

# Evaluating Effective Factors on Consumer Impulse Buying Behavior by Kim's Model in HyperMe Store

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## ABSTRACT

This article aimed to investigate the relationship of consumers' characteristics on impulse buying behavior in HyperMe stores. Current research is applied one in terms of goal, descriptive correlation type in terms of nature and survey in terms of method. Research statistical population includes all daily customers (women and men) of HyperMe stores. In this study, based on infinite Cochran's formula and simple random sampling method, 384 customers are selected. For collecting data in this research, a researcher made questionnaire of 35 items has been used. Face and content validity of questionnaire were investigated and confirmed using the idea of experts. Cronbach's alpha coefficient is obtained as 0.7 for variables that shows internal consistency of items and questionnaire's acceptable reliability. In order to analyze data, Kolmogorov and Smirnov test and Spearman correlation coefficient using SPSS software were utilized. The results show that significance level is less than 0.05 so it can be said that there is a significant relationship among age, temper, materialism, enjoying the buying and consumers' desire to buy and impulse buying behavior in HyperMe stores.

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## Introduction

Today the field of consumers' behavior investigates how to select, buying, using services, ideas or experiences by people, groups and organizations for providing their needs and desires. Therefore identifying mechanism and design of consumers' behavior different models and effective factors on it are significantly important for marketers. (Mortazavirad, 2013: 23).

Different types of purchases are discussed in the area of consumer's behavior that one of those classifications includes planned purchases and impulse buying. Retailers and marketers need to know how they can take over each other in market for achieving more share of impulse and unplanned purchases by customers (Hawkins et al, 2006: quoted by Roosta and Bathaei: 36).

There is no company that can be successful regardless customers' needs and desires and satisfying them. (Karimi Roknabadi, 2014: 7) One of the cases which are discussed in this field is impulse buying. Impulse buying is hidden half of customer's behavior that skilled salesmen can achieve it using different stimuli and increase their sale rate. (Rahimizade et al, 2014: 84) Impulse buying is one of important aspects of consumer's behavior and also a vital concept in market. As soon as increasing the income and purchase power, impulse buying increase and shows itself as a dominant phenomenon in the behavior of consumer. (Abedi, 2014: 41). Impulse buying can be seen in most of products' classifications so that among 27 to 62 percent of big malls' goods are purchased immediately. Impulse buying has allocated almost 80 percent of whole purchase of some special good classes. (Ghaffari Ashtiani and Akbari, 2012: 3)

Considering increasing development of big stores and their advertisements, retailers can also use the results of this study for improving the environment of store and effective factors on the customers' buying behavior. (Abedi, 2014: 8)

Saman Andishan Emmertat Company with brand "HyperMe" using valuable experiences of managers and staff one hand and relying on the ability of young workforce, started working in chain stores area with its first store in Mega-mall complex located in Ekbatan, fuzz 2 in July 12<sup>th</sup> 2012. "HyperMe" means Middle East Hyper. Through an impressive variety of commodity groups, food and beverage, Health & Beauty, Clothes and textiles, household and office appliances has been able to get a special position

among all customers with complete and diverse product portfolio of National and international reputable brands and now it has seven main branches including Ekbatan, Gheytariyeh, Azimiyeh, Tajrish, Namakabroud, Isfahan and Mashhad. Finally, HyperMe stores like other active chain stores in the country isn't exceptional in the challenges of declining sales in marketing area that may be created under the influence of different reasons especially by rapid qualitative and quantitative development that has been happened in recent years in the area of customers' needs. Because of this, investigating effective factors on impulse buying of customers as a competitive advantage is the main problem of current research.

### Literature review

Customer's behavior is a new field that is described by Mowen as "customer's behavior is studying purchase units and the processes of exchanges including purchase, consumption and throwing away the goods, services and ideas". Customer's behavior has been a controversial subject and includes people and what they buy, why and how of their purchase, marketing and mixing with it and market. (Haghighi et al, 2009: 15)

Consumer's behavior is derived from his values and beliefs, attitudes and thoughts toward the world and his position in this world, from an image that he has from himself and an expectation that he has from others about this image and accurate judgment, vagaries and impulse provocation. (Taalchi et al, 2012: 47)

Impulse buying is one of important aspects of consumer's behavior and also a vital concept in market. As soon as increasing the income and buying power, impulse buying increase and shows itself as a dominant phenomenon in the behavior of consumer. According to the available literature if consumers buy only when they need, the economy of market get failed which can obviously show the importance of impulse buying. (Nazari et al, 2011: 128)

Impulse buying, which is also called as unplanned purchase, buying with instant decision, impulse buying and psychologically impulsive, is one important aspect of consumer's behavior. In fact impulse buying is experiencing a tendency for purchasing; this tendency is a sudden and severe feeling and tempting most of the time. (Ghaffari Ashtiani and akbari, 2012: 4)

Researchers have accepted that impulse buying happens when an individual buys something without thinking and immediately. Impulse buying is unintentional because an individual hadn't been looking for special good and hadn't had any plans for purchasing and hadn't been buying something. Unintentionality and lack of planning characteristic is required for impulse buying but it isn't the only criterion for being in impulse buying class. In fact each impulse buying is surely unintentional and unplanned but each type of unplanned purchase isn't impulse buying. (Rook and Fisher, 1995: 307)

Churchill and Peter (1998) have stated in their research that consumers' buying process includes five steps: recognizing the need, searching information, alternate assessment, buying decision making and evaluation after buying. This process of consumers' buying is affected by social, marketing and situational factors. Kim (2003) in his research has classified effective factors on impulse buying behavior into three sections of costumers' features, stores' features and environmental and situational factors. Ozer and Gultekin (2015) in a research has investigated the role of temper and satisfaction in impulse buying of products and ultimately found out that there is a positive and significant relationship between customers' temper and impulse buying behavior. Moreover the role of satisfaction after impulse buying is also effective on the rate of future purchases.

Shahan Tinne (2010) in a research has investigated the literature of impulse buying behavior and state that today competition has reached to its pick in market and all companies are looking for promotion in their sale that in provoking consumers to impulse buying of consumption goods can be considered as competitive advantage for companies. Ultimately he has found out that four factors of customers' features, store features, situational features, situational factors and product features are effective on the occurrence of impulse buying.

Kim et al (2011) in a research about constant purchase of tourism goods and services in South Korea investigated the role of trust in electronic business. Their research has shown that when customers are involved in purchasing, their satisfaction affects their trust and finally trust has significant effect on the loyalty of buyers to online shopping of tourism goods and services.

Abedi (2014) has accomplished a study named the effect of cultural, individual and environmental factors on impulse buying behavior in Shahrvand chain stores: mediating role of spiritual-mental factor on environmental factor. The results of the research show the significance and the effect of cultural and individual factors on impulse buying. Environmental factor also affects impulse buying mediating spiritual-mental factor.

Karami (2014) has done a research named the effect of individual factors related to product on impulse buying with moderating effect of demographic factors. The findings of the research show that individual factors and related factors to the product have significant effect on impulse buying. The moderating role of demographic factors (age and income) wasn't also confirmed in any of relationships between individual factors and related factors to the product in impulse buying.

This study is sought to evaluate effective factors on consumers' impulse buying behavior using Kim model in HyperMe stores so based on mentioned principles and done researches in this equation, conceptual model below is extracted for this research.

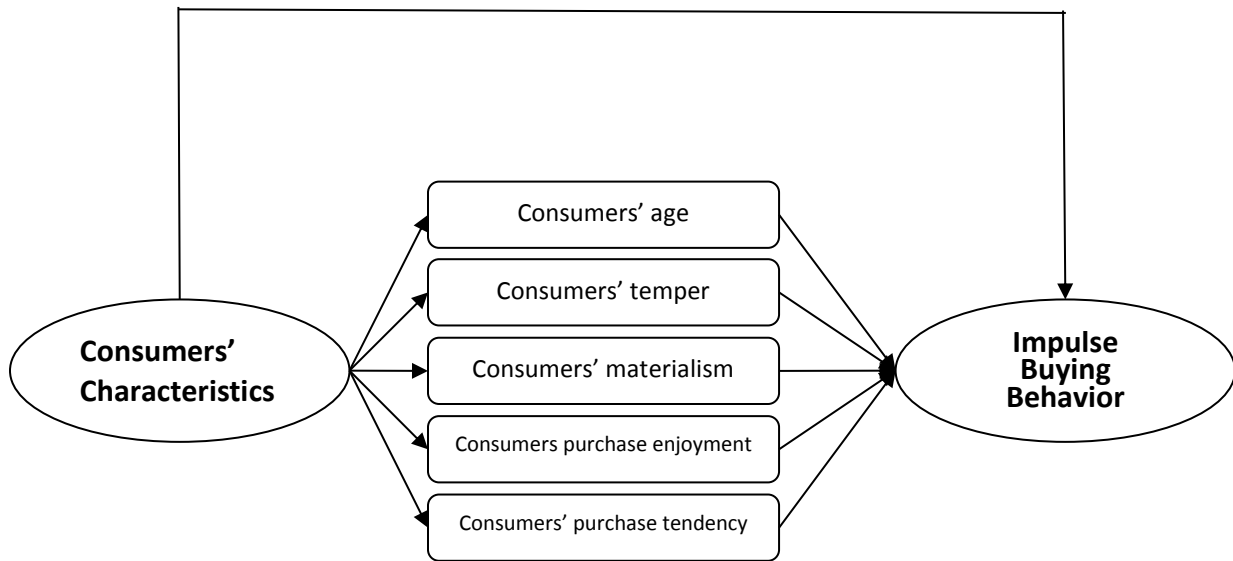


Figure 1- recommended model of research derived from Kim (2003) with completing Churchill and Peter model (1998) quoted by Shahan Tinne, 2010

**Research hypotheses**

- Hypothesis 1: there is a relationship between consumers’ age and impulse buying behavior
- Hypothesis 2: there is a relationship between consumers’ temper and impulse buying behavior
- Hypothesis 3: there is a relationship between consumers’ materialism and impulse buying behavior
- Hypothesis 4: there is a relationship between consumers’ purchase enjoyment and impulse buying behavior
- Hypothesis 5: there is a relationship between consumers’ purchase tendency and impulse buying behavior

**Methodology**

Current research is applied one in terms of goal, descriptive correlation type in terms of nature and survey in terms of method. Research statistical population includes all daily customers (women and men) of HyperMe stores. In this study, based on infinite Cochran’s formula and simple random sampling method, 384 customers are selected. For collecting data in this research, a researcher made questionnaire of 32 items has been used. Face and content validity of questionnaire was investigated and confirmed using the idea of experts. Cronbach’s alpha coefficient is obtained as 0.7 for variables that shows internal consistency of items and questionnaire’s acceptable reliability. In order to analyze data, Kolmogorov and Smirnov test and Spearman correlation coefficient using SPSS software were utilized.

**Research findings**

Table 1- the results of Kolmogorov and Smirnov test

Variable	Statistic Z	Significance level	Alpha (error value)	Test result
Consumers’ features	1.683	0.007	0.05	Data aren’t normal
Impulse buying behavior	2.832	0.000	0.05	Data aren’t normal

Based on obtained significance level for main variables of research we can see that it is less than alpha error (0.05) so zero hypothesis of this test is rejected and hypothesis one is confirmed that distributing related data to research variables don’t follow normal distribution. Therefore Spearman test is used in order to determine the correlation.

**Hypothesis 1: there is a relationship between consumers’ age and impulse buying behavior**

Table no 2- less than 0.05 significance value shows that there is a significant relationship between consumers’ age and impulse buying behavior. On the other hand this relationship is weak and positive.

Table 2- investigating the relationship between the age of consumers and impulse buying behavior

	Spearman coefficient value	Significance
Consumers’ age and impulse buying behavior	0.177**	0.000

**Hypothesis 2: there is a relationship between consumers' temper and impulse buying behavior**

Table no 3- less than 0.05 significance value shows that there is a significant relationship between consumers' temper and impulse buying behavior. On the other hand this relationship is average and positive.

Table 3- investigating the relationship between the temper of consumers and impulse buying behavior

	Spearman coefficient value	Significance
Consumers' temper and impulse buying behavior	0.543**	0.000

**Hypothesis 3: there is a relationship between consumers' materialism and impulse buying behavior**

Table no 4- less than 0.05 significance value shows that there is a significant relationship between consumers' materialism and impulse buying behavior. On the other hand this relationship is weak and positive.

Table 4- investigating the relationship between the materialism of consumers and impulse buying behavior

	Spearman coefficient value	Significance
Consumers' materialism and impulse buying behavior	0.317**	0.000

**Hypothesis 4: there is a relationship between consumers' purchase enjoyment and impulse buying behavior**

Table no 5- less than 0.05 significance value shows that there is a significant relationship between consumers' purchase enjoyment and impulse buying behavior. On the other hand this relationship is average and positive.

Table 5- investigating the relationship between consumers' purchase enjoyment and impulse buying behavior

	Spearman coefficient value	Significance
Consumers' purchase enjoyment and impulse buying behavior	0.428**	0.000

**Hypothesis 5: there is a relationship between consumers' purchase tendency and impulse buying behavior**

Table no 6- less than 0.05 significance value shows that there is a significant relationship between consumers' purchase tendency and impulse buying behavior. On the other hand this relationship is average and positive.

Table 6- investigating the relationship between consumers' purchase tendency and impulse buying behavior

	Spearman coefficient value	Significance
Consumers' purchase tendency and impulse buying behavior	0.341**	0.000

**Conclusion**

A summary of findings are proposed here:

As the investigations showed, the value of Spearman coefficient and less than 0.05 significance value shows that there is a significant relationship between consumers' age and impulse buying behavior in HyperMe stores. So that impulse buying can be seen in all ages. This finding is different from the results of Karami researches (2013) that concluded the moderating role of demographic factors (age and income) wasn't confirmed in any of relationships between individual factors and related factors to product in impulse buying. But obtained findings are aligned with the results of Ghaderi and Abedi researches (2011).

As the investigations showed, the value of Spearman coefficient and less than 0.05 significance value shows that there is a significant relationship between consumers' temper and impulse buying behavior in HyperMe stores. Ozer and Gultekin (2015) in a research has investigated the role of temper and satisfaction in impulse buying of products and ultimately found out that there is a positive and significant relationship between customers' temper and impulse buying behavior.

As the investigations showed, the value of Spearman coefficient and its significance value shows that materialism is an important factor in impulse buying behavior. Cassin et al (2012) in a research named unconscious choice and investigating effective factors on impulse buying state that materialism of buyers is more effective on impulse buying behavior than other factors.

As it was shown there is a positive relationship between purchase enjoyment and impulse buying behavior, significance level and Spearman coefficient also show that this relationship is significant statistically. Therefore in case of more purchase enjoyment,

impulse buying behavior also increases. This finding is aligned with the research of Ghaffari Ashtiani and Akbari (2012) that investigated effective factors on impulse buying of cosmetics and found out that store environment, purchase enjoyment and product involvement have positive effect on impulse buying of cosmetics. The finding of this study is also aligned with the researches of Shahan Tinne (2010).

As the investigations showed, the value of Spearman coefficient and less than 0.05 significance value shows that there is a significant relationship between consumers' purchase tendency and impulse buying behavior in HyperMe stores. Therefore when the tendency to purchase is more in consumer, impulse buying behavior will also increase. This finding is aligned with the results of many researches such as Rook (1987), Harmonkilgo et al (2009) as well as Abedi (2014).

### Recommendation

Recommendations below are proposed for promoting the performance of store:

- As the investigations showed, there is significance between consumers' age and impulse buying behavior in HyperMe stores. So that impulse buying can be seen in all ages. Therefore HyperMe store is recommended to notice cases below: layout and physical appearance should be appropriate for all ages. Facilities and ancillary services (restaurants, amusement park, and child care centers) should be predicted in way that considers the needs of different age groups. Creating the purchase motivation in customer leads to sale process and if this motive is effective and high, it will cause more impulse purchases by customers. Professional salesmen should perceive the spirits and needs of buyers with different ages and use all effective incentives to strengthen purchase motivation and convert it to buying process.
- The respondents considered the store's staffs' behavior as the most important factor in decision for purchasing and they believe that buying behavior of consumers isn't based on moment incentives and fleeting sensation. Therefore HyperMe management is recommended to:
  - Positive temper, infinite sensations, tendency to self-admiration and higher energy level are personal characteristics of consumer therefore the main focus in on the individual. Emotions, feelings, enjoyment of person and generally it can be said that psychological aspects of a person can be effective as factors in impulse buying. For example positive emotional modes in an individual increase the tendency to impulse buying.
  - So the factors below should be accurately noticed by store's managers:
    - Store's staffs' good behavior
    - The appearance of salesmen and people who are directly connected to the buyers
    - Diversification of commodities and goods of store
    - Attention to effective advertisement
- Purchase incentives can exist in the mind of customer potentially; for example effective advertisement as well as product trademark reputation that as soon as seeing the product this incentive will be practical and purchase motivation will be created. According to the respondents the price of products and consumers' purchasing power are effective on their buying. Therefore store management should notice the cases below seriously:
  - Noticing prices of products considering the purchase power of existing buyers in different areas
  - Using the method of reducing the price and discount in products
  - Proposing effective prizes to the buyers of different goods
  - The possibility of installment sales to buyers
- The meaning of buying value has significantly changed over the time changing. Traditional attitudes were based on that value basically means quality or services in an advantage price, this perception had been created prominently from product. Traditionally value was an enjoyment for consumers that used to be created through tangible features of products. But today value or purchase enjoyment isn't considered in product itself and it is not that much important but more important factors than product is considered important such as buying value for consumer. In this field in 2000 Hasmoon said that being provoked isn't the result of requirement or product value isn't in its price but there are factors such as fun, excitement, entertainment, variety, surprise. Purchase enjoyment is a pleasant feeling that a person acquire in buying process. Purchase can create different modes in different people and these modes can be enjoyment, happiness, anxiety and fear that will be effective on buying decisions.
- According to the most of respondents, ease of commute and the way of decoration and availability of products in purchasing from store will be effective. Recreational and welfare facilities and childcare centers were also effective factors in purchasing from store.
  - Therefore noticing cases below by management is necessary:
    - Attention to ease of commute of buyers and creating different branches or locating in a place where accessing to it is easy.
    - Creating recreational facilities for different ages groups of buyers (a place of rest for elderly, child care center, recreational equipment for children and adolescents, a perfect place for primary care of children as well as the elderly and physical-motor disabled)
    - Creating the possibility of installment purchase or giving discount and auction of products
    - The possibility of online shopping
    - Providing the possibility of sending goods without cost or the least cost
- Tendency to purchase based on personal interests or because of being on sale and the reduction of product price are the most important factors and tendency to purchase without previous experience is the least important factor in tendency to impulse buying in consumers. Therefore it is recommended that:

Creating the conditions of adventurous purchase, converting shopping center to recreational centers for attracting consumers to store  
 Using price reduction and discount in products  
 Giving effective and appropriate with their age and gender prizes to the buyers of different goods  
 Noticing both benefit and pleasure / enjoyment in store  
 Creating effective and efficient advertisements for increasing the tendency to the purchase in buyers

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