

Impulse Buying Behaviour and Consumer Satisfaction of Retail Stores in Ado-Ekiti

Author's Details:

¹aribikolasi, O. S., ²ogundipe C. F., ³ijamusan O. C., ⁴afolabi, J. A., ⁵aremu A. J., ⁶obalakin I. O.

¹Department of Business Administration, Faculty of Management Sciences University of Lagos, Akoka

²⁻⁶ Department of Business Administration, Faculty of Management Sciences, Ekiti State University, Ado-Ekiti
folakeogundipe14@gmail.com

Abstract:

The purpose of this research was to evaluate impulse buying behaviour and consumers' satisfaction of retail stores in Ado–Ekiti. The research method used was the descriptive research of the survey type. A total number of three hundred (300) respondents selected through homogeneous purposive sampling were used from two retail stores in Ado – Ekiti, Ekiti State. Questionnaire was used to collect relevant data for the study. The data collected were analyzed using Pearson's Product Moment Correlation. Findings of the study indicated that, most respondents feel happy anytime they come to have some fun, hereby making impulse purchase on certain products; they do not plan what to purchase but the product packaging excites them to choose whatever they wanted; which makes feel more socialized when patronizing retail store. It is significantly revealed that the mood of customers have significant effect on their impulse buying behaviour. Based on the study findings, the researcher therefore recommended that, the retail store management must also consider many other factors (like the conducive environment, product display, fun, music orientation, shelf location and space, mood, advertisement etc.) that can affect the impulsive behaviour of consumers in Nao and Starleg retail store and also the company's management must observe continuously the dynamic nature of the environment with respect to consumer impulsive response

Keyword: Hedonic Pleasure, Impulse Buying Behaviour, Customer's Mood, Customer Satisfaction

Introduction

Impulse buying usually occurs when consumers are given a strong, positive signal associated with a certain product. Very often impulse buyers cannot avoid attractive appeals found in the store. These appeals are detected by human senses including sights, sounds, and smells, and these senses heavily influence individual preferences. Human senses have long been overlooked in research despite their crucial importance and applications to retail business. Moreover, although one or more of the human senses are stimulated as part of this sensory experience, the role of each sense or combination of senses is not thoroughly understood (Hultén, Broweus & van Dijk, 2009). The study of consumers' impulse behaviour has been a recurrent investigation of (Tinne, 2010; Punj, 2011; Muruganantham & Bhakat, 2013) and other researchers in which ways has been sought to satisfy their different necessities. So it has to consider that each consumer is different from the rest consumers and that the companies have to try to know their own requirements. For an attainable consumers' satisfaction, the companies have to take into account different aspects to be able to make their marketing strategies with they are going to be explained in the theoretical part. How a company's producers used their already existent potential to achieve a success without any advertising and why this company has an incredible increase in their sales figures.

According to Grunert (1999), consumer affect is related with the feelings about events, people can like or dislike a products. Can be favourable or unfavourable and include emotions. Consumer cognition is related with the beliefs about a particular product. Mental structures, knowledge or beliefs that consumers have developed from their memories and experiences. Consumer behaviour is related with the physical actions or consumers that can be directly observed and measured by others can include behaviours like, shopping at stores, buying a determinate product or using a credit card. Consumer environment is related with everything external to consumers that influences what they think, feel or do. People can be influenced by different groups like culture, reference group or family. This is very important for all marketing strategies because it is the medium

to stimuli and influence consumer. Conformed to the competition in today's marketplace, there have been many marketing strategies to expect an increased sales services on the consumers; mood and hedonic pleasure has been one of the strongest driven force has an impulse behaviour on the purchase on products. Therefore, this research will be of utmost beneficiary to retail stores in Ado-Ekiti because they will not only have limited or microscopic view of what their customers want in terms of their ultimate satisfaction, but they will rather have a broad overview on how to carry out their activities effectively and need for any adjustment in terms of staff management. This research will build an existing work for future researchers, innovators in line with this thought of study.

Objective of the Study

The Specific objective of this study is to:

- i. Examine the extent to which the mood of consumers affects consumer satisfaction.
- ii. Investigate the effect of hedonic pleasure on consumers' satisfaction.

Literature Review

Impulsive buying can be defined as the spontaneous and unreflective desires to buy, without thoughtful consideration of why and for what reason a person should have the product (Vohs & Faber, 2007). In view of this, Vohs and Baumeister (2011) identified three characteristics of impulsive buying: rapid decision to buy, diminished concern for the consequences and the decision to buy emerge between a conflict between affect (desire) and cognition (control). Most times before impulsive purchases are made, there would be a sense of doubt in whether a purchase should be made or not. However, due to the spontaneity of impulsive buying, that doubt becomes a mere fleeting thought that is not paid attention to. Consumers of materially oriented society in order to sustain a state of happiness likely will buy such goods which, as they suppose, make them happy and will avoid experimentation in order to prevent disappointment and possible state of unhappiness that arises from a risk of change of brand (Podoshen, Andrzejewski & Hunt, 2014). Consumers who see happiness as the most important factors will not be prone to switching brands. However, as bigger perceived risk will arise in connection with making of future decisions, as more consumers are prone to reduce options and to become loyal to a particular brand (Sheth & Parvatiyar, 1995). According to Troisi, Christopher and Marek (2006), it is very likely that materialist (who on the basis of research results is characterized as less happy) does not wish variety of acquisitions.

Today, changes in the structure of a dynamic market and tough competition influence purchasing preferences and behaviour of consumers. Consumers realize their purchasing behaviour and preferences not only based on their life styles, but also according to hedonic and utilitarian characteristics of products. Customers, realizing their purchase based on hedonic preferences, obtain both psychological experience with the usage of the product and delight and joy by possessing the product; those realizing their purchasing behaviour based on utilitarian grounds are more focused on the functional and objective attributes of the product. Consumers who act with hedonic purchasing reasons realize the act not to satisfy a need but to enjoy and take pleasure by doing it without contemplating and planning.

Kacen and Lee (2002) demonstrated several factors affect the impulse behaviour, consumer's moods and affective states, gender, age, consumers' normative evaluation and culture. Koski (2004) stated that impulse purchasing is effected by several factors such as easy accessibility of store, wider range of goods, promotional activities. Impulse buying research increased and extended to investigations of how merchandising stimuli like retail shelf location and amount of shelf space influence impulse buying, and some studies determined the types of circumstances in which consumers buy things without prior planning and examined the relationships between consumers' demographic and lifestyle characteristics and their impulse buying susceptibility (Rook, 1987). Product specializations, product price, mass distribution of products, promotional activities, personal characteristics, consumers' moods, demographics, store environment and atmosphere, social factors-store employees, other customers, economic structure-income level, generational cohorts, hedonic consumption, culture and situational factors affect impulse buying (Unal, 2008; Mattila & Wirtz, 2008; Pentecost & Andrews, 2010; Hulten & Vanyushyn, 2011; Dursun, Oskaybas & Gokmen, 2013; Duarte, Raposo & Ferraz, 2013). Also,

non-economic factors, such as fun, fantasy and social or emotional gratification, may trigger consumers to purchase impulsively (Hausman, 2000).

Karbasivar and Yarahmadi (2011) classify impulse buying behaviour into two factors which have an impact on impulse buying behaviour. These categories are named internal factors and external factors (Youn & Faber, 2000; Duarte et al., 2013). Similarly, Tinne (2010), Muruganathan and Bhakar (2013) categorized money, time, presence of others to another category which is called situational factors. Therefore, consumers are influenced by internal and external factors which stimulate their impulse purchase behaviour. Although impulse buyers do not have a specific goal to buy a certain product or visit a certain store, while browsing and being exposed to the stimuli, they feel the desire for the products by being aware of the products, and this desire can be generated by internal mood or external stimuli.

Internal factors of impulse buying are related to the different personality related which characterizes an individual rather than the shopping environment. Internal factors denote the individual's internal cues and characteristics that make him/her engage in impulse buying. Also, some of the internal factors can be called as demographic and social factors. In the same vein, the influence of in-store stimuli like product displays, shelf positions, packaging, product line and price becomes more important for impulse buying than preplanned purchase decisions. External motivation factors of impulse purchase are specific stimuli associated with related variables and with shopping environment.

Mood and Hedonic Impulse Behaviour

An individual's affective state or mood has been posited by Beatty and Ferrell (1998) to be one of the important determinants of impulse buying, in that if an individual is in a good mood, he or she tends to reward himself or herself more generously and therefore, tend to be more impulsive. On the other hand, Rook and Gardner (1993) asserted that while pleasurable mood states, such as excitement, encouraged impulse buying, consumers were also likely to impulse buy during negative mood states, such as sadness, in order to improve their mood. Hedonic consumption signifies the joy and pleasure the consumer expects from shopping. As the expectation from shopping is different for each consumer, so is the feeling experienced during shopping. Some of the consumers are affected by various motivational aspects in order to get joy and pleasure from shopping. These motivational aspects can be described as adventure, socializing, taking pleasure, having an idea, exchange of values and roles (Arnolds & Reynolds, 2003). Hedonic consumption is based on hedonism. Hedonism is a philosophy acknowledging pleasure in the content and meaning of life. Hedonism is an ethical theory ascribing something giving joy or saving from pain as "good", and something giving pain as "bad" (Babacan, 2001; Altunşik & Calli, 2004). Although hedonism is related to excess, unplanned and pleasure, it is important for businesses to know which factors motivate consumers towards hedonic behaviour. Prior understanding of customer's satisfaction determinants tends to provide advantage for businesses in the long run since it will be possible to understand many aspects of consumer behavior (Ozdemir & Yaman, 2007). Therefore, hedonic shopping influences a great number of consumers and is mostly effective on the new generation.

Methodology

The study was carried out in retail stores which are Nao and Starleg with appropriate population along Adebayo road, Ado-Ekiti, Ekiti State. The survey method was considered the most appropriate to be employed because it is the most widely used of all the available method of obtaining raw data from the source or respondents through structured questionnaire. The population of the study comprises of all customers of retail stores in Ado-Ekiti, Ekiti State. The study will comprised of walk in customers who patronized the retail stores around the axis. Hence, the anticipated population is three hundred (300) being the total number of observed customers patronizing retail stores in hours. The sampling techniques adopted for this research work is the homogeneous purposive sampling techniques. However, one hundred (150) questionnaire were administered in each retail store bringing the total to three hundred (300) respondents. Descriptive statistics and inferential statistics will be

employed. Descriptive statistics were used to present and analyze demographic data of respondents in frequency tables. However, inferential statistics, namely Pearson’s Product Moment Correlation will be used to test the hypotheses, to answer the research questions and achieve the objectives of the study.

The Pearson Product Moment Correlation formula is given as:

$$r_{xy} = \frac{n\sum x_i y_i - \sum x_i \sum y_i}{\sqrt{n\sum X^2_i - (\sum x_i)^2} \sqrt{n\sum y^2_i - (\sum y_i)^2}}$$

Where rxy = correlation coefficient showing the linear relationship between dependent and independent variables

X = Independent Variable (Customer Relationship Management)

Y= Dependent Variable (Customer Retention)

Data Analysis and Presentation

Description of Respondent

This segment tends to discuss the result and findings through the use of questionnaires administered, 300 questionnaires were administered to retail stores (Nao, Starleg) customers in Ado Ekiti metropolis, 300 questionnaires were filled and returned for analysis which represented 100% of the questionnaire distributed.

Table 1: Respondents Demographic Distribution

Variables	Frequency	Percent
Sex		
Male	136	45.3
Female	164	54.7
Total	300	100.0
Marital Status		
Single	103	34.3
Married	178	59.3
Divorced	19	6.4
Total	300	100.0
Occupation		
Student	107	35.7
Artisan	58	19.3
Trading	30	10.0
Civil Servant	105	35.0
Total	300	100.0
Monthly Income		
Below 50,000	113	37.7
50,000-100,000	106	35.3
100,000 Above	81	27.0
Total	300	100.0

Source: Field Survey, 2020

Sex distribution showed 45.3% of the respondents are Male while 54.7% of the respondents are Female which implies most of the respondents are Female. Considering the marital status, it was shown that 34.3% of the respondents were single, 59.3% of the respondents were married while 6.4% of the respondents were divorced thus imply majority of the respondent were married. Occupation showed that 35.7% of the respondents are students, 19.3% of the respondents are artisan, 10% of the respondents are traders while 35% of the respondents are civil servants thus implies that majority of the respondent are civil servants. Respondent monthly income

showed that 37.7% of the respondents earn below 50,000 monthly, 35.3% of the respondents earns between 50,000-100,000 monthly while 27% of the respondents earn above 100,000 monthly.

Relationship Mood and Satisfaction

In order to test the hypothesis, scores relating to mood of consumers and consumer satisfaction were computed and subjected to Pearson Product Moment Correlation at 0.05 level of significance. The result is shown on Table 2

Table 2: Correlation between Mood of Consumers and Consumer Satisfaction

Variable	N	Mean	SD	r-cal	r-tab	Remark
Mood	300	56.60	25.712	1.093*	0.195	Significant
Satisfaction	300	65.00	19.586			

P<0.05

Source: Data Output, 2020

Table 2 showed that r-cal (1.093) is greater than r-tab (0.195) at 0.05 level of significance. Therefore, alternate hypothesis is accepted while the study rejected null hypothesis all at 0.05 level of significance. Thus implied that there is a significant relationship between mood of customers and consumer satisfaction of retail stores in Ado-Ekiti

Relationship Hedonic Pleasure and Satisfaction

Hedonic pleasure has significant effect on their consumer satisfaction. In order to test the hypothesis, scores relating to hedonic pleasure and consumer satisfaction were computed and subjected to Pearson’s Product Moment Correlation at 0.05 level of significance.

Table 3: Correlation between Hedonic Pleasure and Consumer Satisfaction

Variable	N	Mean	SD	R-cal	r-tab	Remark
Hedonic	300	47.00	14.405	1.042*	0.195	Significant
Satisfaction	300	37.00	4.472			

P<0.05

Source: Data Output, 2020

Table 3 showed that r-cal (1.042) is greater than r-tab (0.195) at 0.05 level of significance. Therefore, the study accepted alternate hypothesis and rejected null hypothesis all at 0.05 level of significance thus implied that there is a significant relationship between hedonic pleasure and consumer satisfaction of retail stores in Ado-Ekiti.

Discussion

Findings of the study indicated that there is significant relationship between mood and consumer satisfaction; this is in consonance with the findings of Beatty and Ferrell (1998) who found that an individual’s affective state or mood has been found to be one of the important determinants of impulse buying. In view of that, if an individual is in a good mood, he or she tends to reward himself or herself more generously and therefore, tend to be more impulsive. In the same vein, Rook and Gardner (1993) said that pleasurable mood states, such as excitement, encouraged impulse buying, consumers were also likely to impulse buy during negative mood states, such as sadness, in order to improve their mood.

It was also revealed that there is significant relationship between hedonic pleasure and consumer satisfaction. This invariably agrees with the earlier findings in this study that internal factors like emotions, desire and impetuosity triggers the impulsive state of a consumer. The impulsiveness of an individual may come from its desire to have the product. The belief of having the product creates emotional satisfaction to the consumer, and

that is one of the factors that trigger sudden mood or the urge to buy the product after seeing it due to the exposure to the external factors like promotional activities. Also, the belief that the individual is in need after the exposure to any stimuli influences its buying behavior and creates an idea to buy the product in other words, the concept can be described as wants turned to needs.

Conclusion and Recommendations

Based on the study findings, it is therefore concluded that most respondents have accepted that mood of customers have significant effect on consumer satisfaction and also, hedonic pleasure of customers in retail store makes them to buy more goods because of the conducive environment. This invariably shows that there is a significant relationship between hedonic pleasure and consumer satisfaction in of retail stores in Ado–Ekiti.

It is recommended that company's management in question (retail stores) must consider the importance of customer's mood and hedonic pleasure for changing of the impulsive behaviour of consumers. The company's management must also consider about many other factors like the conducive environment, product display, fun, music orientation, shelf location and space, mood, advertisement that can affect the impulsive behaviour of consumers in retail stores.

Retail store management must identify and implement satisfaction determinants to create maximum satisfaction among the impulsive consumers. Customer's feedback must be given consideration to find out the kind of ways that can be adopted to get desired impulsive goals. The marketing managers must also encourage sale personnel to develop new methods and experiment with new ideas that lead to increase in impulsive purchases.

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