



# AN ANALYSIS OF STRATEGIES ADOPTED BY BRANDS TO INFLUENCE IMPULSE BEHAVIOUR OF THE CONSUMER

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## ABSTRACT

The literature on consumer impulse purchase behaviour is reviewed in this research article. The analysis was conducted with an eye on how consumers actually behave when making purchases and how brands take advantage of this behaviour by taking a variety of aspects into account to boost their own profitability. The marketing disciplines have long been interested in impulsive purchasing. However, such impulsive consumer purchases and the tactics used by various brands to capitalize on consumer behaviour are problematic and may consequently result in unfavourable emotional outcomes. In order to shed more light on the elements that actual businesses utilize to influence customer purchasing decisions, the article begins by defining what a brand and impulse behaviour genuinely are and then further describing the factors that actually impact the impulse behaviour of the consumer.

**Keywords :** Brand, Branding, Consumer buying behaviour, Impulse buying

## INTRODUCTION

Impulsive purchasing has received a lot of attention in marketing literature for a very long time (Amos, Holmes & Keneson, 2014; Chang, Yan & Eckman, 2014; Chen, Su & Widjaja, 2016; Chinomona & Montso, 2019). It is seen as a purchase done after being exposed to particular stimuli without prior planning or consideration (Hashmi, Attiq & Rasheed, 2019). It came up as a result of the 1948–1965 DuPont Consumer Buying Habits Study. It is the act of mindlessly acquiring the desired goods or services. It is the process where a consumer purchases desired goods while having no necessity or intention to do so, classifying the transaction as cognitive dissonance.

Today's e-commerce platforms were crucial because they gave businesses a tonne of chances to engage with customers in real-time (Arbaina & Suresh, 2018). With the development in digital marketing, consumers are now also making purchases online. Different websites are designing their websites in a way that draws customers to them, increasing and motivating them to buy the unintended goods or services. One of the most crucial aspects of understanding consumers' and purchase behaviour is unplanned purchases (Park and Kim, 2008). According to the findings of numerous studies, customers' requirements for entertainment, excitement, social contact, and pleasure-related satisfaction are all satisfied by impulse buying. Research from the past has shown that retailers often see impulsive purchases as a crucial part of their business; strategies used to encourage impulsive purchases include strategic product placement and point-of-purchase advertising displays (Wood, 1998).

## LITERATURE REVIEW

Buckley, (1991) in his studies highlighted that consumer behaviour is affected differently by convenient locations, merchandise quality, price ranges, number of options, service, atmosphere, effective marketing, and salespeople.

According to Hausman (2000), impulsive purchasing is a complex and diverse phenomenon that contributes for a significant portion of the goods sold each year.

The results of a study by Mohammad Mahmoudi Maymand and Mostafa Ahmadinejad (2011) titled "Impulse buying: the function of store environmental stimulation and situational factors" showed that promotions and commercials have the greatest influence on consumers. The environment and layout of the business have an impact on impulse purchases, according to the current research. The findings demonstrate how influential the ability to try a thing before buying it is on impulsive decisions.

According to the study's findings, women were more devoted to their brands, consumed more hedonically, and made more impulse purchases than males ( Sigal Tifferet & Ram Herstein, 2011)

According to Mingming Zhang and Guicheng Shiis's (2020) research on "Consumers' Impulsive Buying Behavior in Online Shopping Based on the Influence of Social Presence" , it is crucial for businesses to understand how consumers behave impulsively when they purchase online. The empirical findings demonstrate the beneficial impacts of interaction, vividness, and media richness on social presence. One key factor is the perception of social presence; when people feel physically present, they are more likely to engage in impulsive purchasing. The more inclined one is to make impulse purchases, the more beneficial an effect social presence has on that behaviour.

In the paper entitled "Iconized by Determinants of Impulsive Buying Behaviour in Social Commerce," Moses, A Nkyoyi, and Fwalt (2021) showed that hedonic value has a favourable influence on the desire to buy impulsively, social media surfing has no effect on the desire to buy impulsively, the desire to buy impulsively greatly influences purchasing behaviour and social media usage intensity does not influence urge to buy impulsively.

In order to determine the association between these factors and impulsive purchasing behaviour, factors such website stimulation, pricing and promotion, and variety of selection were looked at (Karim et al., 2021) It was discovered that perceived enjoyment had a big impact on online impulse purchase. There is a strong and positive correlation between reported satisfaction and website stimulus (WS). However, there was a negative correlation between WS and OIBB. The marketing stimuli used in the current study had a substantial impact on how consumers felt about e-commerce sites and how likely they were to make impulsive purchases. Finally, a range of choices affected both perceived enjoyment and online impulse purchase. Increasing the product variety encourages impulsive purchases from online buyers.

## OBJECTIVE

The prime objectives of the present study are as follows:

1. To comprehend the idea of a brand.
2. To examine the relationship between branding and impulsive purchasing.
3. To examine and list the factors that brands use to exploit consumer impulse buying behaviour.

## RESEARCH METHODOLOGY

The report illustrates the current situation of how brands take advantage of impulsive customer purchases. A literature review of numerous prior articles, journals, research papers, etc. is conducted for the study. The research was descriptive in nature.

## BRAND

A brand is defined by the American Marketing Association as "any name, word, layout, symbol, or other characterise that differentiates one seller's good from that of other sellers" (AMA). A brand can be thought of as the notion or perception that customers have of particular goods, services, and initiatives of an organisation. It acts as a special identification mark that makes the product stand out from similar goods on the market. Example: Pepsi and Coca-Cola are both soft beverages with somewhat comparable flavours, but the brand distinguishes the two and gives the item its own identity.

"Building a brand is not something you accomplish in a day," claims (Ghosh, 2017). The Product Life Cycle (PLC), which consists of Introduction, Growth, Maturity, and Decline, begins as soon as a product is offered to the market." A brand is a focal point through which consumers create their opinions, which are formed via ongoing interactions with the brand, according to (Gowri, 2021).

## Features of a Good Brand:

- **Distinctiveness:** Being distinctive or original is one of a good brand's strongest traits. Its offerings must be distinct from others on the market. For instance, Apple has preserved its uniqueness by utilising powerful technology and a metallic body design.
- **Competitiveness:** Only when a brand is competitive can it be successful. The competition game needs to be addressed seriously if it wants to have an advantage over competing brands.
- **Consistency:** The products that brands supply should be consistent. The goods provided by a specific brand should be tied to one another, and the messages spread must be consistent with the underlying principles of the brand. A product from Nike, for instance, represents the highest level of brand consistency.
- **Reliability:** A significant element in determining whether or not consumers have confidence in a brand is its level of reliability. It is predicated on the consumer's confidence in the brand's ability to deliver on its value promise.

## BRANDING:

Branding is the process of imbuing products and services with the power of a brand (Kotler and Keller, 2015). It is the process of establishing and forming a brand in the minds of consumers in order to give a meaning to a particular organisation or company's goods or services.

Beginning as a symbol that identifies an object for what it is, branding later develops into a method of naming something. However, connotations appear right away since denotation is insufficient. Being called an animal, a slave, a prisoner, or a product implies more than just what they mean. A person or animal's mark quickly becomes a sign of ownership and reputation. In order to brand an item, a mark of some type is typically used, either directly on the item or indirectly on a label (such as a slip, a flap, or a patch) that is attached to the item. A mark may serve as a mark of distinction in addition to designating ownership and the status of the person it is used to brand. It's crucial to recognise how this article will intertwine branding's good and bad connotations (Bastos et al 2012).

## IMPULSE BUYING:

An unplanned consumer purchase decision to acquire a good or service is referred to as an impulse buy. It is a process when the buyer is drawn in by the product's attractive packaging, appealing qualities, or distinctive name. Impulsive purchase behaviour is significantly influenced by the moods, emotions, and attitudes of the consumer.

The first to recognise the significance of impulse purchases, particularly in the retail industry, was Clover in 1950. Stern later presented the theory of impulsive buying and listed the factors that affect consumers' impulse purchases. The description of Hawkins Stern's (1962) impulse buying behaviour in Fig. 1 below .



Source: (Agarwal and Chetty, 2019)

Fig 1. Hawkins Stern's impulse buying behavior theory (1962)

## KINDS OF IMPULSE BUYING BEHAVIOUR:

Hawkins Stern's different kinds of impulse buying behavior as cited by Agarwal and Chetty (2019) are as follows:

1. **Impulse purchases only:** When clients wind up making purchases that are outside of their regular shopping patterns, it is sometimes referred to as an "escape purchase." Customers frequently overspend on this type of purchase, which results in larger marketing income. As an illustration, consider products with appealing packaging.
2. **Reminder impulse buying:** As a reminder, impulsive buying occurs when a buyer is properly informed about a product but does not intend to purchase it. Take, for instance, accessorizing or painting your nails to match clothing.
3. **Suggested impulse buying:** These purchases frequently result from a salesperson's persuasiveness or other sales-related talents. Buying detergent, for instance, and being advised to buy hand soap to go with it.
4. **Planned impulsive buying:** This happens when a buyer needs to purchase a product but is unsure of its details or availability. As a result, he or she frequently purchases more than is required. An illustration of this is how a promotional offer persuades customers to purchase a product they did not need.

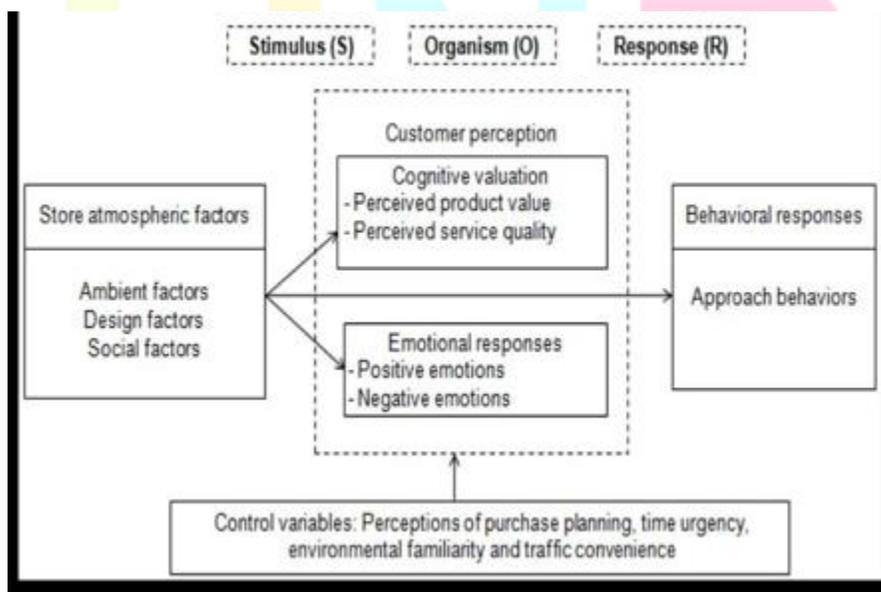
Newton (2016) conducted a research study to examine the factors affecting impulse buying behavior of customers in a supermarket in Sri Lanka and it found out that there are a number of factors that affect the impulse buying behavior of customers. Several of them are listed below:

- Promotional offers
- Credit card
- Store layout
- Window display
- Situational factors and store layout

## STIMULUS ORGANISM RESPONSE MODEL:

The stimulus model developed by Mehrabian and Russell shows how an individual reacts to environmental inputs. Stimulus-Organism-Response (SOR), which was adapted from the theory of environmental psychology, shows that the environment is a stimulus (S), which is made up of a collection of indications that lead to an internal evaluation of a person (O), which then results in a response (R) (Mehrabian and Russell, 1974).

Fig 2. The Stimulus-Organism-Response model, which is based on psychology, is shown in the insertion below. It describes stimulus as an impulse, organism as an individual, and response as results, acts, or reactions. Thus, it describes an organism's behaviour or reaction to any internal or external stimulation.



Source: Singh et al (2014)

Fig 2. Mehrabian and Russell's S-O-R model (1974)

## HOW BRANDS EXPLOIT THE IMPULSE BEHAVIOUR OF THE CONSUMER

**1. STORE LAYOUT :** The product display, size of the display, and directional signage are all part of a supermarket's store layout. A good store layout, including properly aligned shelves, appropriate signage, category allocations, traffic flow alignment, and enough room for traffic flow, can mitigate the effects of congestion (Greenbaum and Greenbaum, 1981). A well-designed store layout affects the consumer crowding effect, minimising its impact and bringing in more customers as a result. Strategic store design may result in more enjoyable shopping, which will increase the shopper's emotional responses, resulting in shopper satisfaction and more impulsive purchase (Gogoi, 2017) The likelihood of improving consumer in-store buying behaviour can be increased by managing the store layout. For instance, to ensure that people pass through the store's dining area, Starbucks positions its ordering counter toward the centre or back of the establishment. Customers can use this to look for open seats, which encourages them to stay and enjoy their drinks inside the establishment.

**2. IN- STORE PRODUCT PROMOTION :** Providing consumers with product trials, free samples, and free gifts is a technique to promote products (Heilman et al., 2011). Adopting the technique whereby a free trial is offered prior to a final purchase causes the consumer to become excited, which triggers his irrational nature and leads to the purchase of the product. Philips and others (2015) The most effective way to enhance sales is by combining product display and product demonstration. Online advertisements were shown to be the least successful at converting impulse purchases, according to a UK study (only 22 percent of people said they impulse purchased online). Studies have shown that luring customers into stores and utilising the marketing mix are the best ways to position them for a purchase.

**3. REWARD RICH FACILITES :** Customers' behaviour can be affected by setting attainable goals for incentives because research shows that users prefer proximity contours and tend to spend more as they approach their reclamation target. Research has shown that closeness to rewards and discounts might change a consumer's impulsive behaviour. When a product or service is rewarding in nature, consumers tend to buy it more quickly and without hesitation. Customers that are drawn to environments with abundance of promotions increase their motor functions as a result. For instance, studies have revealed the enormous popularity of Sephora's Beauty Insider rewards programme. With more than 17 million devoted participants, the programme accounts for up to 80% of Sephora's annual sales. Each purchase by a customer results in incentives based on a conventional point system. Members of Beauty Insider can use their rewards points to purchase things like gift cards and discounts, which helps to balance the cost of purchases without eroding the value of the products and encourages them to buy more.

**4. STORE ENVIRONMENT :** In the belief that this will encourage desired consumer behaviours, such as a greater inclination to make a purchase or spend more time in the store, retailers are well recognised for designing store surroundings in a way that will boost customers' positive feelings. Numerous studies have demonstrated the major influence of the favourable benefits of different retail environment components. Positive shopping experiences have been attributed to social dynamics, particularly the staff's contribution at retail establishments. According to Donovan and Rossiter (1982), customers' psychological perceptions of store atmosphere, which is influenced by the normal variety of in-store variables, can be divided into two main emotional states: pleasure and arousal. The impulse tendency of the consumer is enhanced, leading them to make impulsive or unwanted purchases, by retailers who strive to better serve their customers by creating a secure environment in the store.

**5. PACKAGING DESIGN :** A key component of marketing strategy is packaging design. The packaging design concept and its components have numerous connotations and implications, including surface graphics, artwork, colour, typography, material, symbols and icons, brand, and size (Underwood et al., 2001). Brands that employ the emotive combination of design draw attract more customers, inspiring them to make impulsive purchases. Packaging design elements, according to (Silayoi and Speece, 2004), are separated into two groups. In terms of aesthetic elements, there are two categories to consider: pack graphics and pack size and shape. Informational components, on the other hand, are similarly divided into two groups: product information and package technology.

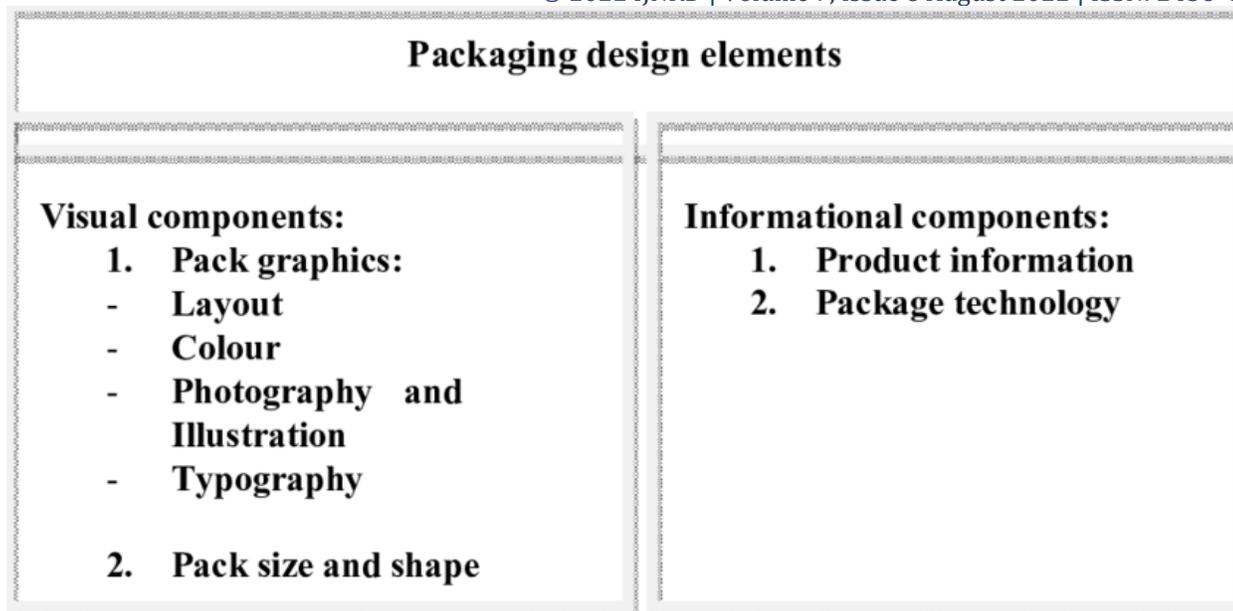


Fig 3. Source : Packaging design element Silayoi & Speece (2004)

**6. CREDIT CARD FACILITIES :** The ability to use a credit card in-store is a key feature in encouraging customers to stay in the store longer and make larger purchases. Studies have shown that people spend more impulsively when they use credit cards more frequently. Due to the pragmatism, convenience, and ease of payment options provided (Saleh, 2014), the credit card will encourage someone to make impulsive purchases . It has been discovered that credit cards can act as a motivator for impulsive purchases. Credit cards not only make payments simple, but they also encourage consumers to spend more money on more expensive goods, giving them access to economic power they would not otherwise have.

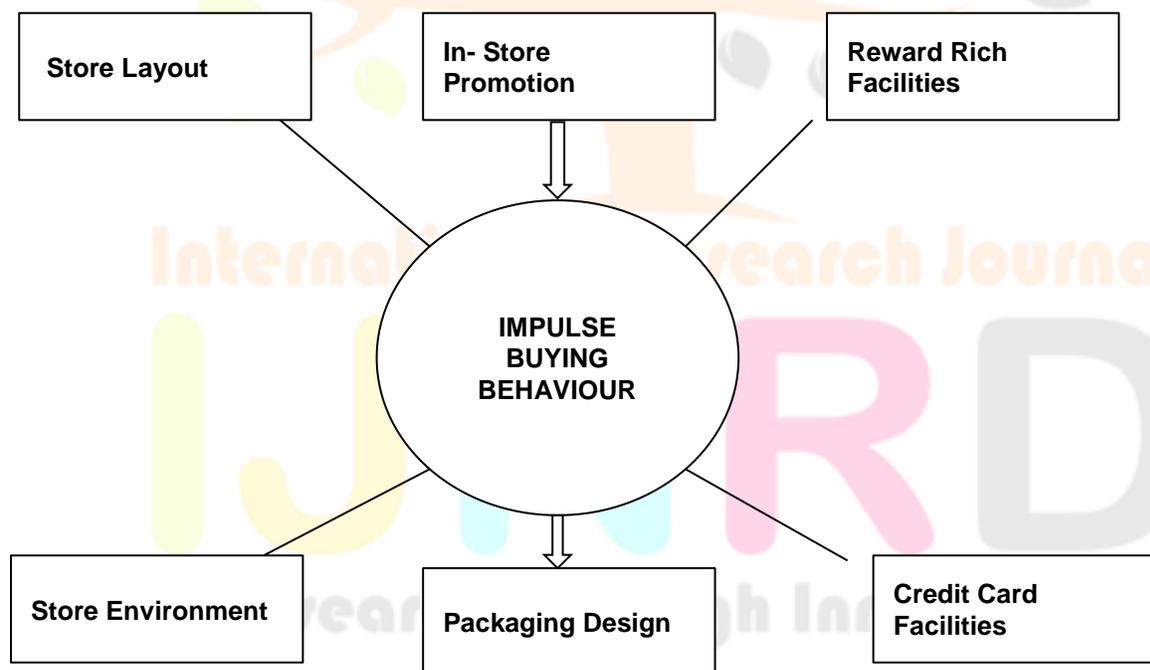


Fig 4. Factors of Impulse Buying Behaviour

## CONCLUSION AND FURTHER RECOMMENDATION

Numerous elements influencing impulse purchase behaviour have been researched with the use of grounded theory and earlier literature reviews. Impulsive purchasing is a problem for brands as well as an opportunity because it involves the consumer's thoughts. Numerous studies carried out in the past show us how brands seize every opportunity to attract customers with their goods and services. Discount offers, promotional activities, store layout ,appealing or persuading

salesperson attitudes, credit facilities and package design are the elements that have the biggest impact on customers' spontaneous purchases. Unplanned activity of buying products occurs when customers get carried away by the product's outlook and not considering the outflow of money from one's pocket. Because consumers pay little or no attention to their purchases, this behaviour gives marketers the possibility to generate large income. For instance, when we go to the grocery to buy groceries (a scheduled activity), but come home with items like cosmetics or clothing that weren't on our list (unplanned activity). As a result, the study found that clients who make impulsive (unplanned) purchases spend more than they need to and provide marketers a profit.

Although this work significantly contributes, it is not without limitations. Since the research context was restricted to previously conducted studies, the study's main weakness is its scope. One must keep in mind that the study was carried out using a qualitative approach; additional quantitative approaches can be applied to gain a deeper analytic understanding of the study. Other criteria may be used in place of those already considered in the future research. Additionally, additional study can be based on the specific brand or organisation, allowing the researcher to further pinpoint the techniques that particular brand employs to entice or increase the consumer's impulsive behaviour. It is advised that more research be conducted on various brands and nations as a result.

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