

Relationship of Demographic Factors and Impulse Buying Behavior of Customers in Pakistan

Dr. Zaeema Asrar Mohiuddin

Assistant Professor, Department of Commerce, University of Karachi, Karachi – Pakistan

Haider Iqbal

M.Phil Scholar, Department of Commerce, University of Karachi, Karachi – Pakistan

Abstract

Impulse buying can simply be defined as an unplanned decision to purchase a particular product. The person who make such buying is called an impulse buyer. It is not necessary that impulse buying would always be in the boundaries of necessary products, there are the times when customers purchase those products which are not necessary for their lives. Impulse buying can also extend to big items like vehicles, home-based appliances etc. It interrupts the usual decision making models in customers' minds. The rational sequence of the customers' activities is replaced with an irrational moment of self-satisfaction. In short, impulse buying is linked with the emotional side of the customers. It is more irresistible than planned purchasing which reveals its significance. The objective of this study is to highlight the relationship of demographic factors i.e. age, gender, income and education and impulse buying behavior of customers in Pakistan. It is a secondary data based study. Different researches which study the relationship of demographic factors and impulse buying behavior of customers in Pakistan are taken into account in order to reach the answer. Findings of the study show that in Pakistan all the demographic variables included in the research i.e. age, gender, income and education have a noteworthy association with impulse purchasing. This study discusses the relation of demographic variables with traditional impulse buying so, further studies could be conducted in order to know that how the demographic variables are associated with online impulse buying.

Keywords: Age, Gender, Income, Education, Impulse buying behavior.

1- Introduction:

When customers purchase the products without having a plan to purchase then this is called the impulse buying. The person who make such buying is called an impulse buyer. It is not necessary that impulse buying would always be in the boundaries of necessary products, there are the times when customers purchase those products which are not necessary for their lives. Impulse buying can also extend to big items like vehicles, home-based appliances etc. It interrupts the usual decision making models in customers' minds. The rational sequence of the customers' activities is replaced with an irrational moment of self-satisfaction. In short, impulse buying is linked with the emotional side of the customers (A.Vinayagamorthy, 2014). It is more irresistible than planned purchasing which reveals its significance (Hasnu, 2013).

In most of the cases impulse buying takes place in retail mega stores, supermarkets and departmental stores etc. These are the setting where customers face variety of choices. When customers get too many options then this scenario make them to purchase impulsively. Retailers are using traps these days e.g. discounted prices, promotional activities, attractive display of products etc. in order to influence customers to show impulse behavior. When customers get motivated from the factors like that, they get trapped. In order to prevent themselves from these traps, customers are supposed to be wise enough (Steffi Quintal, 2017).

Various marketing strategies are being adopted by marketers in order to influence customers to buy impulsively. This is the reason due to which it is quite important to find out the factors which influence impulse buying. Women of this era is professional, they are working with different organizations side by side with men and this change has a significant influence on variety of things, impulse buying is one of them. Consumer attitude, preference, intention and decision while purchasing a particular product is consumer behavior. Many internal and external factors affect consumer buying behaviour which makes it quite complex and difficult for the marketers to interpret (Deepa, 2016).

Researchers are taking keen interest in the concept of impulse buying for more than sixty years (Bhakat, 2013). With the passage of time, impulse buying has become a matter of great importance to market researchers. Variety of researches have been conducted in order to understand its nature and its causal elements (Muhammad Hamid, 2017).

The factors which affect impulse buying can be broadly classified into two different categories:

- Internal Stimuli
- External Stimuli

Internal Stimula are basically those factors which are not in the control of marketer. These are individual's internal cues and characteristics e.g. demographics, personality traits etc. On the other hand there are marketer

dominated factors which are called external stimuli e.g. shopping environment, sales promotion, advertising and so on. (Bhakat, 2013).

The objective of this study is to highlight the relationship of demographic factors i.e. age, gender, income and education and impulse buying behavior of customers in Pakistan. It is a secondary data based study. Different researches which study the relationship of demographic factors and impulse buying behavior of customers in Pakistan are taken into account in order to reach the answer.

2- Objectives of the Study:

- To study the nature of relationship between age and impulse buying behavior of customers.
- To study the nature of relationship between gender and impulse buying behavior of customers.
- To study the nature of relationship between income and impulse buying behavior of customers.
- To study the nature of relationship between occupation and impulse buying behavior of customers.

3- Hypotheses:

H0 = There is no relationship between demographic variables (Age, Gender, Income and Education) and customers impulse buying behavior in Pakistan.

H1 = There is a significant relationship between demographic variables (Age, Gender, Income and Education) and customers impulse buying behavior in Pakistan.

4- Research Methodology:

This research is based on secondary data. Different studies which focus or discuss the relationship of demographic factors (age, gender, income and education) and impulse buying behavior of customers in Pakistan are taken into account in order to identify that how these variables are related with impulse buying behavior of customers.

5- Significance of the Study:

This study is based on demographic factors and impulse buying, significance of both the basis of study are briefly discussed below:

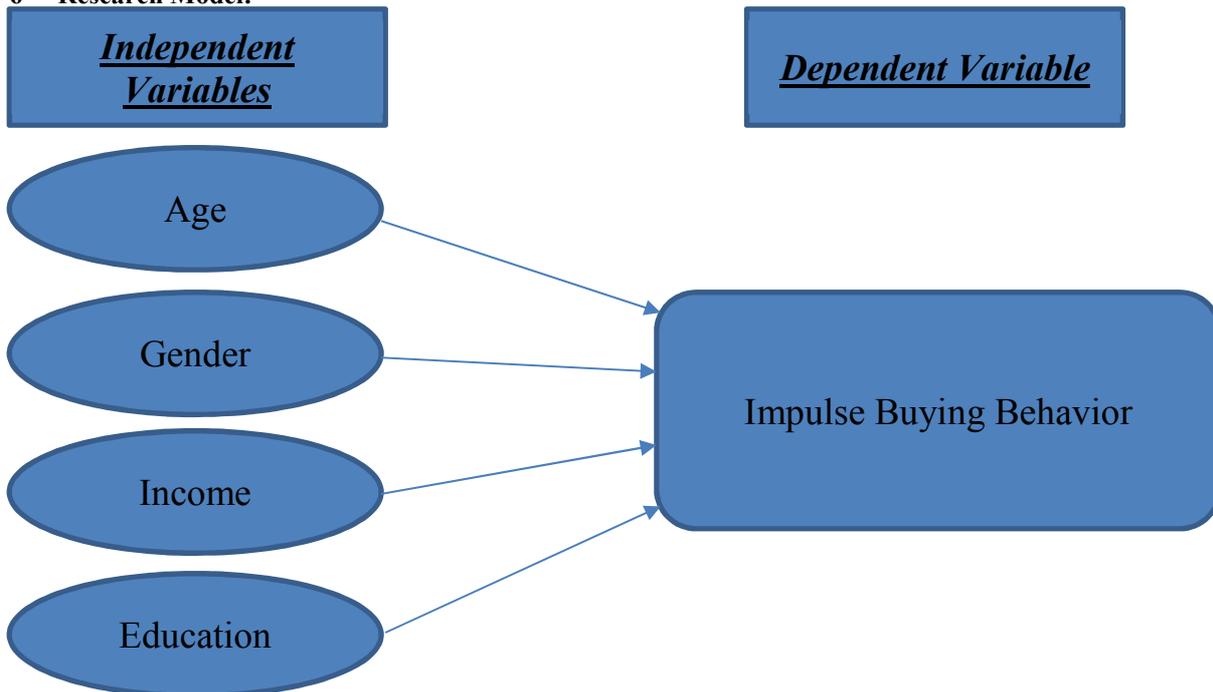
5.1- Significance of demographic factors:

The demographic segmentation distributes consumers into divisions based on demographic standards such as age, gender, income, education etc. The needs, wants and buying behavior of customers vary with the age factor. Other demographic factors likewise gender, income, education etc. also have an influence on buying habits (Kotler, 2005). Demographic variables are related with sale of many products (goods, services and ideas), this fact highlights the significance of various demographic factors for the marketers (Furnham, 1992).

5.2- Significance of Impulse Buying:

Impulse buying is quite common terminology for business leaders and academicians of marketing. Purchasing of products without having a plan if not confined to a particular product or business setting. Customers show impulse buying behavior in purchasing of grocery, clothing, medicines, electronic appliances, furniture, and jewelry etc. Furthermore, the impulse buying occur in superstores, departmental stores, gift shops, book stores, pharmacies, specialty stores and so on. In short, the impulse buying is not a confined concept, it does exist irrespective of the market. Though impulse buying is not confined to any particular retail setting but the phenomena is quite commonly studied in supermarkets. The prominence of this type of behavior in this retail scenario is recognized by the du Pont study, which specifies that unintended buying accounts for 50 percent of the goods bought in food superstores. Therefore, the significance of unintended buying is broadly accepted and acknowledged (WILLET, 1969).

6- Research Model:



This study focuses on four demographic variables i.e. age, gender, income and education, all of these are taken as independent variables. The dependent variable is just the impulse buying. The study investigates and interrogates the nature of relationship between each of these variables with the unplanned buying in Pakistani scenario means how the impulse buying behavior varies with variation in these variables.

7- Literature Review:

Tariq Jalees (2009) conducted research on “An Empirical Analysis of Impulsive Buying Behavior In Pakistan”. The aim of this investigation was to find the factors associated with impulse buying, find the associations of these factors and determine their rationality in Pakistani scenario, check the established suppositions empirically. The researcher established different hypotheses, two of these were discussing the relation of age and gender with impulse buying behavior. Analysis and findings of the investigation show that young people are more inclined towards the impulse buying while people with old age have less tendencies of impulse buying comparatively. Also, gender has a relation with impulse buying, females show more impulse buying behavior than the males.

Shahjehan et al. (2012) conducted research on “The Impact of Personality on Impulsive and Compulsive Buying Behaviors”. Beside other objectives, the study also tried to find out the relationship of age and education with impulsive buying behavior. Findings of the study show that age is slightly negatively associated with impulse buying while education level is significantly negatively associated with impulse buying behavior. In short, both the demographic variables had a relationship with impulse buying behavior.

Bashir et al. (2013) conducted research on “Impact of Cultural Values and Lifestyle on Impulse Buying Behavior: A Case Study of Pakistan”. The study was conducted in order to investigate and interrogate the influence of culture and lifestyle on impulse buying in Pakistani scenario. Beside other things, it is also concluded in the research that gender has significant influence on impulse buying behavior in Pakistan. Man and woman have different mindsets which impact their behavior in different scenarios.

Fatima Imam (2013) conducted research on “Gender Differences in Impulsive Buying Behavior and Post-Purchasing Dissonance Under Incentive Conditions”. The aim of the research was to investigate and interrogate the gender differences in terms of impulse buying and cognitive dissonance in incentive circumstances. 72 men and women were taken into account through judgmental sampling from a retail mega store. Marketers use several incentives in order to attract customers. The buying patterns of female are more emotional that is why it is an easy task to capture this gender. It is concluded in the research that female customers show more post-purchase dissonance after impulse buying.

Vishnu Parmar and Rizwan Raheem Ahmed (2013) conducted research on “Factors influencing Impulse Buying Behavior”. The topic was selected by the researchers because of the fact that no one had conducted the research on the factors influencing impulse buying for FMCG products in Larkana. The dependent variable of the study was customers’ impulse buying behavior while independent variables were promotion, environment of the store, display of the products, income and credit card. It is concluded in the research that income level and

visual merchandizing have a significant relation with impulse buying in Larkana. Customers with higher income level would involve more in impulse buying. One thing is obvious that low income groups would confine themselves to compulsive buying as their income and expenditures are quite close to each other and that is why they cannot take risk to purchase something without plan.

Ms. Javeria Shabbir and Dr. Nadeem Safwan (2014) conducted research on “Consumer Shopping Characteristics Approach and Gender Difference in Pakistan”. The study was conducted in order to identify the gender differences in different shopping characteristics. It is concluded in the research that both the genders have different behaviors in relation to the discussed shopping characteristics. Moreover, women were found to be more inclined towards impulse buying than the man. Women are considered as more emotional than man and this may be one of the many reasons due to which female customers show more impulsive behavior in buying.

Prof. Dr. Abdul Ghafoor Awan and Nayyar Abbas (2015) conducted research on “Impact of Demographic Factors on Impulse Buying Behavior of Consumers in Multan Pakistan”. The objective of the research was to investigate and interrogate the effect of demographic factors on impulse purchasing behavior of consumers in Multan. Four demographic factors were taken into account which are gender, age, income and education. Quantitative approach was used in the study. In order to collect the primary data different educational institutes were of Multan were selected. The findings of the study reveal that all the demographic factors taken into account have a significant influence on impulse buying behavior of customers in Multan. It is recommended in the research that management of different organizations in Multan must consider the significance of demographic factors i.e. age, gender, income and education for any kind of alteration in impulse buying behavior.

Ahmed et al. (2015) conducted research on “Influence of Lifestyle and Cultural Values on Impulse Buying Behavior”. The investigation was conducted in order to impact of lifestyle and culture on impulse buying of university students and employees of different organizations. Beside other findings, research also show that there is a significant association between impulsive buying. Male and female of Pakistan differs a lot in terms of impulse buying.

Nadeem et al. (2016) conducted research on “Impact of Gender, Education and Age on Impulse Buying: Moderating Role of Consumer Emotional Intelligence”. Three demographic variables were taken into account by the researcher which are age, gender and education. Beside other objectives, the study tried to find out the relationship between these variables and impulse buying behavior. Findings of the research reveal that there is a negative association between educational level and impulse buying. Study also shows that people with higher age can resist impulse buying. Results of the study also confirmed that gender plays an important role in impulse buying. In terms of impulse buying there a big difference between men and women. In short, the research showed that demographic factors i.e. age, gender and income have a relationship with impulse buying behavior.

Ashfaq et al. (2016) states that the relationship between impulse buying behavior and age factor is inverse. As the age decrease impulse buying increase or as the age increase impulse buying decrease. Young folks are comparatively more inclined towards the impulse buying. Impulse buying behavior of different genders are different. Men are found to buy the products after planning and budgeting while females take the purchase decision emotionally, as emotions and impulse buying are interrelated females show more impulse buying behavior than the males.

8- Conclusion and Recommendation:

Variety of researches which discuss the relationship of taken demographic variables i.e. the age, gender, income and education with impulse buying behavior are taken into account in order to identify that how these variables are associated with impulse buying behavior in Pakistan. On behalf of literature review it can be concluded that in the scenario of Pakistan all the demographic variables included in the research i.e. age, gender, income and education have a significant relationship with impulse buying, therefore, we accept H1 and reject H0.

Females are considered as emotional decision makers, findings of the study are in accordance with this fact, females are found to be more inclined towards impulse buying than the men. Moreover, female customers show more post-purchase dissonance after impulse buying. Tendency of impulse buying is more in young people as compare to the old ones which means age does matter when we discuss the concept of impulse buying. Customers with higher income level purchase the products impulsively. Impulse buying behavior also has a negative relation with education, less educated people show more impulse buying behavior.

Impulse buying has a relation with emotions and that is why it is quite difficult to resist. If marketers, keep in mind the nature of relation between demographic variables (age, gender, income and education) and impulse buying while formulating strategies then they can significantly increase the sales and profitability of the businesses.

9- Further Approach:

The present study discusses the relationship of demographic variables (age, gender, income and education) with impulse buying behavior of customers. Only those studies have been taken into account which talk over the

relation of demographic variables with traditional impulse buying. This study doesn't study the online impulse buying behavior. As online shopping is becoming more and more popular in countries like Pakistan, India and Bangladesh which is seeking the attention of researchers to disclose its impact and various dimensions so, further studies could be conducted in order to know that how the demographic variables are associated with online impulse buying.

10- References

- A. Vinayagamoorthy, P. a. (2014). A Study on Influencing Impulse Buying Behaviour. *International Journal of Management And Social Science Research Review*, 1(1):19.
- Abbas, P. D. (2015). Impact of Demographic Factors on Impulse Buying Behavior of Consumers in Multan-Pakistan. *European Journal of Business and Management*, 7(22):96,99,103,104.
- Ahmed, V. P. (2013). Factors Influencing Impulse Buying. *European Journal of Scientific Research*, 100(3):67,71.
- Asad Shahjehan, J. A. (2012). The Effect of Personality on Impulsive and Compulsive Buying Behaviors . *African Journal of Business Management*, 6(6):2187,2192.
- Bhakat, G. M. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3):149,152,153.
- Deepa, D. T. (2016). Impulse Buying Behavior of Women: An Analytical Study. *Intercontinental Journal of Marketing Research Review*, 4(10):28.
- Furnham, B. G. (1992). *Consumer profiles: An introduction to psychographics*. Routledge, London.
- Hasnu, A. A. (2013). An Analysis of Consumers' Characteristics on Impulse Buying: Evidence from Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 5(2):560.
- Hassan Nadeem, M. A. (2016). Impact of Gender, Education and Age on Impulsive Buying: Moderating Role of Consumer Emotional Intelligence. *International Journal of Transformation in Operational & Marketing Management*, 2(1):1,9.
- Imam, F. (2013). Gender Differences in Impulsive Buying Behavior and Post-Purchasing Dissonance Under Incentive Conditions. *Journal of Business Strategies*, 7(1):23,28.
- Jalees, T. (2009). An Empirical Analysis Of Impulsive Buying Behavior In Pakistan . *International Review of Business Research Papers* , 5(6):298,300,301,303,305 .
- Kotler, G. A. (2005). *Marketing: An Introduction*. Upper Saddle River, N.J. Prentice Hall.
- Muhammad Hamid, M. I. (2017). Factors Influencing Impulse Buying in Pakistan. *International Journal of Research in Management and Business*, 3(1):48.
- Prof. Dr. Rizwan Raheem Ahmed, H. A. (2015). Influence of Lifestyle and Cultural Values on Impulse Buying Behavior. *Journal of Culture, Society and Development*, 10:30,36.
- Safwan, M. J. (2015). Consumer Shopping Characteristics Approach and Gender Difference in Pakistan. *Journal of Marketing Management*, 2(2):1,23.
- Saira Ashfaq, D. G. (2016). Impact of Individualism, Collectivism, Mood, Proximity and Savings on Impulse Buying Behavior in Pakistan. *Middle-East Journal of Scientific Research*, 24(5):1759.
- Shahid Bashir, M. Z. (2013). Impact of Cultural Values and Life Style on Impulse Buying Behavior: A Case Study of Pakistan. *International Review of Management and Business Research*, 2(1):193,198.
- Steffi Quintal, P. B. (2017). Is Impulse Buying a Consumer's Tendency in the State of Goa? *An International Journal of Management Studies* , 7(2):68,69.
- WILLETT, D. T. (1969). Is Impulse Purchasing Really a Useful Concept for Marketing Decisions? *Journal of Marketing*, 33:79,80.