

Peculiarities of Impulsive Purchasing in the Market of Consumer Goods

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The article consists of four parts, where the first part formulates the problem, aim and objectives of the article. The aim of the article is to justify in theory and empirically check peculiarities of impulsive purchasing in the market of consumer goods. The aim is achieved using the following research methodologies - comparison analysis of scientific literature and systemic methods. For empiric research we applied qualitative (focus group) and quantitative (a questionnaire survey) research methods.

In the second part you will find a number of researcher's studies describing impulsive purchasing phenomena. This part also presents identified factors that influence the impulsive purchasing and shows that there are many explanation of impulsive purchasing.

The third part introduces and describes a market research which was conducted to check theoretical model of impulsive purchasing. This study analyzes costumer's tendency to purchase on impulse and costumer's emotional and cognitive reaction to a stimulus in the buying environment where the situational and personal factors influence the impulsive purchasing process. 120 respondents participated in the research.

The last part of the article delivers conclusions and suggestions of the analysis and research.

Keywords: *impulsive purchasing, consumer goods, consumer behavior, decision making process, market.*

Introduction

Impulsive purchasing is interesting and complicated consumer behavior that is an object of research of different scientists (consumer behavior, marketing, psychology, economy). Though impulsive purchasing is often treated as socially unaccepted phenomenon, this behavior is widely spread. It is stated, that impulse purchasing makes more than 80 percent of all purchase in some particular goods categories (Abrahams, 1997; Smith, 1996 based on Kacen and Lee, (2002).

At present market conditions when market competition is high and all type companies apply promotion in their activities, stimulation of impulse purchasing in the market of consumer goods may become a strong competitive advantage. Different factors, that manipulating market specialists may signally increase goods sales, stimulate consumers to buy impulsively.

Systematic analysis of scientific literature on impulsive purchasing in the market of consumer goods let us state, that there is no common attitude to impulse purchasing behavior in scientific literature. Such scientists as Prion

(1991), Hoch and Loewenstein (1991), Rook and Fisher (1995), Dittmar and others (1995), Puri (1996), Bayley and Nancarrow (1998), McGoldrick and others (1999), Hausman (2000) Dholakia (2000), Koski (2004), Parboteeah (2005) and others perform theoretic and empiric research on consumer impulsive purchasing behavior, and Pranulis (2008), Banyte, (2008), and Virvilaite (2008) agree that there is a lack of such research in the Lithuanian market of consumer goods. It can be stated that in marketing dimension the impulsive purchasing behavior in the Lithuanian market has not been studied, because in the marketing scientific literature we failed to find both theoretic and empiric research on this subject. Therefore, we think that a research on impulsive purchasing behavior of Lithuanian consumer is urgent from both scientific and practical points.

The article analyses the problem related with peculiarities of impulsive purchasing in the market of consumer goods.

The aim of the article - is to justify in theory and empirically check peculiarities of impulsive purchasing in the market of consumer goods.

Research methodology used in the article – is comparison analysis of scientific literature and systemic methods. For empiric research of impulsive purchasing peculiarities in the market of consumer goods we applied qualitative (focus group) and quantitative (a questionnaire survey) research methods.

The conception of impulsive purchasing

Hausman (2000), on the ground of Bellenger and others (1978), Cobb and Hoyer (1986), Han and others (1991), Kollat and Willet (1967), Rook and Fisher (1995) and Weinberg and Gottwald (1982), states that impulsive purchasing behavior is a mystery in marketing and this is a behavior, that in literature and by consumers themselves is named as deviation from standard and which explains a big sale of different goods every year.

Parboteeah (2005) indicates that one of the scientific aims was to understand impulsive purchasing and to define this interesting and complicated phenomenon. As one of the most important tasks for scientists, that aimed to understand impulsive purchasing, Dittmar and others (1996; based on Bayley and Nancarrow, 1998) name differentiation of impulsive purchasing as forming other types of unplanned purchase. Parboteeah (2005), based on Kollat and Willett (1969) states, that early researches used terms *impulse buying* and *unplanned buying* as synonyms. Therefore Dittmar and others (1996 based on Bayley and Nancarrow, 1998) do not agree with this and emphasize,

that some scientists do not respect quite different types of unplanned buying. He presents four types of buying that can be named as unplanned, though those were not examples of impulsive purchasing (Dittmar and others 1996 based on Bayley and Nancarrow, 1998: 104), such as: oversight, deferred decision, quick purchase, unplanned demand.

Scientists created typologies of unplanned purchasing, striving to distinguish impulsive purchasing for other unplanned types. Shoham and Brenčić (2003), taking into account Cobb and Hoyer (1986) and Iyer and Ahlawat (1987), state, that people can be distributed into planned, partly planned and impulsive buyers, with reference to their advanced planning.

Omar and Kent (2001) describe impulsive purchasing as measurable construct, that means buyer's tendency to think and buy on his own particular way: beside, spontaneously, thoughtlessly and immediately.

Piron (1991; based on Parboteeah, 2005: 15) performed concept analysis of impulsive buying presented by scientists and introduced comprehensive definition of impulsive purchasing: "*Impulsive purchasing is unplanned purchase, result and instantaneous decision of consumer's response to stimulus. After purchase a consumer experiences emotional and/or cognitive reactions.*"

According to Parboteeah (2005), following this definition impulsive purchasing first of all is characterized as *unplanned buying*. A consumer decides to purchase a good on a certain moment and it is not a result of arisen intention before visiting purchase environment or earlier perceived problem. Secondly, impulsive purchasing behavior is a *response to stimulus*. Stimuli, for example, clothes, jewelry or a candy may be treated as a catalyst that turns a consumer into impulsive. Parboteeah (2005), based on Dholakia (2000), states, that purchase environment is treated as a serious factor, stimulating impulsive purchasing and it allows marketing specialists to positioning goods in such a way, that it would stimulate consumer's impulsive buying. The third characteristic feature of impulsive purchasing is that this behavior is *instantaneous*. A consumer makes immediate decision, completely underestimating the consequences of this buying. Finally, a consumer experience emotional and/or cognitive reactions that can be named as guilt or ignorance of future consequences.

Weinberg and Gottwald (1982 based on Parboteeah, 2005) joined these characteristic features of impulsive purchasing and named three the most important components of impulsive purchasing process: reactive, emotional and cognitive. One of impulsive purchasing process characteristic features is response to stimulus. Though impulsive purchasing is reactive behavior, as in purchase situation a consumer reacts responding to stimulus. Another important characteristic feature that it is instantaneous behavior. Responding to stimulus a consumer feels irresistible tendency towards purchase of an interested good (Rook 1987 based on Bayley and Nancarrow, 1998). At that moment a person is controlled by emotional forces, so the impulsive behavior is treated as *extra emotional*. Since this behavior is reactive and extra emotional, a consumer little controls purchase decisions. A consumer does not act consciously, more react to the

presence of stimulus, therefore *cognitive* processes are minimal.

Hausman (2000), based on Levy (1976), Solnick and others (1980), Ainslie (1975), Rook and Fisher (1995), states that the bigger part of works about impulsive purchasing explain naturally negative consequences of this behavior. Earlier studies also showed that society treat impulsive behavior as impulsive purchasing. Maybe negative estimation of impulsive purchasing behavior rise from negative definition of impulsiveness in psychology, as here it means immaturity and lack of behavior control or irrationality, risk and waste.

Rook and Fisher (1995) (based on Hausman, 2000) performed studies that showed that impulsive purchasing not always is seen by consumers' as negative, but mean rational alternative versus behavior demanding longer search. Hausman (2000) aimed to explain why consumers use this strategy of purchase so often and do not feel that impulsive buying is not correct mostly: one of explanations of this phenomenon is that consumers buy goods because of non economic reasons, such as fun, fantasy, social and emotional satisfaction.

Bayley and Nancarrow (1998), based on Cobb and Hoyer (1986), Piron (1991), Rook (1987), Rook and Fisher (1995) and Weinberg and Gottwald (1982), stress that scientists agree that impulsive behavior can be placed inside hedonistic and emotional component. Bayley and Nancarrow (1998), states, that Rook (1987) described consumers' tales when they felt as if the good "called" them or even demanded to buy it.

Parboteeah (2005) basing on Hirschman (1992), LaRose (2001), Rook (1987), O'Guinn and Faber (1989) states that there is no clear line between compulsive and addictive purchasing and these two terms sometimes are used as synonyms. Types of purchasing may be presented in continuum, where on one hand there is an impulsive purchasing and on the other hand – addictive or compulsive purchasing. The difference between these extremities is the level of behavior control which is felt by a consumer. In the case of impulsive buying the purchase happens only if a consumer reacts to the stimulus and impulsive buying as a response to it, and that means that a consumer controls its behavior a little. A person may avoid the purchase environment in order to control impulsive buying and on the contrary, behavior of compulsive purchase is defined as chronic, repeated purchase that becomes the main reaction to bad feelings and events and such behavior is very difficult to stop and finally, it leads to a harmful result. A consumer may hardly control his/her behavior as that means to him a temporary relief.

Wu (2006: 37) presents comparison of excessive buying, compulsive and impulsive buying that allows to state that impulsive buying differs from excessive and compulsive buying in a consumer's motivation (in case of impulsive buying a consumer tries to reach a positive effect and to satisfy hedonistic demands), psychological processes (in case of impulsive buying a consumer feels positive affect, concentrates attention on good proximity and loses self-control). Impulsive buying is not a constant behavior of a consumer that is typical to other types of purchasing and the main consequences of impulsive purchasing - to buy of unplanned goods.

Koski (2004) states, that impulsive purchasing recently is a frequent virtual environment. The main factors stimulating it are anonymity, easy accessibility, wider range of goods, promotion of buying and direct marketing as well as usage of credit cards; limiting factors are - deferred satisfaction, easy accessibility (a consumer may easily return, that's why takes time to buy), bigger self-control, poor feeling of purchase environment (a consumer uses two senses in virtual environment), possibility to compare prices and goods easily.

Summarizing it can be stated that the most important characteristic of impulsive purchasing is that the behavior of impulsive buying appears as a consumer's response to a stimulus, experienced in purchase environment and that is immediate decision and after purchase a consumer feels emotional and/or cognitive reactions. Impulsive buying does not correspond to rational decision taking model of a consumer: on demand there is an impulsive purchasing without search of information and without estimating alternatives. Consumers buying impulsively try to satisfy their hedonistic demands though normative evaluations effect person's impulsivity and by this reduce his behavior of impulsive buying. Scientists distinguished impulsive buying from other types of unplanned buying as well as named differences of impulsive, excessive or addictive and compulsive buying.

All these enumerated characteristics of impulsive purchasing are important for further analysis of factors effecting impulsive purchasing.

Factors, effecting impulsive purchasing

Parboteeah (2005) states, that scientists have distinguished factors, effecting impulsive purchasing while theorizing the concept. Researches of consumer behavior and marketing paid greatest attention to identification of common factors that increase impulsive purchasing. These factors may be classified into four groups: characteristics of a consumer, peculiarities of purchase environment, situation factors and characteristics of goods. Parboteeah (2005: 33) has generalized the characteristics of a consumer that were analyzed by different scientists.

Characteristics of a consumer. According to Parboteeah (2005), characteristics of a consumer are individual characters of a consumer and demographic features that increase consumer's tendency to be impulsive. Characteristics of a consumer are as follows: age, sex, culture, mood, tendency to materialism, enjoy of buying, tendency to buy impulsively and perception of inadequacy level of another me.

Age. Parboteeah (2005) basing on Bellenger and others (1978) states that consumer's age is an important factor having influence to impulsive purchasing because the results of empiric research showed that young persons feel less risk spending money.

Sex. Parboteeah (2005) basing on Dittmar and others (1995) as well as Melnikas and Smaliukiene (2007) stress that consumer's sex has influence on impulsive purchasing as well. Research showed that women are more impulsive than men.

Culture. Kacen and Lee (2002) performed research that showed that in individualistic culture there is a stronger relation between a person and an impulsive purchasing

feature and impulsive buying behavior that is in a collective culture.

Mood. Parboteeah (2005) basing on Beatty and Ferrell (1998) states that a person's emotional state and mood are important factors of impulsive purchasing: if a person is in good mood, he tries to award himself and tends to be more impulsive, and impulsive consumers, according to Weinberg and Gottwald's (1982 based on Kacen and Lee, 2002), were more „emotional“.

Tendency to materialism. Parboteeah (2005) basing on Richins and Dawson (1992) stress that tendency to materialism means that persons use purchase of goods as a reduce strategy of perception of inadequacy level of real me and perfect me and tend to be more impulsive.

Enjoy buying. Parboteeah (2005) basing on Bellenger and Korgaonkar (1980) and Beatty and Ferrell (1998) states, and Dovaliene & Virvilaite (2008) confirm that a person, enjoying buying, treats buying as a form of relaxation.

Tendency to buy impulsively. Kacen and Lee (2002), basing on Hoch and Loewenstein (1991), Thompson and others (1990), Rook (1987), O'Guinn and Faber (1989), and Melnikas & Smaliukiene. (2007) state that consumers characterized by high impulsiveness are less thinking, easily attracted emotionally by seen goods and they desire immediate satisfaction.

Perception of inadequacy levels of another me. Parboteeah (2005), basing on Higgins (1987), states that the assumption of the conception of self inconsistency is that inadequacy between what the person sees himself (true me) and what he would like to be (perfect me). For this reason a person that perceps that there is an adequacy and who tends to compensate it has expressed tendency towards impulsive buying (Dittmar and others, 1996 based on Parboteeah, 2005).

Peculiarities of purchase environment. According to Parboteeah (2005) and Dovaliene & Virvilaite (2008), several peculiarities of purchase environment stimulate impulsive buying. They are as follows: store layout, atmosphere, type and staff.

Store layout. Following Banyte, and Salickaite (2008), good design and atmosphere of the store are strong competition advantages, stimulating consumers to unplanned buying.

Staff. According to Parboteeah (2005), store staff may also stimulate impulsive purchasing. Professional assistants may reduce frustration giving support to a consumer during the process of buying.

Store atmosphere. Parboteeah (2005) and Ostaseviciute & Sliburyte (2008) state, that trying to increase impulsive buying it is necessary to manipulate with a store atmosphere. Stimuli affect a consumer endearing and it may "start" the process of impulsive buying.

Store type. Consumers tend to be more impulsive in certain types of stores. Bayley and Nancarrow (1998), basing on Bowlbey (1997), Stern (1962), affirm that an increased tendency to buy in supermarkets and big stores partly explains why the cases of unplanned purchasing increase. Shopping process facilitates clearly seen, and put in good position goods and attractive environment of a store.

Situation factors. Parboteeah (2005) basing on Dholakia (2000), states that situation factors are environmental and individual factors that have influence on impulsive

purchasing. They can be as follows: consumer time, means, influence group and examination of goods.

Time. Parboteeah (2005) basing on Beatty and Ferrell (1998), states that time which a consumer has for shopping determines whether it would buy impulsively. It was discovered that shortage of time reduces impulsive buying.

Examination of goods. Examination of goods is important in the process of impulsive purchasing. Consumers tend to examine goods and usually buy more as those who have no such tendency (Jarboe and McDaniel, 1987 based on Parboteeah, 2005).

Means. Parboteeah (2005) basing on Beatty and Ferrell (1998) states that consumer's means facilitate process of impulsive buying because it increases person's opportunities to buy.

Influence group. Following Phillips and Bradshaw (1993 basing on Parboteeah, 2005), influence groups in this case – are persons accompanying a consumer to the shop or persons, that are not in the shop but they are important to a consumer. An influence group limits or stimulates behavior of impulsive purchasing and this is named as “normative evaluations”.

Characteristics of goods. Parboteeah (2005) states that some goods are bought impulsively more often than the others. Butkeviciene, Stravinskiene & Rutelione (2008) confirm probability that whether the goods will be bought impulsively depends on category, price and symbolic meaning of the goods.

Category of the goods. Parboteeah (2005) basing on Babin and others (1994), stresses that in the literature of marketing there are distinguished two categories of goods: hedonistic and functional. It was noticed that the cases of impulsive buying are more often for hedonistic goods.

Symbolic meaning of goods. Persons who feel that inadequacy between true me and ideal me and who tend to compensate it by material things, have tendency to impulsive buying (Dittmar and others, 1996 based on Parboteeah, 2005). According to Parboteeah (2005) and Mai, Kwon, Loeb, & Lantz, (2003), a consumer buys hedonistic goods more often because of their symbolic, but not functional meaning.

Price of goods. Following Parboteeah (2005), price of goods is an important factor of impulsive buying as well. Specifically, consumers tend to be impulsive during the time of sale or discounts. Though Bayley and Nancarrow (1998), basing on Narasimhan and others (1996), state that price based purchasing not always coincides with impulsive purchasing.

Discrepancy of scientists' opinions explaining behavior of impulsive purchasing shows what complicated and interesting phenomenon it is. Following the analysis of scientific literature we prepared theoretical model of impulsive purchasing and testing it we performed an empiric research.

Theoretical model of impulsive purchasing in the market of consumer goods

Performed analysis of scientific literature showed, that scientists often identify impulsive purchasing with increased/ excessive buying. It shows that there is no clear line between these types of purchase. For this reason,

according to Parboteeah (2005), these types of purchase may be reflected in continuum where in one side there is an impulsive purchasing and in the other side – excessive or/and addictive purchasing. It may be stated that the main difference of impulsive purchasing from other types of such purchasing is that impulsive purchasing behavior is not a usual and constant behavior, what is characteristic to cases of excessive and compulsive purchasing.

Thereof can be affirmed, that impulsive purchasing is consumer behavior as a respond to experienced stimulus (Piron, 1991 based on Parboteeah, 2005) and a result of unreasonable decision taking of a consumer (Engel and Blackwell, 1982 based on Coley, 2002, Hausman, 2000, Coley, 2002). There was related a theoretic model of impulsive purchasing in the market of consumer goods (Figure 1).

The main assumption of this theoretic model of impulsive purchasing in the market of consumer goods is that impulsive purchasing is an emotional and cognitive reaction of a consumer to stimulus in purchase environment when situational and personal factors are acting. In order to test theoretic model of impulsive purchasing it is necessary to perform empiric research and on the ground of it we reveal peculiarities of impulsive purchasing in the market of consumer goods.

Empiric research of impulsive purchasing in the market of consumer goods

Marketing research methodology was applied for the research of impulsive purchasing in the market of consumer goods. We referred to Burinskiene & Rudzkiene (2007) who offered marketing research process consistency and modified it taking into account specificity of peculiarities of impulsive purchasing.

The following methods were used for the research: 1. focus group – for qualitative research; 2. a questionnaire – for the quantitative research. The aim of the research is to identify the main peculiarities of impulsive purchasing in the market of consumer goods.

Results of qualitative research revealed peculiarities of impulsive purchasing in the market of consumer goods only partly, so we performed quantitative research. Satisfied sampling includes Lithuanian residents under 30 years of age. 120 respondents have participated in the research.

The implementation of the formulated aim and tasks is related with the following **hypothesis** of this research:

1. Main stimuli having influence on impulsive purchasing is attractive goods, discounts and attractive promotion.
2. Impulsive purchasing is effected by the following situational factors such as: consumer time, examination of goods, means and influence group, and the following personal factors such as sex, age, tendency to impulsivity.
3. Impulsive purchasing is associated with the consumer who feels pleasure, relaxation, runs off from commonness, surprise.
4. Complexity of decision and surplus of information have influence on impulsive purchasing.
5. Emotional and cognitive processes have influence on impulsive purchasing.
6. Consumers buying impulsively have tendency not to use goods bought unplanned.

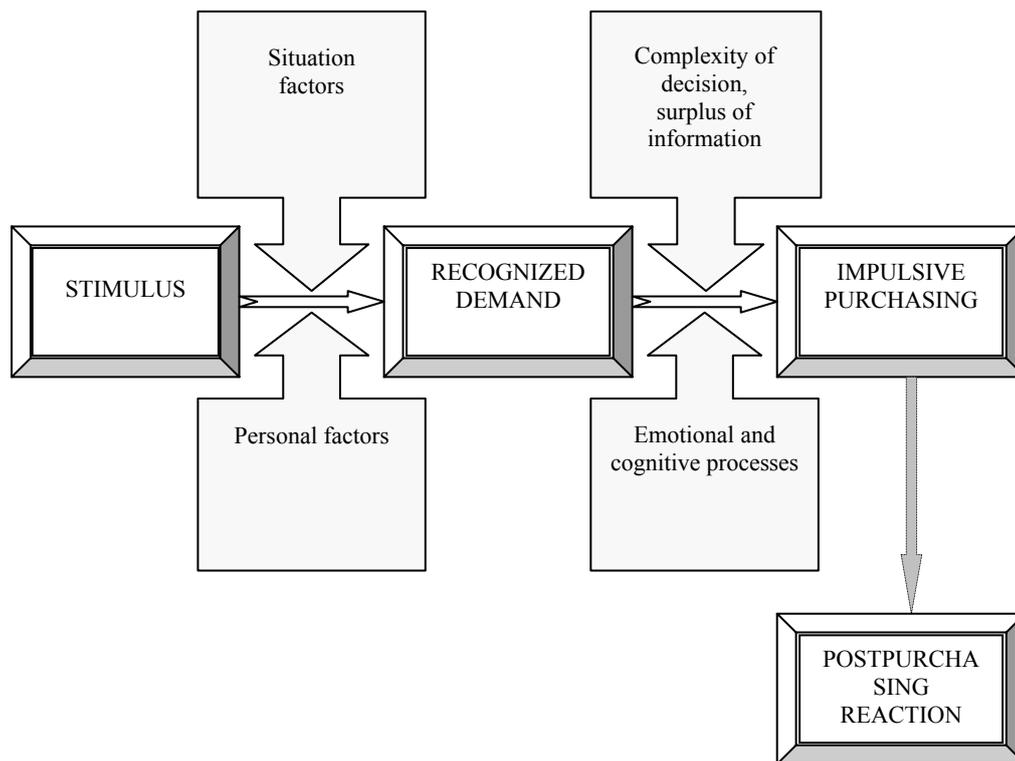


Figure 1. Theoretical model of impulsive purchasing

Consumer behavior of impulsive buying. The research data showed that 53 percent of consumers buy at seeing or thinking over that they need it even if they went to buy having other aims (fully agree or agree); 41 percent do not avoid to buy goods that are not in a shopping list (reverse encoder of proposition); 30 percent of consumers buy goods during shopping that were not planned; 23 percent of consumers enjoy to buy spontaneously; 18 percent buy interested goods without estimating consequences; 15 percent of consumers evaluate themselves as a person buying unplanned.

Stimuli having influence on impulsive purchasing. Trying to ascertain what stimuli effect impulsive purchasing in the process of the research appeared that the main stimuli determining consumers' behavior to impulsive purchasing were pleasing goods, goods with discount and attractive advertising.

The research results showed that consumer's behavior of impulsive purchasing is often: over 70 percent of respondents have ever bought impulsively; especially it can be said about food, clothing and printing. Consumers are stimulated most of all to buy impulsively attractive goods and marketing stimuli such as discounts and sales.

Situational factors having influence on impulsive purchasing. According to the research data 77 percent of consumers buy impulsively when examining goods find what they like; 45 percent buy when have enough money; 31 percent buy when shopping alone; 19 percent - when shopping with friends, relatives; 12 percent buy when they have enough time. It can be stated that situational factors having influence to impulsive purchasing are consumer time, examination of goods, means and influence group. It

is interesting that even more consumers buy impulsively when shopping alone (30 percent) however consumers having tendency purchase impulsively do it more often when shopping with friends and/or relatives.

Personal factors having influence to impulsive purchasing. Research results showed that the following personal factors have influence on consumer's behavior of impulsive purchasing: age, sex, tendency to impulsivity.

Consumer needs supply during purchasing. The following semantic differential scale was presented on purpose to clarify what associations make purchasing to consumers: pleasure-trouble, relaxation – tension, escape from commonness – commonness, renewal – habit, surprise – planning. Following research results show that 68 percent of the respondents associate purchase more with pleasure than with trouble (32 percent); 69 percent of the questioned participants think that purchase is relaxation but not tension (31 percent); 58 percent - think that purchase is more commonness than escape from it (42 percent); 81 percent - identify purchase with renewal and 74 percent of the respondents relate buying with planning instead of surprise (26 percent).

Influence of complexity of decision and surplus of information on impulsive purchasing. Research results showed that 24 percent of respondents agree to the proposition that it is hard for them to decide between two pleasing goods and for this reason they buy one of them without thinking much. 30 percent of respondents say that it is hard to choose among the flow of goods and 28 percent are annoyed by the flow of homogeneous goods in the store and that they have to choose one of them.

Influence of consumer emotional processes on impulsive purchasing. The research results showed that 67 percent of consumers tend to decide what to buy when examining goods in the store; 57 percent of respondents buy what they really like; 28 percent of respondents sometimes buy because they want to feel better; 14 percent of respondents consider a purchase to be a way to decrease stress in everyday life; 10 percent of respondents feel confusion of pleasure and guilt while buying impulsively; 7-8 percent of respondents feel thrill while buying and/or quivers.

Influence of consumer cognitive processes on impulsive purchasing. According to the research data, 49 percent of respondents do not agree with proposition that before going for shopping they make a list and buy only following it; 28 percent of respondents have no tendency to save; 22 percent of respondents have tendency to spend money as soon as they get it; 40 percent agree with the proposition that they buy impulsively rarely or never; 13 percent of respondents think they are impulsive consumers; 7 percent of respondents acknowledge that the persons who know them think they are impulsive consumers.

The performed empiric research results of impulsive purchasing in the market of consumer goods showed that consumers tend to buy impulsively and do it when their attention is attracted by pleasing goods, discounts and when they notice an attractive advertisement. It should be noted that consumers tend to buy impulsively such goods as follows: clothing, shoes, goods of leisure and sports; printings, journals, books and apparel, jewelry. *It confirms the first hypothesis of quantitative research, that the main stimuli having influence on impulsive purchasing are attractive goods, discounts and attractive promotion.*

According to the empiric research result, it is stated that consumers tend to buy impulsively when they have enough time, examine goods, have money and go shopping not alone. Personal factors have influence on impulsive purchasing. Women tend to buy impulsively, as well as young persons (under 30) and persons characterized by impulsivity. *It confirms the second hypothesis of quantitative research, that impulsive purchasing is effected by the following situational factors such as: consumer time, examination of goods, means and influence group, and the following personal factors, such as sex, age, and tendency to impulsivity.*

The fact that consumers tend to impulsive purchasing identify purchase with pleasure, relaxation, escape from commonness and surprise *confirms the equity of the third hypothesis of quantitative research.*

Complexity of decision has influence on impulsive purchasing that appears because of goods ambiguity while comparing goods. *It partly confirms the fourth hypothesis of quantitative research stated that complexity of decision and surplus of information have influence on impulsive purchasing.*

Consumer emotional processes (good emotions, aim to control mood) and cognitive processes (misjudgment of consequences, purchase of unplanned goods, and ignorance of future) have influence on impulsive purchasing. *It confirms the equity of the fifth hypothesis of quantitative research.*

The fact that consumers purchasing impulsively tend not to use goods bought unplanned *confirms the equity of the sixth hypothesis of quantitative research.*

The performed empiric research confirmed theoretical model of impulsive purchasing in the market of consumer goods. The main assumption of this theoretic model was that impulsive purchasing is consumer's emotional and cognitive reaction to stimulus in purchase environment where situational and personal factors act. Performed qualitative research revealed that tendency on impulsivity has big influence to impulsive purchasing.

Generalizing, it can be stated that empiric research has confirmed existing differences of consumer behavior between impulsiveness and not. Revealed peculiarities were tested statistically. When consumers tend to impulsiveness, they purchase impulsively when they like goods, when there are discounts and they notice attractive advertising, Impulsive purchasing stimulates certain categories of goods as well. Tendency to buy impulsively depends on situational factors – time, means, examination of goods and shopping together with persons depending on influence group. It also depends on sex – women tend to buy impulsively, on age – behavior of impulsive buying is characteristic of young persons (under 30) and having a tendency to impulsivity. The latter associates purchasing with pleasure, relaxation, escape from commonness, surprises. Consumer's experienced emotional and cognitive processes in purchase environment have influence on impulsive purchasing. Components of emotional processes such as good emotions and aim to control mood and components of cognitive processes such as: misjudgment of consequences, purchase of unplanned goods and ignorance of future have influence on the process of impulsive purchasing.

Conclusions

Generalizing presented explanations of impulsive purchasing concept can be stated that behavior of impulsive purchasing is a consumer's respond to stimulus experienced in purchase environment and it is an instant decision and a consumer feels emotional and/or cognitive reactions in post purchase. Impulsive purchasing does not correspond rational decision making model of a consumer: when need emerges, a consumer buys impulsively and does not search for alternatives. It is necessary to stress that impulsive purchasing is often identified with other types of unplanned buying, compulsive and excessive buying that may be presented in continuum, where on the one hand it is impulsive purchasing and on the other hand – exceeded buying or compulsive.

Theoretic analysis has showed that factors having influence on impulsive purchasing may be classified to four groups: characteristics of consumer, peculiarities of purchase environment, situational factors and characteristics of goods.

On the ground of the theoretical analysis of peculiarities of impulsive purchasing a theoretical model was created. The main assumption was that impulsive purchasing is consumer's emotional and cognitive reaction to stimulus in purchase environment while situational and personal factors and the empiric research confirmed existing differences of

consumer behavior between the groups tending to impulsiveness and those who not apt to it.

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Impulsiyvaus pirkimo ypatumai vartojimo prekių rinkoje
Santrauka

Impulsiyvus pirkimas yra įdomi ir sudėtinga vartotojų elgsena, kurią tiria įvairių sričių mokslininkai (vartotojų elgsenos, marketingo, psichologijos, ekonomikos). Nors impulsiyvus pirkimas yra dažnai laikomas socialiai nepriimtiniu reiškiniu, ši vartotojų elgsena plačiai paplitusi. Teigiama, kad impulsiyvus pirkimas sudaro daugiau nei 80 proc. visų pirkimų tam tikrose prekių kategorijose (Abrahams, 1997; Smith, 1996 remiantis Kacen ir Lee, 2002).

Šiuolaikinėmis rinkos sąlygomis, kai rinkos konkurencija didelė, o reklamą savo veikloje taiko visų tipų įmonės, impulsyvaus pirkimo skatinimas vartojimo prekių rinkoje gali tapti svariu konkurenciniu pranašumu. Impulsyviai pirkti vartotojus skatina įvairūs veiksniai, kuriais manipuliudami marketingo specialistai gali gerokai padidinti prekių pardavimus.

Problema. Sisteminė mokslinės literatūros analizė impulsyvaus pirkimo vartojimo prekių rinkoje klausimais rodo, kad mokslinėje literatūroje nėra bendro požiūrio į impulsyvaus pirkimo elgseną. Vartotojų impulsyvaus pirkimo elgsenos teorinius ir empirinius tyrimus atlieka šie mokslininkai: Piron (1991), Hoch ir Loewenstein (1991), Rook ir Fisher (1995), Dittmar ir kt. (1995), Puri (1996), Bayley ir Nancarrow (1998), McGoldrick ir kt. (1999), Hausman (2000) Dholakia (2000), Koski (2004), Parboteeah (2005) ir kt., Pranulis (2008), Banytė (2008) ir Virvilaitė (2008) pažymi, kad stokojama impulsyvaus pirkimo elgsenos teorinių ir empirinių tyrimų Lietuvos vartojimo prekių rinkoje. *Todėl darbe sprendžiama problema, susijusi su impulsyvaus pirkimo ypatumais vartojimo prekių rinkoje.*

Straipsnio tikslas: parengti impulsyvaus pirkimo vartojimo prekių rinkoje teorinį modelį ir jį empiriškai patikrinti.

Straipsnyje naudota tyrimo metodika: mokslinės literatūros lyginamoji analizė ir sisteminiai metodai. Empiriniam tyrimui taikyti kokybinis ir kiekybinis tyrimų metodai.

Impulsyvaus pirkimo samprata. Mokslininkai teigia, kad impulsyvaus pirkimo elgsena vis dar yra mįslė marketingo srityje ir tai yra elgsena, kuri literatūroje ir pačių vartotojų įvardijama kaip nukrypimas nuo normos, taip pat ji paaiškina gausų įvairių prekių pardavimą kiekvienais metais. Parboteeah (2005) pažymi, kad vienas iš mokslininkų tikslų buvo suprasti impulsyvų pirkimą ir apibrėžti šį įdomų bei sudėtingą fenomeną. Vienas iš svarbiausių mokslininkų, siekusių geriau suprasti impulsyvų pirkimą tikslų, anot Dittmar ir kt. (1996); remiantis Bayley ir Nancarrow, 1998),- atskirti impulsyvų pirkimą nuo kitų neplanuoto pirkimo rūšių. Parboteeah (2005), remdamasis Kollat ir Willett (1969), teigia, kad ankstyvuosiuose tyimuose vartoti terminai *impulse buying* ir *unplanned buying* kaip sinonimai. Tačiau Dittmar ir kt. (1996); remiantis Bayley ir Nancarrow, 1998) su tuo nesutinka ir akcentuoja, kad kai kurie mokslininkai nepaiso pakankamai skirtingų neplanuoto pirkimo tipų.

Remiantis mokslininkų tyrimais galima teigti, kad svarbiausia impulsyvaus pirkimo charakteristika - impulsyvaus pirkimo elgsena atsiranda kaip vartotojo atsakas į stimulą, patiriamą pirkimo aplinkoje. Tai yra momentinis neatidėliotinas sprendimas. Po pirkimo vartotojas išgyvena emocines arba kognityvines reakcijas. Impulsyvus pirkimas neatitinka racionalaus vartotojų sprendimo priėmimo modelio: kai atsiranda poreikis, perkama impulsyviai, neieškant informacijos ir neįvertinus alternatyvų. Vartotojai, pirkdami impulsyviai, siekia patenkinti hedonistinius poreikius, tačiau normatyviniai vertinimai daro poveikį asmens impulsyvumui ir taip sumažina vartotojų impulsyvaus pirkimo elgseną.

Veiksniai, turintys įtakos impulsyviai pirkimui. Parboteeah (2005) teigia, kad plėtodami impulsyvaus pirkimo koncepciją, mokslininkai išskyrė veiksnius, turinčius įtakos impulsyviai pirkimui. Vartotojų elgsenos ir marketingo tyrėjai didžiausią dėmesį skyrė bendrų veiksmų, sukeliančių didesnę impulsyvų pirkimą, nustatymui. Šie veiksniai gali būti suklasifikuoti į keturias grupes. Tai vartotojo charakteristikos, pardavimo aplinkos ypatybės, situaciniai veiksniai ir prekės savybės. Parboteeah (2005: 33) apibendrina skirtingų mokslininkų nagrinėtas vartotojo charakteristikas.

Vartotojo charakteristikos. Vartotojo charakteristikos: vartotojo amžius, lytis, kultūra, nuotaika, polinkis į materializmą, mėgavimasis apsipirkimu, polinkis pirkti impulsyviai ir savojo aš neatitikimo laipsnio suvokimas.

Pardavimo (arba pirkimo) aplinkos ypatybės. Anot Parboteeah (2005), Dovalienės ir Virvilaitės (2008), keletas pardavimo aplinkos ypatybių skatina impulsyvų pirkimą. Tai pardavimo aplinkos (parduotuvės) išplanavimas, pardavimo aplinkos (parduotuvės) atmosfera, pardavimo aplinkos (parduotuvės) tipas, personalas.

Situaciniai veiksniai. Parboteeah (2005), remdamasis Dholakia (2000), teigia, kad situaciniais veiksniais vadinami aplinkos ir asmeniniai veiksniai, kurie turi įtakos impulsyviai pirkimui. Tai vartotojų laikas, lėšos, įtakos grupė ir prekių apžiūra.

Mokslininkų nuomonių nesutapimas, aiškinant impulsyvaus pirkimo elgseną, rodo, koks sudėtingas ir įdomus yra impulsyvaus pirkimo fenomenas. *Remiantis mokslinės literatūros analize, buvo parengtas teorinis impulsyvaus pirkimo modelis, kuriam tikrinti atliktas empirinis tyrimas.*

Teorinis impulsyvaus pirkimo vartojimo prekių rinkoje modelis. Atlikta mokslinės literatūros analizė parodė, kad mokslininkai dažnai tapatina impulsyvų pirkimą su padidėjusiu/besaikiu pirkimu. Tai rodo, kad nėra aiškios ribos tarp šių pirkimų rūšių. Galima teigti, kad pagrindinis impulsyvaus pirkimo skirtumas nuo kitų tokio pobūdžio pirkimo tipų yra tas, kad impulsyvaus pirkimo elgsena nėra vartotojo įprastinė ir nuolatinė, kurios būdingos esant besaikiam ir kompulsyviai pirkimui.

Remiantis literatūros analize, sudarytas teorinis impulsyvaus pirkimo vartojimo prekių rinkoje modelis, kurio pagrindinė prielaida - impulsyvus pirkimas yra vartotojo emocinė ir kognityvinė reakcija į stimulą pirkimo aplinkoje, veikiant situaciniams ir asmeniniams veiksniams.

Teoriniam modeliui patikrinti būtina atlikti empirinį tyrimą. Įvertinus gautus rezultatus, bus atskleisti impulsyvaus pirkimo ypatumai vartojimo prekių rinkoje.

Impulsyvaus pirkimo vartojimo prekių rinkoje empirinis tyrimas. Impulsyvaus pirkimo ypatumų vartojimo prekių rinkoje tyrimui atlikti taikėme marketingo tyrimų metodiką. Rėmėmės Burinskienė ir Rudzikienės (2007) siūlomu marketingo tyrimo proceso nuoseklumu, kurį modifikavome atsižvelgiant į impulsyvaus pirkimo ypatumų tyrimo specifiką. **Taikyti šie metodai:** 1. Kokybiniam tyrimui – fokus grupės; 2. Kiekybiniam tyrimui - anketinė apklausa. **Tyrimo tikslas** – nustatyti pagrindinius impulsyvaus pirkimo ypatumų vartojimo prekių rinkoje.

Kokybinio tyrimo rezultatai visiškai neatskleidė impulsyvaus pirkimo ypatumų vartojimo prekių rinkoje, todėl buvo atliktas kiekybinis tyrimas. Kiekybiniam tyrimui atlikti buvo pasirinkti Lietuvos gyventojai, kurių amžius per 18 metų. Tyrimo dalyvavo 120 respondentų. Suformuluoto tikslo ir uždavinių įgyvendinimas siejamas su šiomis tyrimo **hipotezėmis:**

1. Pagrindiniai stimulai, turintys įtakos impulsyviai pirkimui, yra patraukli prekė, prekei taikomos nuolaidos ir reklama.
2. Impulsyviai pirkimui turi įtakos situaciniai veiksniai: vartotojų laikas, prekių apžiūra, lėšos ir įtakos grupė, asmeniniai veiksniai: lytis, amžius, polinkis į impulsyvumą.
3. Impulsyvus pirkimas vartotojams asocijuojasi su malonumu, atsipalaidavimu, pabėgimu nuo kasdienybės, netikėtumu.
4. Impulsyviai pirkimui turi įtakos sprendimo priėmimo sudėtingumas ir informacijos perteklius.
5. Impulsyviai pirkimui turi įtakos vartotojo emociniai ir kognityviniai procesai
6. Perkantys impulsyviai vartotojai linkę nepanaudoti neplanuotai pirktų prekių.

Atliktas empirinis tyrimas patvirtino teorinio impulsyvaus pirkimo vartojimo prekių rinkoje modelio ir iškeltų hipotezių teisingumą. Šio teorinio modelio pagrindinė prielaida - impulsyvus pirkimas yra vartotojo emocinė ir kognityvinė reakcija į stimulą pirkimo aplinkoje, veikiant situaciniams ir asmeniniams veiksniams. Atliktas kokybinis tyrimas atskleidė, kad impulsyvų pirkimą labai veikia polinkis į impulsyvumą.

Išvados. Apibendrinus pateiktus impulsyvaus pirkimo sampratos aiškinimus, galima teigti, kad impulsyvaus pirkimo elgsena yra vartotojo atsakas į stimulą, patiriamą pirkimo aplinkoje. Tai yra momentinis neatidėliotinas sprendimas. Po pirkimo vartotojas išgyvena emocines arba kognityvines reakcijas.

Impulsyvus pirkimas dažnai tapatinamas su kitomis neplanuoto pirkimo rūšimis bei kompulsyvaus ir besaikiio pirkimo tipais, kurie gali būti vaizduojami kontinuume. Vienoje pusėje – impulsyvus pirkimas, kitoje – nenugalimo įpročio arba kompulsyvus pirkimas.

Teorinės studijos parodė, kad veiksniai, turintys įtakos impulsyviai pirkimui, gali būti suklasifikuoti į keturias grupes. Tai vartotojo charakteristikos, pardavimo aplinkos ypatybės, situaciniai veiksniai ir prekės savybės.

Remiantis sudarytu teoriniu impulsyvaus pirkimo vartojimo prekių rinkoje modeliu ir atliktu empiriniu tyrimu, pasitvirtino prielaida, kad impulsyvus pirkimas yra vartotojo emocinė ir kognityvinė reakcija į stimulą pirkimo aplinkoje, veikiant situaciniams ir asmeniniams veiksniams.

Raktažodžiai: *impulsyvus pirkimas, vartojimo prekės, vartotojo elgsena, sprendimo priėmimo procesas, rinka.*

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