

Investigating the Effective Factors on Impulse Buying

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Abstract

Purpose – To investigate the impact of salesperson features factors on of subway passengers Design/methodology/approach – Based on Belk's framework on situational factors in a sales situation, the study employed a dataset of subway station in Iran

(Tehran city) and regression for analysis.

Findings – It is found that, whether in the individual sample, two main factors considered significantly affected shoppers' purchases of food or non-food

products. However, situational influences on purchases varied according to the types of products bought. More importantly, the findings on the impact of some factors were consistent across three or two samples, suggesting that their external validity may be extended to certain conditions.

Research limitations/implications – The study had a limitation in the selection of the stations where the interviews were conducted, so some of the findings may be station-specific rather than representative of the general population of shoppers in the nations or regions.

Practical implications – The information disclosed here may help the practitioners to better understand shoppers' (especially Chinese shoppers') behaviour in malls and, as a consequence, to undertake more efficient marketing strategies in malls (especially in the malls in China).

Originality/value – The distinguished feature of this paper is that it simultaneously examined the impacts of 2 main factors on subway passengers purchase decisions.

Keywords :Buying behavior, product features ,salesperson features

1.literture

Impulse purchasing is often triggered suddenly in shopping environment (Verplanken, Herabadi, Perry, & Silvera, 2005)). It refers to a consumer sudden interest in buying a product triggered by different factors: internal or external. The former contains "self feelings, moods and emotional states" and the latter contains "marketer controlled and sensory factors, like displays, cash machines, sounds, or smells" (Youn & Faber, 2000). The phenomenon of impulse buying has been studied in consumer research as well as for instance in economics marketing since the 1950s. Impulse buying has been an important source of revenue for retailers in brick-and-mortar retailing. Several researches such as (Dholakia, 2000); (Verplanken et al., 2005) believe, many studies on impulse buying directly concern causes or antecedents of an impulse purchase . Dittmar has shown "linked economic, social and cultural change in advanced economic have created a climate in which individuals make consumer decisions".

This variable relates to feel of shoppers about amount of time, which has available in one day (time available) and it is opposite of time pressure (Beatty & Elizabeth Ferrell, 1998) Time pressure has a negative effect to unplanned purchase and will reduce that. This result has required with one experiment by Iyer in 1989. Beside in front of that, when a shopper searches activity in a retail setting time available has positive effect for that activity (Beatty & Smith, 1987) So in this situation individuals who have more time, they browse longer in stores.

Beatty and Ferrell (1998) believe , given the strong influence of available time on in-store browsing, sellers must attempt to affect the time shoppers think they have available in the store. The retailers make do this by making shopping more efficient, such as by helping the buyer in finding her or his planned items more quickly. Consequently, as consumer spent more time in shopping environment, they also more likely to make more impulse buying and it has even been argued that discretionary unplanned buying has become part of the core meaning of consumer society today, as individuals buy goods and services with discretionary income intentionally, but without prior planning (Mesrinata,2009). Consumers who have low entertainment values for shopping will be more efficient, spend less time in the store, and see a lower net benefit of engaging in unplanned purchasing.

2. Conceptual Model

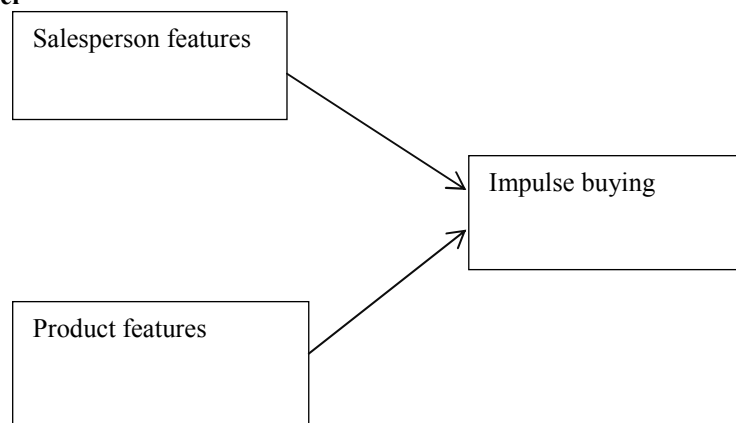


Figure 1: the conceptual model of research

2-1 Hypothesis

H1= sales person features have positive relationship with impulse buying.

H2= product features have positive relationship with impulse buying.

2-2 The product

Stern has identified some general product features for an impulse buying item that can also be used to make the product more appealing to impulse buy.

- Low price; because it makes the risk of being unsatisfied with the purchase seem less possible because of the small loss in money. Also, a low price can generate the positive feeling that a bargain has been made (Kotler, 2005).
- Short product life; because there will soon be a need to buy a new similar product.
- Small size, light weight and ease of storage; because the products are easy to transport and fit at home.

Last decades, researchers have studied the shopping experience both in utilitarian and hedonic perspectives. Utilitarian consumer behaviour can be described as a rational approach involving a purchase that is efficiently made, even if the shopping itself may not provide any fun (Babin et al., 1995) In this context, Miller (1998) identified two different categories of shopping: provisioning and hedonic. Provision or economic shopping is daily shopping that is motivated by necessity, conceptually related with thrift, and associated with the utilitarian model. Hedonic shopping is related with the satisfaction of a person's desires and it is an expression of experiential consumption. From this viewpoint, thrift and treat would exist in opposition to each other. Nevertheless, shopping process can be both economic and hedonic (Bardhi and Arnould, 2005).

Past research suggests that the addition of novel attributes is likely to improve product evaluation and sales, since consumers interpret these attributes as additional benefits provided by the manufacturer (Mukherjee and Hoyer, 2001). Thus, consumers believe that innovative features add value to products. Hirschman (1980) contended that consumers' prior positive experience with an existing product may "blind" them to the functional superiority of novel alternatives; and thus, lead to an impulse purchase. Regardless of how innovative the product is, consumers' subjective product knowledge or experience with a similar product encourages an impulse purchase intention and behavior.

2-3 Salesperson

After the need recognition state, i.e. the company has successfully got the consumer to notice the product; they now have to convince the consumer that the product is what he/she is looking for. The consumer will be in the state of information gathering and will wish to find out more about the product. At this point an influence from a salesperson can be crucial. According to Schmidt Throw and Sköld Nilsson (2008) international researchers have come to the conclusion that the contact between the consumer and a salesperson does increase sales. However, a too eager salesperson can scare away the consumers because generally the consumers wish to look around in peace and then ask for help when they need it (Evans et al, 2008). The salesperson should be close by the consumer to be prepared to help. The goal for the interaction between the consumer and salesperson is to convince the consumer that the purchase is the right decision

3. Sampling and Data Collection:

Data Collection was performed in this study using the survey method. The information was part of the statistics collected from Tehran subway. The passengers were asked to complete the questionnaires immediately after purchasing. At the end of the 4-week period, the respondents completed the research questionnaire, which included the criteria for impulse buying, salesperson features, product features and demographic variables. The

number of samples was estimated by the formula of cookran?? For unlimited population which equals 384 person.

3-1 research method

This study is descriptive-survey research that in the following stages to describe the relationship between know factors that associated with impulse buying. And for gathering data, we use five-item questionnaire whit likert scale. The reliability of the questionnaire is 0.886 in cronbach alpha.

Table 1: reliability of the questionnaire variables

Variables	Sales person features	Product features	Impulse buying
Chronbach	0.79	0.89	0.902

4.testing the hypothesis

to investigate the relationship between the independent and dependent variables and examine research hypotheses using the SPSS software. And use spearman correlation coefficients.

Table2: the correlation coefficients of vriables

number	dependent variables	independent variables	Correlation coefficients	Sig	Result
1	Impulse buying	Sales person features	0.129	.000	Accepted
2		Product features	0.434	.000	Accepted

As table 2 shows the result of testing spearman correlation coefficients for all hypotheses except for the third hypothesis is meaningful in 0.05 level of detection. So, these hypotheses confirmed with 0.95 confidence level. And all of the hypothesis accepted.

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