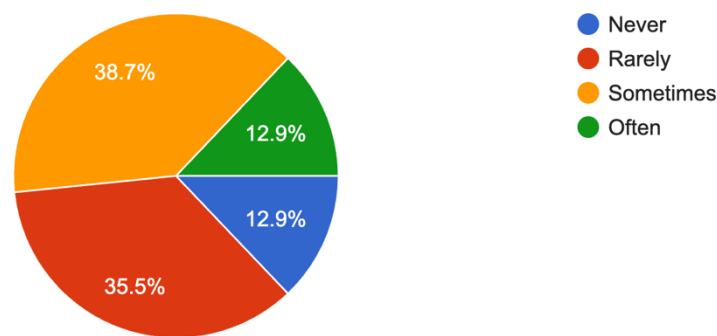


FIGURE 7. Impulse Buying Due to Product Placement

Figure 7 shows how respondents react to in-store product placements, such as items displayed near checkout counters or special displays. Out of 31 participants, a significant proportion (38.7%) indicated that they "sometimes" make impulsive purchases due to product placements, while 35.5% reported doing so "rarely." Interestingly, 12.9% of respondents said they "often" make purchases due to these placements, while the same percentage stated they "never" made such purchases. The data suggests that strategic in-store product placement plays a role in influencing impulsive purchases for a majority of shoppers, with occasional temptations leading to unplanned buying decisions.

7. How much does store ambiance (e.g., music, lighting, scent) affect your tendency to make impulsive purchases?

31 responses

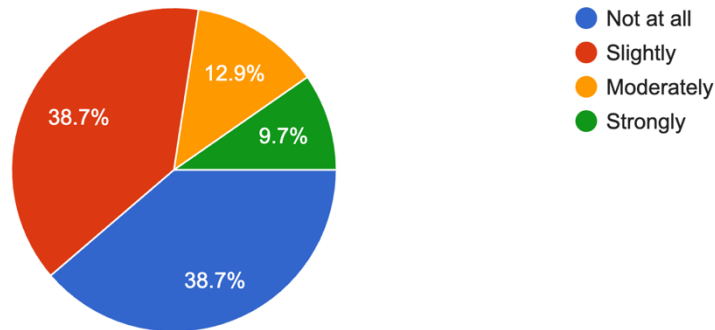


FIGURE 8. Influence of Store Ambiance on Impulse Purchases

Figure 8 illustrates how much store ambiance (e.g., music, lighting, scent) affects respondents' tendency to make impulsive purchases. Out of 31 respondents, 38.7% stated that ambiance influences them "slightly", and an equal percentage (38.7%) claimed it does "not at all". Meanwhile, 12.9% indicated that ambiance impacts their impulse buying "moderately", and 9.7% felt that it influences them "strongly". The results highlight a divided perspective on the role of store ambiance, with a significant number of respondents suggesting that elements like music, lighting, and scent have a limited effect on their impulsive buying behavior, while a smaller group feels a more noticeable influence.

8. Do promotional marketing materials (e.g., flyers, banners, signs) encourage you to buy impulsively?

31 responses

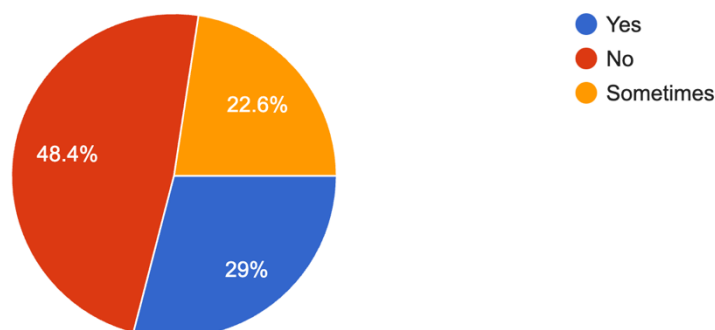


FIGURE 9. Influence of Promotional Materials on Impulsive Buying

Figure 9 presents the impact of promotional marketing materials (e.g., flyers, banners, signs) on encouraging impulsive purchases. Of the 31 respondents, 48.4% stated that such materials "do not" encourage them to buy impulsively. However, 29% of participants acknowledged that promotional materials "do" encourage impulsive purchases, while 22.6% responded that these materials "sometimes" influence their impulsive buying behavior. This distribution suggests that although nearly half of the respondents are not swayed by promotional materials, a significant portion does feel influenced by these marketing tactics, either consistently or occasionally.

9. How much do economic factors (e.g., rising prices, economic uncertainty) contribute to your impulsive buying behavior?

31 responses

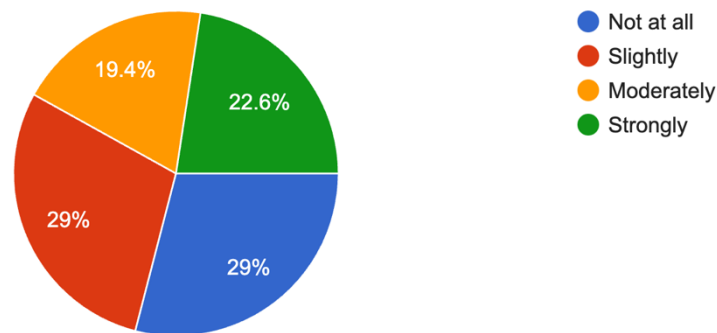


FIGURE 10. Impact of Economic Factors on Impulsive Buying

Figure 10 illustrates the extent to which economic factors (e.g., rising prices, economic uncertainty) contribute to impulsive buying behavior. The responses from 31 participants show that 29% feel these factors contribute "moderately" to their impulsive purchases, while another 29% say economic factors contribute "not at all". Additionally, 22.6% of respondents reported that economic conditions "strongly" influence their impulsive buying, and 19.4% indicated that these factors affect them "slightly". This data reveals a split in perceptions, where some shoppers are heavily influenced by economic pressures in their buying behavior, while others remain unaffected by these external financial conditions when making impulsive purchases.

10. Do you think the current economic crisis in Pakistan has affected your spending habits in supermarkets?

31 responses

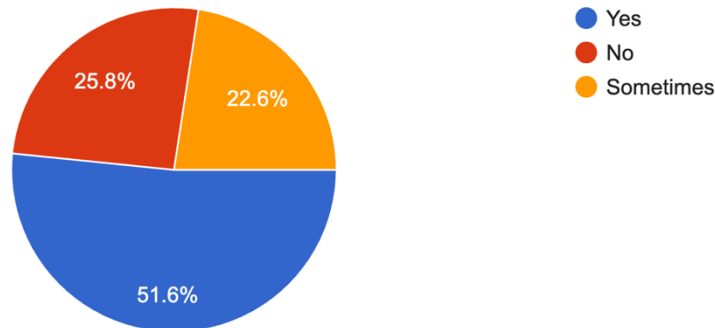


FIGURE 11. Economic Crisis and Spending Habits

Figure 11 shows how the current economic crisis in Pakistan is affecting people's spending habits in supermarkets. More than half of the respondents (51.6%) said that the crisis has changed the way they spend, while 25.8% said it hasn't had any impact on them. Another 22.6% mentioned that their spending habits are only sometimes affected by the crisis. This suggests that a lot of buyers are adjusting how much they buy or what they spend on because of financial pressures, while some haven't felt the need to change their spending habits as much.

11. How often do you make impulsive purchases while shopping online (e.g., on websites or social media)?

31 responses

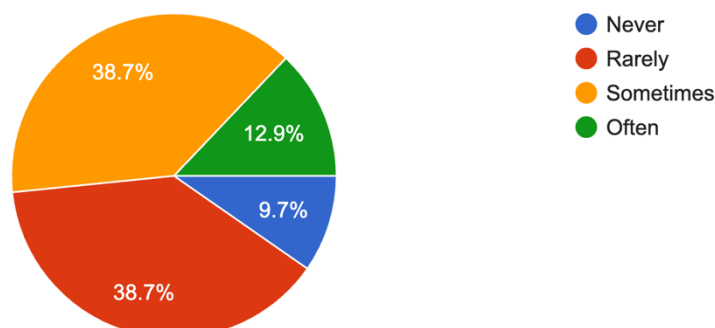


FIGURE 12. Impulse Buying in Online Shopping

Figure 12 shows how frequently people make impulsive purchases while shopping online, whether on websites or social media. The results show that 38.7% of respondents "sometimes" buy impulsively, and another 38.7% "rarely" do so. Meanwhile, 12.9% said they "often" make impulsive online purchases, and 9.7% claimed they "never" do. These numbers suggest that impulsive buying is quite common in online shopping, with a large percentage of people admitting they occasionally make unplanned purchases when browsing online.

12. How much do online recommendations, ads, or product reviews contribute to your decision to make an impulsive purchase?

31 responses

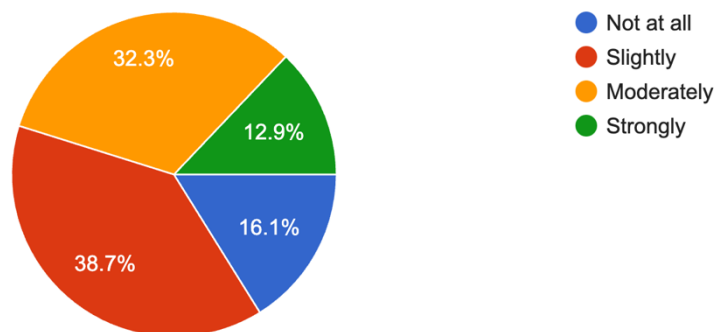


FIGURE 13. Influence of Online Recommendations on Impulsive Purchases

Figure 13 presents how much online recommendations, ads, or product reviews influence respondents' impulsive buying decisions. The chart reveals that 38.7% of respondents are "slightly" influenced by these factors, while 32.3% feel "moderately" affected. A smaller group, 16.1%, said these factors have "no" impact on their impulsive purchases, and 12.9% reported being "strongly" influenced. This shows that for many shoppers, online recommendations and advertisements play a role in impulsive buying decisions, although for some, their impact is minimal or even non-existent.

13. How often do you regret making impulsive purchases after leaving the supermarket?

31 responses

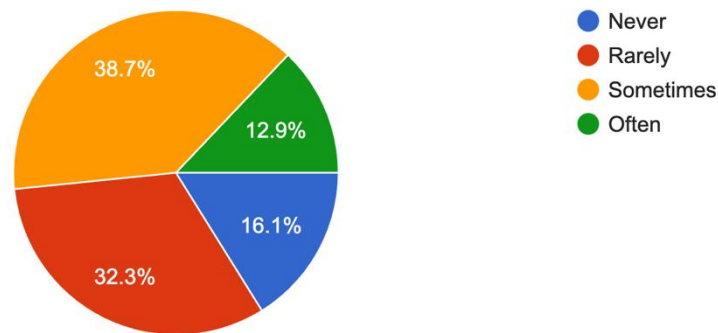


FIGURE 14. Regret After Impulsive Supermarket Purchases

Figure 14 shows how often respondents regret making impulsive purchases after leaving the supermarket. The chart reveals that 38.7% of participants "sometimes" experience regret, while 32.3% said they "rarely" feel this way. Another 16.1% indicated they "never" regret their impulsive purchases, and 12.9% admitted to "often" feeling regret after such decisions. This suggests that while a significant number of people occasionally regret their impulsive buys, there is also a portion of shoppers who are either indifferent or frequently reconsider their choices after leaving the store.

14. How important is it for you to control your impulsive buying behavior when managing your finances?

31 responses

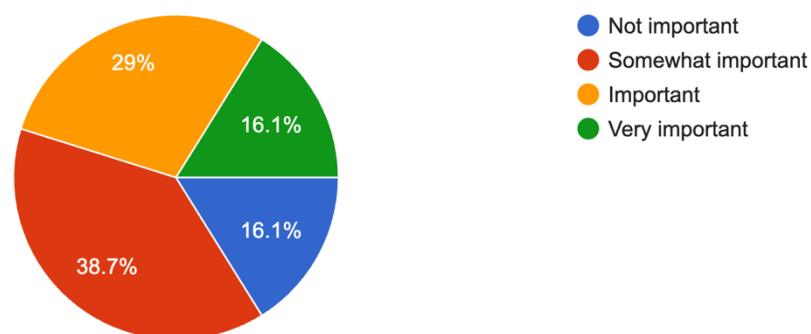


FIGURE 15. Importance of Controlling Impulsive Buying for Financial Management

Figure 15 illustrates how important it is for respondents to control their impulsive buying behavior when managing their finances. The largest group, 38.7%, said it is "somewhat important", while 29% reported that it is "very important". Additionally, 16.1% of participants felt it is "important", and another 16.1% indicated that controlling impulsive spending is "not important" to them. These results show that for most respondents, managing impulsive purchases plays a crucial role in their financial planning, although a smaller portion of participants seem less concerned about controlling their spending habits.

15. In your opinion, what is the most significant factor that leads to impulsive buying behavior in supermarkets?

30 responses

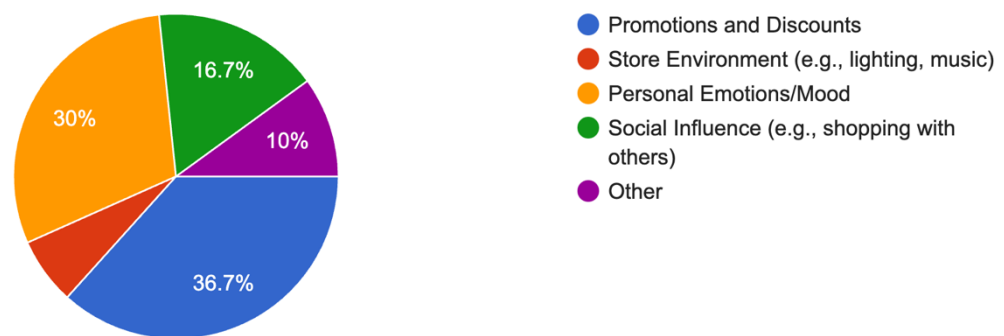


FIGURE 16. Most Significant Factor in Impulsive Buying

Figure 16 shows the most significant factors that lead to impulsive buying behavior in supermarkets, according to the respondents. The majority (36.7%) identified "promotions and discounts" as the key factor. This was followed by 30% of respondents who pointed to the "store environment" (e.g., lighting and music), and 16.7% who felt "social influence" (e.g., shopping with others) was the biggest driver. Additionally, 10% said that "personal emotions/mood" was the most significant factor, while a small percentage (6.7%) selected "other" reasons. These results suggest that external factors like discounts and the store environment play a big role in impulsive buying decisions, with a considerable influence from social dynamics and emotions as well.

4.2 Analysis of Survey Results

The poll answers critical questions about Karachi supermarket buyers' impulsive purchases. Most respondents make spontaneous purchases when shopping. This suggests that many shoppers make impulsive purchases due to external and internal influences.

One of the most important discoveries is that in-store promotions like discounts and incentives influence impulsive purchase. Many respondents said that promotions affect them, therefore retailers may boost sales with appealing promos. This also implies that customers are continuously looking for savings, and the proper offer might encourage accidental purchases.

Though many respondents said their emotions don't greatly influence their shopping decisions, emotions and mood may affect impulsive purchase. This suggests that some buyers value product placement or social influence above their mood. However, people who admit to being influenced by their emotions may make more impulsive judgments when enthusiastic or worried.

Many respondents said shopping with friends or family influences their buying behavior. This means that group shoppers may make unplanned purchases. Encouragement or even the presence of others might influence their decision-making.

Another intriguing topic is how personality affects impulsive purchase. Openness to new experiences and mental stability may influence impulsive purchases, according to some respondents. This shows that certain personalities are more impulsive than others. For instance, someone who likes testing new things may buy a product randomly.

Product placement in stores, especially at checkout counters or in special displays, seems to matter. Product placement in stores led many respondents to make impulsive purchases. This suggests that shops might benefit from careful product placement, especially when targeting last-minute shoppers.

Store ambiance—music, lighting, and scent—has varied effects on impulsive purchase. Some respondents say the shop environment affects their decisions, but others do not. This shows that ambiance may work for some customers but not others, and retailers should consider their target population when creating the setting to encourage spontaneous purchases.

Shoppers also react differently to fliers, banners, and signage. Although almost half of respondents stated these materials do not impact them, a significant number indicated promotional advertising often drive hasty purchases. Advertising can still be valuable, even if its efficiency differs by person.

Consumer behavior is also affected by economic issues like increased pricing and uncertainty. Some respondents say economic situations affect their impulsive purchases, while others do not. This suggests that financial pressures may make some customers more cautious, while others may still make hasty purchases.

Impulsive purchase is frequent online. Many respondents said they made spontaneous purchases on social media or websites. This implies that digital marketing and online advertising may impact customers, even when they are browsing casually and not trying to buy.

Finally, the poll found that many customers regret hasty purchases after leaving the store. This illustrates that impulsive spending may feel good at the time, but it can lead to regret and impact future purchases. Interestingly, many respondents said they needed to restrict their impulsive purchases to better manage their finances, underscoring the conflict between consumer preferences and financial responsibilities.

The poll found that marketing, emotions, social dynamics, and the store environment promote supermarket impulse purchase. Some customers are more impacted by particular triggers than others, but impulsive purchase is a complicated behavior shaped by internal and environmental factors.

5 SUMMARY AND CONCLUSION

This research investigated what drives Karachi supermarket consumers' spontaneous purchases. Impulse purchasing is a last-minute choice to buy something. The study examined how retail marketing, the store atmosphere, social influences, emotions, personality attributes, and the Pakistani economic crisis affect impulsive buying. After surveying 32 Imtiaz Supermarket customers, insights were gained. The research showed how these characteristics affect Karachi buyers, exposing crucial consumer behavior trends.

5.1 Key Findings

This survey found that most Karachi buyers buy impulsively. In-store promotions like discounts and special offers had the biggest effect on this behavior. Promoting unexpected purchases is important since many customers base their purchases on savings.

Another major discovery was that emotions and moods drive impulsive purchase. Not everyone agreed that emotions greatly influence their shopping decisions, although some buyers make more impulsive purchases when delighted or worried. For them, emotional mood drives spontaneous purchases.

Social impact also mattered. Many shoppers said shopping with friends or family influences their selections, leading to additional accidental purchases. Group shopping raises the likelihood of impulsive purchases since others may push them to buy something they did not intend.

Personality qualities also appeared in the poll. Impulsive purchase is more common in open-minded or emotionally unstable people. This shows that some personalities are more inclined to make impulsive purchases.

Also, shop product placement was proven to influence impulsive purchasing. Items at checkout counters or in unique displays attract customers, leading to unexpected purchases. This suggests that retail presentation can strongly affect impulsive purchases.

Impulsive purchase and Pakistan's economic situation were investigated. Some customers claimed the crisis has made them more careful about shopping, while others said financial hardship makes them more impulsive. This may be because some people buy to cope with stress or uncertainty.

Digital marketing and online shopping contribute to hasty purchase. Many respondents claimed they made unplanned internet purchases after seeing suggestions, adverts, or product reviews on websites or social media. Impulsive purchase is impacted by internet interactions as much as real businesses.

Finally, many respondents regretted hasty purchases, highlighting their drawbacks. Impulsive purchases might be pleasurable, but they also lead to regret. Impulsive buying conflicts with financial responsibility, since several respondents said they needed to curb their spending to better manage their finances.

5.2 Conclusion

In conclusion, this study shed light on Karachi supermarket buyers' impulsive purchase habits. It indicates that store marketing, product placement, and social influences affect impulsive purchase as well as emotions and personality features. Another important factor is how the Pakistani economic crisis impacts people's purchase habits.

Impulsive purchase may satisfy, but it typically leads to regret and poor money management. As impulsive purchases are frequent in shops and online, merchants may utilize these insights to improve marketing efforts that target impulsive buyers.

However, knowing these variables might help consumers become more self-aware and limit their impulsive purchases, especially in harsh economic times. Impulsive purchase harms customers' finances, thus ethical shopping and financial awareness are crucial. This study provides a good framework for understanding impulsive purchase behavior in Karachi, but further research is needed to examine cultural differences, peer pressure, and psychological causes.

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APPENDIX

A Comprehensive Survey on the Determinants of Impulsive Buying Behavior in Supermarkets of Karachi

This comprehensive survey is a crucial part of the thesis "Determinants of Impulsive Buying Behavior: Case of Supermarkets in Karachi." This survey aims to understand the factors that influence impulsive buying in supermarkets.

Your participation in this survey will help uncover how various factors such as in-store marketing, personal traits, and economic conditions contribute to impulsive buying behavior. The survey also seeks to explore the role of mood, social influence, and cultural context in shaping your shopping decisions.

Please note that your responses are confidential and will only be used for academic research purposes. This survey should take approximately 10–15 minutes. Your valuable input will contribute to a better understanding of impulsive buying behavior and help businesses and policymakers make more informed decisions.

We greatly appreciate your participation.

1. How often do you make unplanned or impulsive purchases when shopping in supermarkets?
 - a) Never
 - b) Rarely
 - c) Sometimes
 - d) Often
 - e) Always

2. How do you rate the impact of in-store promotions (e.g., discounts, offers) on your impulsive buying decisions?
 - a) Not impactful
 - b) Somewhat impactful
 - c) Impactful
 - d) Very impactful

3. How much do your emotions or mood influence your decision to make an impulsive purchase?
 - a) Not at all
 - b) Slightly
 - c) Moderately
 - d) Strongly

4. To what extent do the opinions of friends/family influence your impulsive purchases when shopping together?
 - a) Not at all
 - b) Somewhat
 - c) Often
 - d) Always

5. Do you think that your personality traits (e.g., openness to new experiences, emotional stability) influence your impulsive buying behavior?
 - a) Yes
 - b) No
 - c) Sometimes

6. How often do you purchase items impulsively because of in-store product placements (e.g., near checkout counters, special displays)?
 - a) Never
 - b) Rarely
 - c) Sometimes
 - d) Often

7. How much does store ambiance (e.g., music, lighting, scent) affect your tendency to make impulsive purchases?
 - a) Not at all
 - b) Slightly
 - c) Moderately
 - d) Strongly

8. Do promotional marketing materials (e.g., flyers, banners, signs) encourage you to buy impulsively?
- a) Yes
 - b) No
 - c) Sometimes
9. How much do economic factors (e.g., rising prices, economic uncertainty) contribute to your impulsive buying behavior?
- a) Not at all
 - b) Slightly
 - c) Moderately
 - d) Strongly
10. Do you think the current economic crisis in Pakistan has affected your spending habits in supermarkets?
- a) Yes
 - b) No
 - c) Somewhat
11. How often do you make impulsive purchases while shopping online (e.g., on websites or social media)?
- a) Never
 - b) Rarely
 - c) Sometimes
 - d) Often
12. How much do online recommendations, ads, or product reviews contribute to your decision to make an impulsive purchase?
- a) Not at all
 - b) Slightly
 - c) Moderately
 - d) Strongly

13. How often do you regret making impulsive purchases after leaving the supermarket?
- a) Never
 - b) Rarely
 - c) Sometimes
 - d) Often
14. How important is it for you to control your impulsive buying behavior when managing your finances?
- a) Not important
 - b) Somewhat important
 - c) Important
 - d) Very important
15. In your opinion, what is the most significant factor that leads to impulsive buying behavior in supermarkets?
- a) Promotions and Discounts
 - b) Store Environment (e.g., lighting, music)
 - c) Personal Emotions/Mood
 - d) Social Influence (e.g., shopping with others)
 - e) Other