

The Role of Time, Economics, and Conscious Shopping Orientation on Impulsive Buying Behaviour of the Consumers

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Abstract

This study is intended to study the relationship of impulsive buying behaviour on consumer economics, conscious shopping orientation, and confident shopping orientation of consumers. This study used a quantitative technique with deductive approach has been used in this study. In order to gather primary data, a self-completed questionnaire was distributed in the Pakistani consumer market randomly. Questionnaires circulated were 200 in number and all were returned with a response rate of 100%. The biased questionnaires found in sample were numbering to 4 and the incomplete received questionnaires were Zero so, the total numbers of valid questionnaires were numbered to 200. Among the respondents, 25.5% were aged between 17-19 years, 25.5% were aged between 20-22 years, and 49.0% of the respondents were age 23 years and above. Out of 200 respondents, 40% were Male while 60% were Female. We used Cronbach's Alpha test, frequency test, and we checked sample means and comparison of means through tests. The results of this research paper clearly depict the different episodes of the impulsive buying behaviour at different episodes. The findings show that time conscious shopping orientation has a positive impact on the impulsive purchasing of consumers throughout the Pakistan and that conscious shopping orientation and economic shopping orientation have little or no impact on impulse purchases made by consumers. In today's fast moving world, consumers have less time to purchase products which leaves them susceptible to making impulse purchases. Therefore, the shopping experience and products should be such that they are less time consuming while maintaining their quality and price. Furthermore, the findings of this research can help marketing managers to craft their advertising activities in such a way that would generate revenue and increase a customer's loyalty when they make impulse purchases.

Keywords

Impulsive Buying, Economic Shopping Orientation, Time Conscious Shopping Orientation, Confident Shopping Orientation

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1. Introduction

Theoretically, impulsive buying or impulse purchase behaviour can be defined as one who intends to purchase goods, etc. in an impulse or impulsively. Several researches have depicted that consumer emotions and feelings play a vital role and these feelings are triggered upon exposure to a product that portrays a well-crafted advertising message

(Tellis, 2010). This research also aims at giving a better understanding of what these consumers actually consume instead of their physical claims in regards to consumption. The impulse purchase behaviour of consumers throughout Pakistan is of vital importance to marketers, fashion industry, and in the field of psychology.

Impulsive buying has been seen as an invasive, persistent, and distinct phenomenon of the Pakistani community.

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Previous studies have focused on differentiating impulse purchase behaviour from non-impulse purchase behaviour (Nenycz-Thiel, M, 2012), According to a study published in the Journal of Consumer Marketing suggests that distraction plays a vital role in the preference of consumers between two brands (Bashar, A., Ahmad, I. and Wasi, M., 2012), Furthermore, factors like time, consciousness of consumers, and economic shopping also plays a significant role in impulsive buying.

The sole purpose of this paper is to establish a relationship between impulsive buying and the factors like time, economics, and consciousness of consumers that can elicit cues pertaining to the impulse purchase behaviour of consumers and how these impulse purchasers respond to varying levels of sensitivity of these cues.

2. Literature Review

Impulsive buying behaviour can be regarded as an unintentional decision of consumers towards a product or a service and the consumer is regarded as an impulse purchaser (Thakor, M. and Prajapati, S. G, 2012). On another account, impulse purchase decision or impulsive buying behavior can be regarded to as a purchase made at an unplanned or spur of the moment decision to buy a product or a service which is as a result of an exposure to a well-crafted advertised message (Craig, 2010).

The term economic shopping orientation refers to the general attitudes of consumers towards shopping and money (Umair Cheema, M. R. 2013). In another context, economic shopping orientation has been defined as the general lifestyle of a consumer it has intended to predict (Taweerat Jiradilok, February 2014). Economic Shopping orientation is influenced by differences pertaining to the choice of consumers whether social or recreational. Although it has been seen that the consumers undergo an entire decision making process, still these consumers have shown to exhibit impulse purchase behaviour at different points in time. Factors like fashion, price, value, quality, and brand loyalty have a significant on the consumer buying behaviour (Choon Ling Kwek, H. P.-C. (2012).

Confident shoppers have shown confidence in shopping while buying apparels for themselves. Theoretically, these shoppers enjoy bargains and promotional information through an advertising medium (Kenneth C Gehrt, M. N. 2012). The confident shopping orientations of consumers are used to describe the preferences of consumers in all aspects of their shopping experiences. They reflect the consumers' preference to choose the product of their choice during their shopping activities. (Hosam El-Sofany, T. A.-M.-A.-A. 2012)

Throughout the course of time, it has been seen that time pushed shoppers make unintended purchases and relatively spend less time on a particular shopping platform (Hosam El-Sofany, T. A.-M.-A.-A. 2012) described time as a duration involving a succession of events. People having a significant time duration will be less concerned about how much time a particular event takes even though, the issue of shopping and time allocation has received little attention still, there is a significant impact of time on impulse purchase behaviour (Worsley, A. and Crawford, D. A. 2012). Consumers want to achieve their task of shopping as quickly as possible with limited time constraints.

3. Methodology

Sample:

The totality of all the questionnaires circulated were 200 in number and all were returned with a response rate of 100%. The biased questionnaires found in sample were numbering to 4 and the incomplete received questionnaires were Zero so, the total numbers of valid questionnaires were numbered to 200. Among the respondents, 25.5% were aged between 17-19 years, 25.5% were aged between 20-22 years, and 49.0% of the respondents were age 23 years and above. Out of 200 respondents, 40% were Male while 60% were Female.

Table 1. (Frequency of the respondents: Gender).

Gender	Frequency	Percent
Male	80	40.0
Female	120	60.0
Total	200	100.0

Amongst the respondents the people of Bachelors Level Education were 35.0% persons of Master Level Education were 45.0% and people having an M.Phil. / Ph.D. Education Level were 20.0%

Table 2. (Frequency of the respondents: Degree Program).

Degree Program	Frequency	Percent
Bachelors	70	35.0
Masters	90	45.0
M/Phil and PhD	40	20.0
Total	200	100.0

Among the respondents, 25.5% were aged between 17-19 years, 25.5% were aged between 20-22 years, and 49.0% of the respondents were age 23 years and above.

Table 3. (Frequency of the respondents: Age Group).

Age Group	Frequency	Percent
17-19 years	51	25.5
20-22 years	51	25.5
23 years and above	98	49.0
Total	200	100.0

Scale:

The scale used in the research was accepted from some other research (Kims, 2008). For the independent variables: Time Conscious Shopping Orientation, Economic Shopping Orientation, and Confident Shopping Orientation, a total of four questions were asked. For Dependent Variable, Impulsive Buying Behaviour, a total of five questions were asked in the questionnaire. The demographic questions pertaining to Age, Gender and Education were also asked. The scale was adapted in order to fit the settings of Quaid-i-Azam University, Islamabad to adopt it to the settings of the respondents. Difficult words were replaced by easier terminologies. Furthermore, the researchers were also present on sight. The variables were measured on a five-point liker scale i.e.

1. Strongly Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree 2. Disagree

A five-point liker scale was used for this study as explained above. The detailed questionnaire in its final form is attached in the Appendix section of this paper.

Statistical Test:

The following tests were performed in the following research paper:

1. Cronbach's Alpha Test in order to check the reliability of

Table 5. (Mean of Impulsive Buying w.r.t Age Group of the respondents).

Your Age Group in Years	Mean	N	Std. Deviation	Minimum	Maximum
17-19 years	2.8083	51	0.60059	1.25	3.75
20-22 years	2.6490	51	0.62563		
23 years and above	2.7500	98	0.54139	1.75	4.25
Total	2.6966	200	0.60656		4.25

It is clear from this table that there is no momentous influence of the student's age on Impulsive Buying (the dependent variable). The age group ranging from 17-19 years has a mean of 2.8083, of 20-22 years has a mean of 2.6490, and that of 23 years and above has a mean of 2.7500 respectively.

Table 6. (Mean of Impulsive Buying w.r.t Gender of the respondent).

What is your Gender?	Mean	N	Std. Deviation	Minimum	Maximum
Male	2.7258	80	0.62994		4.25
Female	2.6585	120	0.57669	1.25	4.25
Total	2.6966	200	0.60656		4.25

The above table shows that the Male and Female gender is almost equally disposed towards Impulsive Buying (the dependent variable) with 2.7258 for the Male gender and 2.6585 for the Female gender respectively.

Table 7. (Mean of Impulsive Buying w.r.t Degree Program of the respondent).

Your current degree program	Mean	N	Std. Deviation	Minimum	Maximum
Bachelors	2.7459	51	0.56179	1.25	4.25
Masters	2.6736	51	0.67870		3.75
M/Phil and PhD	2.6532	98	0.51912	1.75	
Total	2.6966	200	0.60656		4.25

the scale.

2. A frequency test was conducted to check the distribution sample with regards to Age, Gender, and Education.
3. Sample means were also conducted in order to check the response of the respondents to the variables.
4. A comparison of means test was also conducted in order to check the demographic response of the respondents in terms of all the variables (Independent and Dependent Variables).
5. A correlation was found out for the purpose of conducting hypotheses testing with a separate Regression Analysis was also performed for the purpose of studying the variance.

4. Data Analysis and Interpretation

4.1. Descriptive Analysis

Table 4. (Mean of the variables).

N	Mean	Std. deviation
Confident Shopping Orientation	200	3.6921 0.89073
Time Conscious Shopping	200	3.0280 0.69702
Economic Shopping Orientation	200	2.8186 0.65843
Impulsive buying	200	2.6966 0.60656

It shows that the mean for Confident Shopping Orientation is 3.6921, of Time Conscious Shopping Orientation is 3.0280, for Economic Shopping Orientation is 2.8186, and for Impulsive Buying is 2.6966.

The above-mentioned statistics for the current degree program in above table show that Bachelors have a slight inclination for Impulsive Buying (the dependent variable) with a mean of 2.7459. The students of the Master's degree have a mean of 2.6736 and are the second most leaning toward the dependent variable. M/Phil and PhD students have a mean of 2.6532 with a little noticeable difference towards impulsive buying when compared with students of the Master's Degree program.

4.2. Inferential Statistics Reliability Analysis

Table 8. Reliability Statistics.

Cronbach's Alpha	N of Items
0.750	17

The above-mentioned table shows that 200 questionnaires were circulated in the calculating Cronbach's Alpha. The aforementioned scale is 0.750 which shows that it has a good internal consistency.

H1: There is a positive correlation between 'Time Conscious Shopping Orientation' and 'Impulsive Buying'.

The above-mentioned table shows that that Time Conscious Shopping Orientation and Impulsive Buying have a positive correlation (R: 0.209) which is also significant at the 0.000 level. For that reason, we will accept H1.

H2: There is a negative correlation of 'Economic Shopping Orientation' with 'Impulsive Buying'.

The above-mentioned table clearly illustrates that Economic Shopping Orientation and Impulsive Buying are positively correlated (R: 0.149) which is significant at the 0.000 level. For that reason, we do not accept H2.

H3: A negative correlation exists between 'Confident Shopping Orientation' and 'Impulsive Buying Behaviour'.

The aforementioned data in table clearly illustrates Confident Shopping Orientation and Impulsive Buying are negatively correlated (R: 0.182) which is significant at the 0.000 level.

5. Conclusions

The statistics mentioned in the research paper clearly show that people with Bachelors education have a slight inclination towards impulse purchase behaviour (the dependent variable) while the people having a Masters or M/Phil degree are highly inclined towards impulsive buying which depicts that young people having Bachelors level education or less have are more inclined to purchase

impulsively. Furthermore, males are less willing to purchase impulsively than females.

The research also shows that people of the age group between 23 and above years of age are prone to show impulse purchase behavior. Among the three independent variables under study i.e. economic shopping orientation, time conscious shopping orientation, and conscious shopping orientation, only time conscious shopping orientation has a positive relationship towards the dependent variable: impulsive buying. The relationship of time conscious shopping orientation shows that people are seen to purchase impulsively when the consumers are facing time constraints. The other two variables: conscious shopping orientation and economic orientation are seen to show a negative relationship towards the dependent variable (impulsive buying).

Recommendations

Since impulsive buying behaviour has been found to be directly related to despite the fact that it has been directly influenced by external factors like behaviours and emotional reactions of consumers, the consumer's response was to some extent difficult to be examined through survey questionnaires. The research could have been carried out more successfully if these consumers were aware of these external factors during their impulse purchase. There is a strong need for observational or experimental research methods keeping in account, the consumers' moods, lifestyles, their behaviours, and their affection towards a particular product or service since they strongly influence the impulsive buying behaviour.

The level of impulsive buying behaviour is gender specific which is endorsed by this research as well. The findings of this research show that males are likely to commit more impulse purchases than females which is supported through this research with males and females having a mean of 2.7258 and 2.6528 respectively. It supports the finds of Ditmar el. (1995) which states that the impulse purchase behaviour is gender specific. It also supports the findings of Tariq Jalees (2009) which states that men are more likely to commit impulse purchases than women.

Because impulsive buying behaviour is dominant in modern societies therefore, it is recommended that expanded researches be carried out in these societies taking into account the various demographic and geographical groups (Jiyeon and Kim, 2003) and the visual and online impulsive purchasing of consumers is recommended as well.

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