

Factors Influencing Impulsive Buying Behaviour of Women in Supermarkets of Nepal

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Abstract

The primary goal of this study is to examine the factors influencing Nepalese women's impulsive buying behaviour in supermarkets. Cross-sectional research design was adopted for carrying out the study in which 211 responses were collected both online and in printed form. Selection of respondents was based on convenience and judgement sampling. Women's impulsive purchasing behaviour in supermarkets was found to be highly influenced by their financial independence and the store environment. Further, the outcomes of the study reveal that women are more inclined to shop when they have the financial means to pay for their items by themselves, while the store environment influences women to adjust their inflexible shopping lists. So, supermarkets are advised to arrange the store with good ambience and friendly staffs. Future studies shall take a broader geographic perspective and factors like packaging, culture, and way of life into consideration.

INTRODUCTION AND STUDY OBJECTIVES

Women's shopping behaviour is constantly linked to impulsive conduct, but what elements are genuinely responsible for curtailing women's shopping behaviour has yet to be discovered in

depth. Impulsive spending is being aided by marketing developments like credit cards, debit cards, 24-hour shopping, online purchases, and others. According to research, the introduction of foreign goods, expansion of the organised retail sector, rise in disposable income, favourable demographic segmentation,

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and changes in lifestyle have all helped to enhance impulsive buying behaviour.

A majority of shoppers are female, and they are seen as a powerful force in the retail industry. Women and men think differently because of the biological, neurological, and behavioural differences between men and women's brains. Their shopping habits are affected by these distinctions in turn. While men will research a product or service adequately through the internet, advertisements, and reviews, women will ask people in their nearby area to learn about others' experiences. Women are more likely to engage in impulsive purchasing behaviour, not because they are impulsive by nature, but because they are more likely to be involved in chores linked to purchasing (Roberts & Wortzel, 1979).

This study focused on women's impulsive shopping behaviour at supermarkets, with the purpose of providing participants with important insights about their buying habits. It specifically aids in the development of correlations between impulsive buying behaviour and other demographic and non-demographic factors. The research also tried to identify the factor that has the greatest impact on buyer purchasing decisions.

LITERATURE REVIEW

Impulsive purchasing is defined as consumer behaviour that deviates from their predetermined plan. Consumers who engage in impulsive buying demonstrate that they experience

sudden urges to purchase items when they are near goods and the cash register (Amos et al., 2014). Manufacturers and retailers are aware that customers frequently make impulsive purchases. They attract the irrational desire of purchasers or consumers (Efendi et al., 2019). Consumer behaviour is the study of how people behave in terms of their constantly shifting needs and desires as they look for, buy, use, and evaluate goods and services they believe will satisfy their needs and wants (Schiffman, 2012).

Ravilochanan and Shyamala (2011) conducted a study on consumer buying behaviour in organised Retail Businesses concerning the FMCG sector. The conclusions in this paper are extremely important for organised retail stores. It is revealed that organised retail stores are visited by middle-aged people working in the corporate sector with an annual income of less than Rs. 1 lakh. This information can assist stores in designing appropriate business strategies to target a specific niche of consumers. Buyers have moved from conventional local retail establishments to supermarket stores, where they have a unique experience. As a result of the continuous investment in this format of retail business, the study suggests that every organised retail shop should be more attentive in monitoring changing consumer preferences to keep their existing customers. Billing assistance is something that customers are looking for. Good shopping facilitates a diverse range of brands, and the possibility to replace damaged goods. The association

between impulsive purchasing and personality traits, culture, and store stimuli has been extensively studied in the past (Miao et al., 2020). However, the initial focus of this study was on the impact of predictors, specifically social interaction, enjoyment of shopping, luxurious value, and marketing stimuli, on impulsive buying behaviour.

Practitioners and researchers will be able to build on the outcomes and conclusions of this study when determining the causes of impulsive purchasing in Nepal. It will serve as an indicator to create new strategies to persuade and convince people to make impulsive purchases (Spiteri & Cornish, 2020). Another set of studies looks at how women's fundamental roles and desires affect shopping behaviour. According to one study, working women were more likely to be loyal to one business, shop only once a week, shop in the evening, look at advertising for special deals, and bring a list with them when they go shopping (Fernandes, 2012).

Anderson (1972a) discovered that independent women went grocery shopping more frequently than dependent women. However, it was also discovered that dependent women gave less importance to shopping ease and quickness. Working women were shown to make fewer shopping excursions and to be more brand loyal than their non-working counterparts when her sample was divided into working and nonworking women (Anderson, 1972b; Rook 1987). To pinpoint the elements of impulsive buying behaviour, researchers

discovered that impulsive buying was characterised by a quick, intense, and persistent want to acquire something. To restore some of their short-term lost self-control, consumers may experience psychological conflict as they weigh the purchase's immediate positive elements against its potential negative consequences. Such disagreement might weaken their capacity for cognitive assessment and ultimately compromise their reason (Chen & Wang, 2015).

According to a study of Pradhan (2018), marketers and store/supermarket owners can profit from this impulsive buying behaviour phenomenon and get customers to spend more money than they had planned to. For instance, a POS terminal facility that takes payment using both debit and credit cards might be made available to customers to make purchasing easier and stimulate such impulses. The nearby ATM counters of various banks can also help. As crucial as offering customers tempting promotional offers and discounts is influencing their attitude to encourage impulsive purchasing. Encouraging impulsive purchases include a nice store layout, a welcoming atmosphere, eye-catching window displays, helpful signs, and competent salespeople. Supermarkets can capitalise on customer impulses by comprehending a set of consumers and their reference groups.

Sthapit et al (2018)—based on a causal-comparative research design and survey method—discovered that compatibility, social influence and product features significantly influenced the purchase

behaviour of the smart-phone buyers in Nepal, while other variables including price, quality and country of origin did not. However, all these independent variables were found to be positively correlated with the buying intention of the buyers (Sthapit et al, 2018).

Joshi and Sthapit (2018) examined the influence of the eight factors (viz., price, quality, availability, product variety, packaging, brand aware ness, brand name/value and health consciousness) on purchasing decisions and preferences, and their survey-based study discovered price, quality and health consciousness as most influential. Yet, their study was not specific to the women buyers, nor did focus on impulsive buying behaviour.

Joshi and Sthapit (2018) also emphasised on marketing research for studying purchase behaviours of Nepalese

buyers. Marketing researchers have mostly concentrated on determining the broad elements that promote impulse purchases in these studies. In Nepal, even though impulse purchases are frequent, there is not enough research on the subject. Some topics might be mentioned by the researchers like the impulsive buying behaviour of youth, consumers etc., but the research specifically focusing on the impulsive buying behaviour of women in Nepal was yet to be done. The results of this research further supported the idea that not all environments lend themselves to the impulsive purchasing habits that shoppers exhibit in supermarkets.

RESEARCH METHODS

Under a quantitative study, Cross-sectional research design was incorporated since the data was collected at a single point of time through online

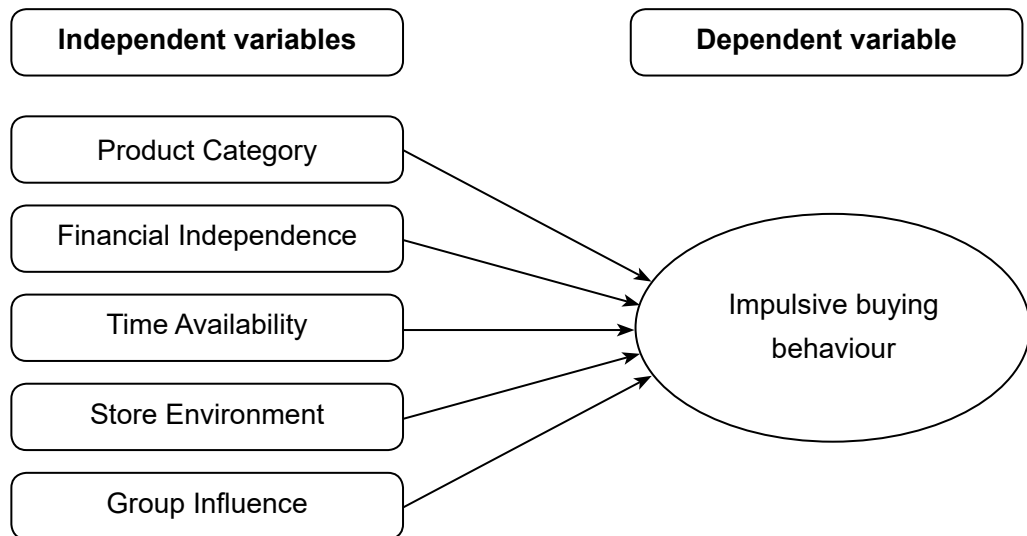


Figure 1. *Conceptual Framework*

as well as in printed form using the self-administered approach. Women aged 20 or older who visit supermarkets like Bhatbhateni, Salesberry and Big Mart are the primary sources of data where descriptive, correlation and regression analyses are being carried out from the sample size of 211. According to the researcher's convenience and the study's purpose, samples were selected using convenience and judgmental sampling techniques.

3.1 Conceptual Framework

The conceptual framework for this study is derived from [Badgaiyan and Verma \(2015\)](#) and thus illustrates the relationship between independent variables and impulsive buying behaviour. Here, the independent variables are product category, financial independence, time availability, store environment, group influence and the dependent variable is impulsive buying behaviour.

Effective visual product presentation can make up for a lack of sensory experience. ([Grewal et al., 2017](#)). Particularly in the early phases of perception, visual cues are salient because they attract more attention ([Geise & Baden, 2015](#); [Yantis, 2005](#)). It in turn deepens the processing of thoughts and emotions ([Goldstein & Fink, 1981](#)). This indicates that the ultimate impulsive consumption comes before the temptation to buy impulsively ([Beatty & Ferrel, 1998](#)) and hence anticipated to be favourably related to the real impulsive purchasing.

These results support the study's initial hypothesis, as stated hereunder:

H1: There is positive significant relationship between product category and impulsive buying behaviour

Economic well-being is considered as the overall financial health of an individual ([Badgaiyan, 2014](#)). If there is financial independence, then the freedom of choices increases. Those who have scored high in financial freedom are assumed to be impulsive buyers compared to those who scored low on it. Hence it is hypothesised:

H2: There is positive significant relationship between financial independence and impulsive buying behaviour

Time availability refers to the amount of time that women have allocated to shopping in supermarkets. Working women have less time to spend during workdays and more time during the weekend while housewives and others have comparatively more time than working women. This would also affect the buying behaviour of women in supermarkets. More availability of time means more probability of impulsive buying behaviour. Therefore, the third hypothesis of this study is:

H3: There is positive significant relationship between time availability and impulsive buying behaviour

The store layout enhances a positive shopping environment and thus consumer behavioural intentions ([Lewison, 1994](#); [Ullal & Hawaldar, 2018](#)). Correspondingly, [Levav and Zhu \(2009\)](#) found the positive correlation between perceived space

(between the aisles) and their buying choices. Donovan et al. (1994) stated that the store atmosphere entices the shoppers to spend more time and money in the outlet than planned. This discussion leads us to the hypothesis that:

H4: There is a positive significant relationship between store environment and impulsive buying behaviour.

The role of companions in buying decisions has also been recognised in numerous studies. Underhill (2009) observed that stores with a group of shoppers usually had better results in purchasing items. In addition, the findings from Badgaiyan and Verma (2014) found that family-oriented collectivists were more impulsive than the individualists were. Moreover, in traditionally collectivist society like Nepal, where family needs are valued more than individual needs, impulsive purchase might increase due to desire to buy for other family members (Badgaiyan & Verma, 2015).

H5: There is positive significant relationship between shopping with group influence and impulsive buying behaviour

DATA ANALYSIS AND DISCUSSION

This study employed descriptive analysis to describe the characteristics of the variables, correlation analysis to examine the association among the variables, and regression analysis to analyse the impact of independent variables on dependent variables. Besides, reliability analysis has been conducted in order to test the reliability of the instrument. The findings of statistical significance tests are provided and examined in the following sections.

4.1 Reliability Analysis

Since Cronbach's Alpha has a value greater than 0.6 which indicates that the items used for this study are considered to be reliable (Hair et al., 2010).

4.2 General Profile of the Respondents

The brief description of the sample used has already been provided; however, this part provides information on the overall number of respondents included in the study. Age, occupation, monthly income, and expenditures are used to categorise respondents.

Table 4.1
Reliability Analysis

	No. of Items	Cronbach's Alpha	Result
Product Category	3	0.860	Reliable
Financial Independence	3	0.612	Reliable
Time Availability	3	0.680	Reliable
Store Environment	3	0.652	Reliable
Group Influence	3	0.819	Reliable
Impulse Buying Behaviour	4	0.804	Reliable

Note. From survey, 2022

Table 4.2
Analysis of Demographic Factors

Respondents Profile		Frequency	Percent
Age	20- 30 years	176	83.41
	Above 30 years	35	16.59
Occupation	Unemployed	35	16.06
	Homemaker	15	6.9
	Student	67	30.8
	Employed	62	29.5
	Self Employed	32	16.74
Monthly income	Less than Rs.25000	154	73.96
	Rs.25000- Rs.50000	32	14.74
	Rs.50001- Rs.75000	19	8.74
	Above Rs.75000	6	2.56
Expenditure	Less than Rs.1000	38	17.51
	Rs.1000-Rs.3000	65	29.95
	Rs.3001- Rs.5000	60	29.13
	More than Rs.5000	48	23.41

Note. From Survey, 2022

Out of the 211 respondents, 83.41% were between the age of 20 and 30 years and 16.59% were above the age of 30 years. The table indicates that the majority of the respondents were between 20- 30 years. A total of 30.8 percent of the total respondents are students, followed by the employed respondents of 29.50%. There are 16.06% of unemployed, 6.9% of homemakers and 16.74% of self-employed respondents.

4.3 Descriptive Analysis

The descriptive analysis includes the mean, standard deviation (SD), minimum and maximum values for each question posed to respondents. The descriptive analysis is presented as a table to facilitate comprehension of the variables.

Respondents consider the characteristics to be of lessor significant when selecting the product category. The average of all factors is 3.8515, indicating that most characteristics evaluated are deemed significant by respondents when picking product categories. Regarding financial independence, it appears that all three criteria yield almost equivalent results. The variable "I go to the supermarket within the first week of receiving money" the lowest mean of 3.42654 which suggests that it is the most significant factor when considering financial independence.

The average mean of time availability is 3.508689 whereas the average standard deviation is 0.8166931. Since the average mean of time availability

Table 4.3
Descriptive Analysis of Independent Variables

Variable	Mean	Std. Dev.	Min	Max
Product Category	3.8515	0.7794	1	5
Financial Independence	3.6951	0.8826	1	5
Time Availability	3.5086	0.8166	1	5
Store Environment	3.5797	0.7977	1	5
Group Influence	3.8894	0.6756	1	5
Impulse Buying Behaviour	3.6955	0.621	1	5

Note. From Survey, 2022

is 3.5086, it is away from neutral value which is 3. Most respondents have mean above 3, it indicates that respondents agree that the availability of time does matter for impulsive buying behaviour of women.

The lowest mean score of 3.189573 suggests that respondents consider the variable "I don't mind going over budget if the salesperson is friendly and satisfies my need" most influential factor when picking a store environment. The average of all criteria is 3.579779, showing that most studied attributes show that the store environment is one of the factors to aid in increasing the impulsive buying behaviour in women.

The lowest mean score is 3.63981 for group influence. It indicates that respondents regard "I buy more than I need when I go with family" to be the most relevant factor when choosing a group influence. The average mean is 3.889415 and the standard deviation is 0.6756448, which indicates that there is agreement between respondents that the influence of the group helps in increasing the impulsive buying behaviour in women.

The average mean is 3.6955 and the standard deviation is 0.62105 for impulsive buying behaviour. All variables in the preceding table have a mean greater than 3, indicating that their agreement in respondents' view the impulsive buying behaviour increases with the above given factors. The lowest mean score is 3.29808, indicating that respondents consider "I buy goods spontaneously" to be the most important aspect to consider when selecting an Impulse Buying Behaviour.

4.4 Correlation Analysis

It is a well-accepted fact that the correlation between variables should be smaller than 0.70, and the same holds true for this study. The dependent variable has been taken as Y while the independent variables have been taken as X1, X2, X3, X4 and X5 respectively. The Correlation between Impulse Buying Behaviour (Y) and Product Category (X1) is 0.4775 while Correlation between Impulse Buying Behaviour (Y) and Financial Independence (X2) is 0.5769 and the Correlation between Impulse Buying Behaviour (Y) and Time Availability (X3) is 0.5056 followed by Correlation between

Impulse Buying Behaviour (Y) and Store Environment (X4) of 0.5335 and lastly the Correlation between Impulse Buying Behaviour (Y) and Group Influence (X5) is 0.5275. Similarly, all the independent variables are also positively correlated with each other.

Table 4.4 demonstrates that all independent variables have a positive correlation with the dependent variable that is less than 0.7, thereby satisfying the desired correlation criteria. Moreover, all variables, including the correlation between dependent and independent variables as well as the correlation between dependent variables, are moderately correlated with one another. Therefore, we can conclude that there is a positive correlation between the variables and that the correlation is within the targeted range.

4.5 Regression Analysis

In the presented study, the VIFs for each variable are 3.24 for TA, 3.01 for GI, 2.95 for FI, 2.44 for SE, and 1.9 for PC, with a mean VIF of 2.71 that indicates there is no multicollinearity issue among the independent variables.

Based on above analysis following regression equation model has been derived:

$$Y = 1.5786 + 0.1041(PC) + 0.2895(FI) - 0.0733(TA) + 0.2561(SE) - 0.0034(GI) + e$$

Where,

PC = Product Category

FI = Financial Independence

TA = Time Availability

SE = Store Environment

GI = Group Influence

IBB= Impulse Buying Behaviour

The r squared value indicates that 42.45% of the influence on the increase in impulsive buying behaviour is explained due to the independent variables whereas the rest of the 57.55% influence is created by other variables such as promotional strategy, sales policies, marketing schemes, etc. which is not included in this study. Since p value (0.0000) > α (0.05), at least one independent variable has a significant relationship with the dependent variable.

It can be concluded that out of five independent variables (Product

Table 4.4
Correlation between the Variables

Variables	Y	X1	X2	X3	X4	X5
Impulse Buying Behaviour (Y)	1					
Product Category (X1)	0.4775	1				
Financial Independence (X2)	0.5769	0.5561	1			
Time Availability (X3)	0.5056	0.6595	0.6896	1		
Store Environment (X4)	0.5335	0.5587	0.4927	0.713	1	
Group Influence (X5)	0.5275	0.5585	0.7559	0.6528	0.6388	1

Note. From Survey, 2022

Table 4.5
Multi-collinearity Test

Variable	VIF	1/VIF
TA	3.24	0.3087
GI	3.01	0.3322
FI	2.95	0.3390
SE	2.44	0.4098
PC	1.9	0.5253
Mean VIF	2.71	

Note. From Survey, 2022

Table 4.6
Regression Analysis

IBB	Coeff.	Std. Error	t-value	p-value	[95% Conf. Interval]	
Constant	1.5786	0.2062	7.65	0.000	1.1719	1.9852
PC	0.1041	0.0582	1.79	0.075	-.0107	.2189
FI	0.2895	0.064	4.52	0.000	.1632	.4157
TA	-0.0733	0.0725	-1.01	0.313	-.2163	.0696
SE	0.256	0.0644	3.97	0.000	.1289	.3830
GI	-0.0034	0.0844	-0.04	0.968	-.1699	.1632
R-squared	0.4245					
F value	30.24					
P value	0.0000					

Note. From Survey, 2022

Category, Financial Independence, Time Availability, Store Environment and Group Influence) Financial Independence and Store Environment have p-value less than 0.05. It indicates that these variables have significant relation with impulsive buying behaviour. Similarly, Product Category is also considered to have a significant relationship with impulse buying behaviour value when significant level is checked at 0.10, since its p-value is 0.075 which is less than 0.10 level of significance. The highest impact on

impulsive buying behaviour is shown by financial independence as its coefficient value is 0.2895. Time availability has the lowest impact on impulsive buying behaviour of women with a coefficient value of only -0.0733. So, women tend to be showing impulsive buying behaviour mainly due to financial independence as women feel more encouraged to shop when they themselves are earning.

4.6 Summary of Hypotheses

Table 4.7 presents a summary of the hypotheses tested and their results.

Table 4.7 shows that financial independence and store environment have a positive significant impact on the women's impulsive buying behaviour at a significance level of 0.05. Product category also has a substantial positive relationship with the dependent variable at the 0.10 level of significance, However, time availability and group influence does not have a significant relationship. Thus, the study results accepted only financial independence and store environment as the most affecting factor to impulsive buying behaviour of women in supermarkets.

CONCLUSION AND IMPLICATIONS

This study's objective is to investigate the elements that strongly influence women's impulsive purchase behaviour in supermarkets. Impulsive buying is a relatively prevalent occurrence among women. Most variables influence customers' tendency to make impulsive purchases.

However, whether the same variables have the same impact on a consumer's impulsive buying behaviour depends on certain demographic variables. The main objective of this research study was thus suggested by these findings, which also support the research's hypothesis that the presence of particular factors in supermarkets does, in fact, encourage consumers to make impulsive purchases, even though the effect may differ depending on the demographics of the consumers.

The study found that contrary to popular belief, time availability, group influence, and product category does not have a significant effect on the impulsive purchasing behaviour of women in supermarkets in Nepal. Time availability is commonly associated with impulsive behaviour, yet according to the responses of the respondents, it does not affect women's buying behaviour. According to the respondents, the influence and advice of friends and family do not play a significant

Table 4.7
Summary of Hypotheses

Hypothesis	P- Value	Result
H1: There is positive significant relationship between product category and impulsive buying behaviour	0.075	Not Accepted
H2: There is positive significant relationship between financial independence and impulsive buying behaviour	0.000	Accepted
H3: There is positive significant relationship between time availability and impulsive buying behaviour amount spent on shopping	0.313	Not Accepted
H4: There is positive significant relationship between store environment and impulsive buying behaviour	0.000	Accepted
H5: There is positive significant relationship between group influence and impulsive buying behaviour	0.968	Not Accepted

Note. From Survey, 2022

role in boosting the impulsiveness of women. Rather, it was found that financial independence and store environment had a positive significant relationship with women's impulsive buying behaviour in supermarkets. Gnawali (2018) observed that with the increase in the physical environment offered by every brand nowadays, the perception of the consumers and their buying behaviour has changed drastically.

It is possible that not every situation calls for the spontaneous purchasing behaviour displayed by supermarket consumers. This suggests that the environment is a crucial factor in impulsive buying. The above-mentioned evidence shows that consumers are aware of their impulsive buying behaviour and the factors that influence it. However, it is also crucial for merchants to comprehend the impact of impulsive purchase behaviour and the potential financial rewards for companies who can maximise the effect.

This research paper concludes that if women are financially independent and the store environment is attractive then women are more likely to show impulsive buying behaviour. Furthermore, it indicates that if Nepalese supermarkets focus on the ambience of the store, then it is more likely for them to increase their sales.

The results of the study are valuable not just for aspiring marketers and future researchers, but also for a variety of stakeholders who could use the data to develop a long-term strategy to enhance supermarket sales. Moreover, this research only evaluated product category, financial independence, time availability, store environment, and group influence as independent variables. Future researchers can find and integrate additional elements such as promotional strategies, marketing tactics, location, culture, way of life etc.

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Conflict of interest

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