

Factor Impacting Impulse Buying Behavior in Supermarket at Kathmandu Valley, Nepal

Seema Shukla*, Aarti Joshi

School of Management, RK University, Rajkot, Gujarat, India. *Corresponding Author's Email: wrc.seemashukla@gmail.com

Abstract

This study studies the impulsive purchase behavior of supermarket consumers of the Kathmandu valley and determines the important elements affecting the consumer buying pattern. The major goal is to determine the amount of impulsiveness of supermarket buyers and the demographic and behavioural features related to such a behavior. The study is based on primary data collected from a sample of 100 grocery shoppers using a standardized questionnaire. The respondents were randomly picked using the convenience sampling approach. Data were thoroughly coded and analysed using SPSS software. Various statistical tools such as percentage analysis, t-test, one-way ANOVA, correlation and regression analysis were used to study the association of variables and to analyse the pattern of consumer behavior. The results indicate that the clients of supermarkets in Kathmandu Valley have a significant propensity to impulsive purchase behavior. Impulsive buying shows strong association with demographic parameters such as gender, age, occupation, marital status and monthly income.

The research shows that the most likely people to make impulse buys at the supermarket are younger and more financially independent consumers. The study is limited to the clients of supermarkets of Kathmandu Valley which provides a focused insight of the local consumer behavior. Future research is suggested to cover larger geographical coverage and other affecting variables such as packaging, cultural factors and lifestyle impacts to improve the comprehensiveness and generalizability of the findings.

Keywords: Consumer Behavior, Customer, Impulse Buying Behavior, Product Promotion, Psychology of Purchasing.

Introduction

Consumer buying behavior is one of the most studied subjects in marketing, because knowing the decision-making process of the consumer allows firms to build efficient marketing tactics and improve customer happiness (1). Impulse buying is one of the shopping behaviours that has gained considerable attention from academics and managers because of its great impact on retail sales and profitability (2). Impulse buying is described as spontaneous, instantaneous purchase activity that is unplanned and motivated by external cues or internal emotional states (3, 4). Modern retail environments such as supermarkets and shopping malls are often places where consumers are exposed to promotional offers, appealing product displays, store ambience and social factors that induce spontaneous purchases (5). The expansion of organized retailing and self-service supermarket culture in urban regions like Kathmandu Valley further intensifies the impulsive purchase behaviour among consumers (6). Impulse purchase behavior has been explored in several previous research across a range of retail

settings to determine contributing elements. The consumer impulsivity is highly affected by emotional elements, hedonic motivation, utilitarian motivation, personal qualities and societal norms (5, 6). Similarly, the fundamental psychological aspects positively influence impulsive purchasing decisions of Indian customers (7). The promotional offers, discounts and beauty of the store substantially drive impulse buying in the fashion business and stressed the mediation effect of good emotions in developing impulsive purchase inclinations (8). These urges are linked to the fundamental desire for rapid fulfillment and are often preyed upon by marketers and retailers. For example, a person may not be explicitly looking for mints or gum when in a store. However, such things are prominently placed at the checkout aisles to drive impulsive purchasers to buy what they might not have otherwise considered (9). Alternatively, impulsive buying might be when a potential buyer sees anything related to a product that stirs a specific passion in them, such as seeing a certain

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celebrity's photo on the cover of a certain magazine or a bag of preferred color (10). The demographic factors such as gender, income and occupation also influence the spontaneous buying behaviour (8, 11). In addition, the convenience variables such as ATM accessibility and financial service quality as major contributors to client purchase decisions (11, 12).

Despite the substantial contribution of these studies in the knowledge of impulse purchase behavior, various limitations are evident in these investigations (13). Most of the previous research were performed in rich nations or targeted the online shopping and fashion retail sectors rather than supermarket settings in poor countries (14). Many researchers primarily focus on psychological or demographic characteristics and ignore situational retail aspects such as ATM facilities, social impact and store environment as one (15). Moreover, several research used a narrow set of explanatory frameworks that did not holistically integrate the promotional, social, economic and environmental drivers of impulse purchase. The impulsive purchase is inadvertent since the person is not actively hunting for certain things and has no plans to purchase and is not in the purchasing operation and had no prior shopping arrangements to purchase the item (16). The involuntary characteristic and the unplanning are necessary for an impulse buying but not sufficient for a purchase to be an impulsive buying.

Existing studies in Nepal are also restricted in scope and have mostly focused on general consumer behavior rather than on impulsive shopping tendencies at the supermarket (13, 15). Moreover, previous research has frequently been limited to smaller geographical contexts and lack empirical evidence from rapidly urbanizing retail marketplaces such as the Kathmandu Valley (17, 18).

The present study aims to fill these gaps and investigate the combined effect of ATM facilities, store atmosphere, product advertising, price and group influence on impulse purchase behavior of consumers of supermarkets in Kathmandu Valley,

Nepal. The study intends to provide a knowledge of the effects of demographic and situational factors on consumers' unplanned buying choices in organized retail environments. Marketers, today, thus focus on the customers' preferences, their needs and wishes with an aim to maximize it (19). Impulse shopping can be termed as a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfill a specific buying task. Impulse buying is a major research concern among marketers due to its pervasive aspects of consumer behavior as well as its potential in the marketing world.

The aims of the study are

- (i) to find out the primary elements impacting impulse buying behaviour in supermarkets of Kathmandu Valley and
- (ii) to investigate the relationship between demographic features and impulse buying tendencies of consumers.

The study combines many factors in one analytical framework and provides a wider knowledge of impulse buying behaviour in Nepalese retail context.

The current study, unlike prior studies that studied separate aspects, examines financial convenience, promotional techniques, pricing, social influence and retail environment simultaneously under a single conceptual framework. Furthermore, the study offers contextual evidence from Nepal, a developing market with dynamic consumer lifestyles and purchasing behaviours. Moreover, the addition of demographic data with situational retail aspects offers a more holistic view of impulsive purchase behavior and will be useful for supermarket managers, marketers and future academics.

Conceptual Framework

For developing an in-depth understanding of consumer buying behavior in departmental stores in Kathmandu valley a framework has been built, based on previous research, as depicted in Figure 1.

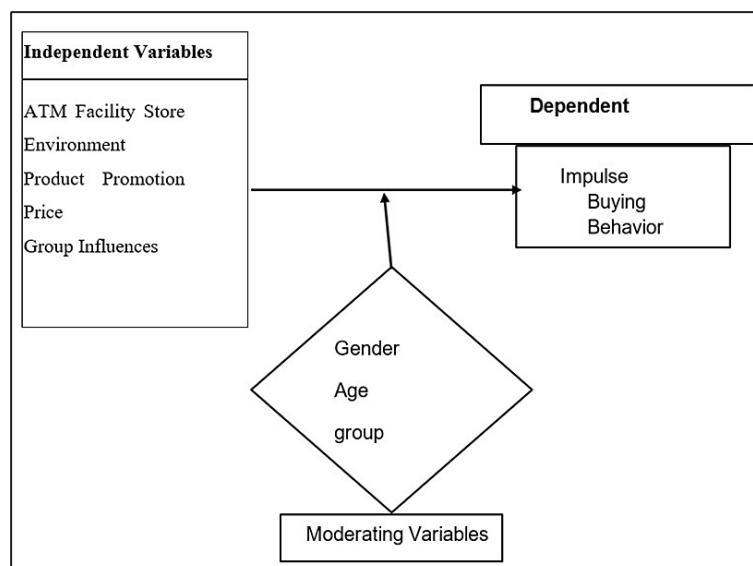


Figure 1: Conceptual Framework

Methodology

The study was descriptive research. The respondents were provided using a standardized questionnaire containing closed-ended statements. Quantitative data were collected by utilizing 5 points Likert scale to quantify and measure the responses of the members without bias and using IBM SPSS 20 Statistics for Windows, Version 26.0 (IBM Corp., Armonk, NY, USA) to describe their impulse buying behavior. The scale was from 1 = Strongly Disagree to 5 = Strongly Agree. The scale reliability was examined using Cronbach's alpha as it is the most frequent test for inter-item consistent dependability. Deductive study was used, measuring variables using quantitative analysis. Customers were provided with varied questionnaires and structured questionnaires with closed assertions. The study was conducted in Kathmandu Valley, Nepal, which comprises Kathmandu, Lalitpur and Bhaktapur districts. The estimated central GPS coordinates of Kathmandu Valley are 27.7172° N latitude and 85.3240° E longitude. From the population of supermarkets in Kathmandu Valley, five supermarkets were selected. These were Bhat-Bhateni Supermarket, Salesberry Department Store, Big Mart, Dillibazar supermarket area and Namaste Supermarket. These supermarkets are among the most frequented and well-established retail shops in Kathmandu Valley, attracting clients of different socio-economic and demographic backgrounds. The selected supermarkets also differ in their market positioning, shop size, product variety, pricing strategy and customer

demographics, thereby providing further insights into impulse buying behavior of supermarket consumers in the valley. Non-random and convenience sampling. 100 questionnaires were given to the respondents. The study used reactions of the supermarket impulsive shoppers. The questionnaires were physically delivered to the respondents and all questions were answered.

Results

Demographic Profile of Respondents

The demographic analysis revealed that female respondents constituted most of the sample, accounting for 64% of the participants, while male respondents represented 36%. Regarding age distribution, most respondents belonged to the 26–35 years age group (34%), followed by 16–25 years (33%). In terms of marital status, 52% of the respondents were unmarried and 48% were married. Concerning income level, 31% of the respondents were financially dependent, whereas 30% earned between NPR 25,000–50,000 per month. Profession-wise, students formed the largest group (36%), followed by job holders (30%). Most respondents had attained a bachelor's degree (54%).

Descriptive Analysis

From Table 1, response of respondents to ATM facilities Out of the four statements identified, the respondent almost agreed on all the statements. All the score is above the score of 3 meaning that the members are close to agree on the above claims. The responder has greatly agreed with mean value of 4.15 that when inquiring ATM

facility reduces the requirement of hard currency among four statements. Overall, the average is close to the mean value 3.895.

Table 2 illustrates the response made by the respondents regarding store environment. The above respondents agree with all the three

statements listed. All the score is above the score of 4 indicating that customer is above agreeing on the above claims except I don't mind spending more than my budget if a salesperson is courteous and satisfies my desire with mean value 3.65.

Table 1: Descriptive Analysis of the ATM Facility

Statements	Minimum	Maximum	Mean	S. D
I shop without planning when I have debit card or an ATM is nearby.	1.00	5.00	3.770	1.188
ATM facility eliminates the need of hard cash	1.00	5.00	4.150	1.149
The use of ATM facility lowers the perceived cost	1.00	5.00	3.790	1.076
Card Swap makes me an impulse buying decisions	1.00	5.00	3.870	1.212
ATM facility	1.00	5.00	3.895	0.930

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation.

Table 2: Descriptive Analysis of Store Environment

Statements	Minimum	Maximum	Mean	S. D
If the salesperson is nice and fulfills my need, I don't mind paying more than my budget	1.00	5.00	3.650	1.306
I don't feel like shopping when the store environment is stressful and obstructive	1.00	5.00	4.280	0.911
When shopping at a supermarket with a decent environment (music, lighting, color, background) I feel at ease and calm	1.00	5.00	4.140	1.015
Store Environment	1.33	5.00	4.023	0.885

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation

The response supplied by the respondents about the product advertising is shown in Table 3. Of the three assertions identified the respondents above agree on all the statements. All the score is above the score of 3 which indicate that customer is

above agreement on the above assertions. Among three assertions, the respondents have highly agreed with mean value of 4.21 when asking Discount on a product drives me to buy more.

Table 3: Descriptive Analysis of the Product Promotion

Statement	Minimum	Maximum	Mean	S. D
I have to work on my impulse buy when I see a good deal (like buy 1 get 1 free)	1.00	5.00	3.990	1.068
Sale/ stock clearance is a reason to buy things on whim	1.00	5.00	3.930	1.094
I buy more when there is a discount on a product	1.00	5.00	4.210	0.935
Product Promotion	1.33	5.00	4.043	0.900

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation.

Table 4: Descriptive Analysis of the Price

Statement	Minimum	Maximum	Mean	S. D
I'm a price conscious individual	1.00	5.00	4.330	0.865
For me price of the product does not matter when I see desirable product	1.00	5.00	3.960	1.109
When I notice enticing prices (like 199,499 etc.), I feel to acquire the thing	1.00	5.00	3.690	1.293
Price	1.67	5.00	3.993	0.880

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation.

Table 4 illustrates the reaction of the respondents with regards to the pricing. Of the three statements identified the respondent's close agreement with all the statements. All the score is above the score of 3 suggesting that customers are near to agree on the following assertions. The respondents had strongly agreed on three assertions with the mean value of 4.33 when asked "I am a price sensitive person".

Table 5 presents the reaction of the respondents on the group influences. Of the three statements identified the respondent's close agreement for all the statements. All the score is above the score of 3 which means customer are near to agree on the preceding assertions. When asked I am glad to have a partner on my shopping outings, the respondents have highly agreed with mean value of 4.00 among three statements.

Table 5: Descriptive Analysis of the Group Influences

Statement	Minimum	Maximum	Mean	S. D
I am really pleased to have a partner in my shopping outings.	1.00	5.00	4.000	0.995
I went shopping with my friends and I get more than I required.	1.00	5.00	3.950	1.149
I buy more than needed when I am with my family.	1.00	5.00	3.970	1.193
Group Influences	1.67	5.00	3.973	0.939

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation.

Table 6: Descriptive Analysis of the Impulse Buying Behavior

Statements	Minimum	Maximum	Mean	S. D
Sometimes I buy things to feel better	1.00	5.00	3.880	1.225
I regret an impulse buy	1.00	5.00	3.720	1.181
I buy only what is on my shopping list like (shoes, cosmetics, clothes, health benefits goods)	1.00	5.00	3.870	1.236
I tend to buy goods from supermarkets if I really like it	1.00	5.00	4.120	0.913
I often buy clothing or cosmetics or health benefits goods in the impulse	1.00	5.00	4.020	0.995
I am actually impulse shopper	1.00	5.00	3.820	1.067
I don't care how much the price of something I like	1.00	5.00	3.900	1.133
Impulse Buying Behavior	1.57	5.00	3.904	0.801

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation.

Table 6 illustrates the response made by the respondents with respect to the impulse buying behavior. Of the seven declarations found the respondent's close to agree on all the statements. All the score is above the score of 3 shows that the customers are near to agree the following assertions. Among seven statements, the respondents have highly agreed with mean value of 4.12 when questioning I tend to buy items from supermarkets if I really enjoy it.

From Table 7, the descriptive study revealed that product marketing had the highest mean score (Mean = 4.043) implying that discounts, offers and promotional schemes have considerable influence on impulse buying behavior of supermarket customers. The store environment also had a high

mean value (Mean = 4.023) which indicates that aspects like music, lighting and overall atmosphere positively impact on the customers' purchasing decisions. Price perception (Mean = 3.993) and group influence (Mean = 3.973) are also found to strongly promote impulse buying. The ATM facility also showed beneficial impact on impulse purchase behavior with mean score 3.895. The data also revealed that the general impulse buying behavior of the respondents was rather high (Mean = 3.904). This means that customers often make unplanned purchases when shopping at supermarkets. Many respondents acknowledged that they often buy cosmetics, clothing and health-related products impulsively.

Table 7: Descriptive Analysis of Overall Impulse Buying Behavior on Five Different Areas of Variables

Variables	Minimum	Maximum	Mean	S. D
ATM Facility	1.00	5.00	3.895	0.930
Store Environment	1.33	5.00	4.023	0.885
Product Promotion	1.33	5.00	4.043	0.900
Price	1.67	5.00	3.993	0.880

Group Influences	1.67	5.00	3.973	0.939
Impulse Buying Behavior	1.57	5.00	3.904	0.801

Note: 1 being strongly disagree and 5 being strongly agree, S.D = Standard Deviation.

Table 8: Correlation Matrix Between Independent Variables and Dependent Variables

Variables	ATM Facility	Store Environment	Product Promotion	Price	Group Influences	Impulse Buying Behavior
ATM Facility	1	0.647**	0.558**	0.544**	0.641**	0.717**
		0.000	0.000	0.000	0.000	0.000
Store Environment		1	0.681**	0.700**	0.688**	0.665**
			0.000	0.000	0.000	0.000
Product Promotion			1	0.702**	0.668**	0.736**
				0.000	0.000	0.000
Price				1	0.670**	0.723**
					0.000	0.000
Group Influences					1	0.719**
						0.000
Impulse Buying Behavior						1

Note: **Correlation is significant at the 0.01 level (2-tailed).

Correlation Analysis

Correlation study showed that all independent factors have a positive and substantial link with impulse purchase behavior. Product advertising had the highest link with the impulse buying behavior ($r = 0.736$) followed by the price ($r = 0.723$) and group influences ($r = 0.719$), as shown in Table 8. These data imply that promotional efforts, attractive price tactics and social impacts are significant factors to stimulate impulsive buying.

Independent Sample T-test

Comparison of Impulse Buying Behavior by Gender

The independent t-test has been calculated for gender and impulse buying behavior of supermarkets on Kathmandu Valley.

Table 9 gender wise comparison of impulse buying behavior. The result shows that the p-value is less than the significant value of 0.05 hence there is a meaningful link between them.

Regression Analysis

The regression study demonstrated that ATM facility, product marketing, price and group effects significantly affect impulse buying behaviour as their p-value was less than 0.05. In Table 10, the ATM facility had the biggest favourable influence ($\beta = 0.292$) among these variables. However, store environment was statistically insignificant ($p = 0.613$) indicating that it does not significantly impact impulse buying behavior in this study. The model explained 73.1% of the variation of impulse purchase behavior ($R^2 = 0.731$), which indicated a high explanatory power of independent factors.

Table 9: Table analysis of Gender and Impulse Buying Behavior

Gender	Mean	S. D	t- value	p-value
Male	3.726	0.825		
Female	4.004	0.775	0.375	0.049

Note: SD = Standard Deviation.

Table 10: Regression Analysis of Variables

Model	β	t- value	p- value	VIF
(Constant)	0.399	1.754	0.083	
ATM Facility	0.292	4.498	0.000	1.981
Store Environment	-0.041	-0.508	0.613	2.771
Product Promotion	0.251	3.358	0.001	2.471
Price	0.234	3.004	0.003	2.557
Group Influences	0.147	2.006	0.048	2.565
R Square	F- Value	p- Value		
0.731	51.009	0.000		

Note: β = Regression Coefficient, VIF = Variation Inflation Factor.

Discussion

This study has adopted convenience approach of sampling to obtain the sample of 100 respondents. The link between ATM facility, store environment, product advertising, price and group effects of Kathmandu Valley supermarkets and impulse buying behaviour is good (12, 16). The regression results indicate that the retail environment offered by the supermarket is not significant at the 0.05 level of significance. Customers/respondents make spontaneous buying decisions without considering the retail surroundings (3, 17). Then the ATM facilities is significant, indicating that they directly affect respondents' impulse buying (19, 20). Research indicates that product advertising, price and group influences significantly impact impulse buying behavior in Kathmandu Valley supermarkets among legitimate customers like in previous research (21, 22). ATM facility, product promotion, price and group influences all have positive beta coefficients, indicating that all variables positively affect impulse buying behaviour except store environment, which has a negative relationship with supermarket impulse buying in Kathmandu Valley (19, 23). Further, F-test of age group, profession and income level with impulse buying behaviour shows that age group positively affects impulse buying behaviour in Kathmandu Valley supermarkets (17, 24, 25).

Conclusion

Changes in consumer behavior fluctuates according to items throughout time. The research studied an age group to measure juvenile behavior because behavior changes with age. Increased income, job, education and marketing elements may also impact buying patterns.

A representative sample size of consumers based on demographics that are prone to impulsive buying. Most variables influence impulsive buying. The impulsive purchase is influenced by independent and demographic variables. Supermarket shoppers' impulsive buying may not work elsewhere. This shows that environment is important to impulse purchase. The above research suggest that the

customers are conscious of their impulsive buying habit and know the reasons. But the bottom line is that retailers need to appreciate the potential of impulse buying and the revenue they can realize from maximizing impulse purchase. Many studies have been made of influences in customer behaviour. This research tries to measure the importance of these features for clients. Consumers appreciate lower pricing, ATMs, product promotions and group impacts.

Recommendations

The research found that ATM facility, product advertising, pricing and group influence greatly influenced impulse purchase behavior on consumers. Therefore, it is necessary for supermarkets to improve the ease of payment by enhancing ATM services, card payment systems and digital payment options to develop spontaneous purchases. Similarly, promotional methods like discounts, buy-one-get-one-free offers and seasonal sales can be useful in promoting impulse purchase behavior. The study also points out the significance of pricing strategies, suggesting that businesses might apply psychological pricing tactics to draw in customers and boost sales. Furthermore, the group influence was found to have a beneficial effect on impulse purchases. This indicates that supermarkets should attempt to offer a comfortable and social shopping experience for families and friends. Supermarket managers should provide modern payment facilities like ATM access, card payments and digital wallets for consumer convenience. Attractive promotional activities like discounts, combination deals, free samples and seasonal sales campaigns should be used by the retailers to motivate the impulse buying behavior. Supermarkets should also have good pricing tactics and keep their promotional bundles cheap to lure customers. Marketers should develop marketing tactics to target younger age groups using social media and targeted promos as young consumers are more susceptible to impulsive shopping. Finally, it is recommended that future studies should be performed using bigger sample sizes and including other variables such as customer loyalty, trust, online buying behavior and cultural aspects to provide a more comprehensive understanding.

Abbreviations

ATM: Automated Teller Machine, SPSS: Statistical Package for the Social Sciences.

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Author contributions

All authors contribute equally to the research, design the study, analyzed data and approved the final manuscript

Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Data Availability

Data for the study are available on request from the corresponding author.

Declaration of Artificial Intelligence

(AI) Assistance

The authors confirm that no generative artificial intelligence (AI) or AI-assisted technologies were used in the conception, analysis, writing, or editing of this manuscript. The author takes the full responsibility of the content of this manuscript.

Ethics Approval

The work was evaluated and authorized by RK University's institutional ethics procedures for research involving human participants. All respondents were informed about the goal of the study and they gave their written informed consent to participate willingly before enrollment.

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