



ENTRENOVA

ENTerprise REsearch InNOVAtion Conference

Analysis of the influence of situational factors on impulse purchases

Marta Ilić

Dijana Vuković

Anica Hunjet

ENTRENOVA, Zagreb, Croatia, 2021

Introduction

- Shopping can no longer be viewed as a simple act of making a purchase.
- Malls and stand-alone stores have to create an environment that encourages people to shop and have fun at the same time.
- Physical environment, social environment, and time as a factor capable of affecting the purchase count as situational factors.

Elements of influence on impulsive buying

- Following variables are often mentioned in relation to situational factors: physical and social environment, duration of shopping, previous states of the organism, objective associated with consumer behavior and shopping conditions.
- The main objective is to make the customer feel comfortable, happy, and content inside the store – just the way they'd feel watching their favorite show in the theatre .

Impulsive buying

- Emotions are the most prominent triggers for impulse purchases.
- Product influence is also a crucial factor – design, packaging, promotional activities, price, and advertising all greatly influence a consumer's impulsivity “

Research methodology

- This research has been conducted on a sample comprised of 224 respondents.
- The respondents were interviewed in a mall, after they finished shopping. The questionnaire was filled out by a wide spectrum of people of different ages, levels of education, amounts of monthly income and personal interests.
- The questionnaire was comprised of 21 questions.

Objectives and hypotheses

- Objectives of this research were as follows:
- to define consumer behavior during the process of impulse shopping.
- to determine whether situational factors really affect impulse purchases,
- to explain and research which situational factors influence impulsive purchases most.
- **Hypothesis H1:** Impulse purchases are incited by the in-store layout.
- **Hypothesis H2:** Impulse consumer behavior is most heavily influenced by the physical environment.

Arithmetic mean values

Claims	N	M	SD	C	Min	Max
I often buy something from the check-out area even though I didn't plan on buying it and didn't really need it.	224	2,47	1,22	2	1	5
I usually adhere to my shopping list.	224	2,85	1,27	3	1	5
I consider myself a rational buyer and I only purchase things I really need.	221	2,92	1,18	3	1	5
I always compare two or more brands before making a purchase-related decision.	223	2,58	1,19	3	1	5
I usually buy things when I see them in the store.	223	3,18	1,14	3	1	5
I often make spontaneous and unplanned purchases.	222	2,98	1,20	3	1	5
I feel guilty when I buy something unplanned.	221	3,38	1,24	3	1	5
I feel satisfaction when I buy something unplanned.	221	3,12	1,17	3	1	5
When I'm in a bad mood, I often purchase something to make myself feel better, even though I didn't really need it.	222	2,79	1,35	3	1	5
It's hard to pass up a good shopping opportunity	223	3,48	1,14	4	1	5
I often treat myself to a product I liked.	222	3,54	1,15	4	1	5
I usually buy something I didn't intend to purchase.	222	3,12	1,14	3	1	5
I'm usually quick to decide on a purchase.	223	3,44	1,16	4	1	1
Total impulsivity:	223	3,07	0,63	3,08	1,08	4,77

Descriptive data on the factors that influence impulse purchases

Table 2

Descriptive data on the factors that influence impulse purchases

Claims	N	M	SD	C	Min	Max
Layout: The in-store layout affects my purchases.	223	3,15	1,32	3	1	5
Decor: The store décor is the most important factor when choosing where to shop.	222	3,28	0,97	3	1	5
Colors: Red, yellow and orange color remind me of sales and clearances.	222	3,88	1,20	4	1	5
Music: In-store music affects my shopping.	220	2,94	1,16	3	1	5
Music: I don't even notice the in-store music.	221	2,44	1,25	2	1	5
Crowdedness: If the store is crowded, I will leave and look for another shop.	223	3,20	1,25	3	1	5
Crowdedness: I will enter an overcrowded store because I believe the crowd has formed due to the presence of good products.	223	2,82	1,24	3	1	5

Discussion research result

- The conclusion of this research is based on a survey that was anonymously filled out by respondents. Said respondents made it possible to conduct an in-depth research of the topic “Influence of situational factors on impulse consumer behavior.” 83% of the respondents were female, whereas the remaining 19% were male.
- The questions that followed were related to the effects of situational factors on impulse consumer behavior. The claims served to measure impulsivity, and the respondents mostly agreed with the claims “I often treat myself to a product I liked,” “It’s difficult to pass up a good shopping opportunity,” and “I’m usually quick to decide on a purchase.” The respondents mostly disagreed with the claim “I often buy something from the check-out area even though I didn’t plan on buying it and didn’t really need it,” which points to a low efficiency of such strategies.

Conclusion

- Modern times offer a great number of possibilities, various products, and numerous services to the consumers.
- The objective of said research is to attract more consumers and satisfy their expectations. When the consumer is inside the store, there are situational factors that influence the consumer's behavior and their purchase – related decisions. Their decisions are influenced by the physical environment, social environment, time, and their current psychological condition.



QUESTIONS?

THANK YOU FOR ATTENTION!