

**“Effect of internal factors on impulsive buying decision for cosmetic products in Pune region”**

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**Abstract**

Everyone in this world aspires to be called as beautiful. This increasing aspiration is acting as a gold mine for the overall cosmetic industry. But usually, in majority of the purchases decision-making occasions, FMCG consumers hardly keep the adequate amount of exploration of information as they do not feel the need for extensive effort.

Impulsive buying behaviour can be seen as an accidental behaviour typically when it is associated to emotional aspects while actual buying. The desire to purchase on impulse is hedonically complex and largely encourages emotional conflict.

Different attributes of impulsive buying are required to be marked in order to recognize the impulsive buying behaviour for cosmetics. Only a few important intrinsic factors have been selected in the current study.

This paper discusses the framework intended to examine the impact of intrinsic factors on impulsive buying tendencies. There are seven intrinsic factors and one output variable studied in this framework.

The study provides an insight to the enhancement of efforts in terms of promotion and distribution resorted to by various cosmetics marketing companies and the effectiveness of the respective efforts.

**Key words:** Emotional and functional aspects, Perceptions, Promotions, Intrinsic factors.

**1. Introduction**

Usually, in majority of the purchases decision-making occasions, FMCG consumers hardly keep the adequate amount of exploration of information as they do not feel the need for extensive effort. All the purchases if were made typically considering the steps of the buying decision process, then they would tend to be boring, monotonous and unenjoyable and stale for a buyer.

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The degree of an involvement that a consumer undertakes for a purchase decision largely depends on the value of the product, frequency of buying, parameters for the selection criteria, the access to information buyer already has and substitute options.

Impulsive buying is basically defined as an unplanned buying when a consumer bypasses few important steps of the consumer buying process and (Dittmar, Beattie, & Friese, 1995) and is an outcome of promotional stimuli for buying items are not decided in advance in consumer's mind before a planned purchase. Impulsive buying behavior can be seen as an accidental behavior typically when it is associated to emotional aspects while actual buying.

The role of interior elements cannot be neglected and in this situation, impulse buying is described as “An outcome of in store behaviour and that consumers do not have any specific objective to shop for any particular item before entering any shop”. Rook (1987) re-conceptualized the idea of impulsive buying and defined it as “A spontaneous process that occurs when consumer experiences an unexpected and unrelenting push for attaining something instantaneously”. The desire to purchase on impulse is hedonically complex and largely encourages emotional conflict.

Impulsive buying also occurs with decreased regard for its consequences. Consumers after having gone through impulsive purchase do not consider future short comings arising as important. Impulsive buying behaviour often is closely associated with negative consequences such as being let down finding one-self to be guilty and stressed about financial sufferings

### **2. Conceptual framework**

Based on the literature review and purpose of the study, a framework intended to examine the impact of intrinsic factors on impulsive buying tendencies has been proposed. Here in this framework, there are seven intrinsic factors and one output variable. Furthermore, gender differences as the moderator for assessing its impact on relation between intrinsic factors and impulsive buying tendencies is also appended to the conceptual framework.

### **3. Theoretical framework and hypotheses**

Different attributes of impulsive buying are required to be marked in order to recognize the impulsive buying behaviour for cosmetics. Intrinsic factors are large in number only selected intrinsic factors have been taken up in the current study which are discussed below.

#### **A. Prepurchase Planning**

The desire to get information with impulsive buyers is always on lower side and they hardly search for alternative options and do not prefer planning about purchases of specific cosmetics products while actual buying. Spontaneous buying behaviour is observed when buyers have inconsistent desire to possess a product. Hence, it can be stated in form of hypothesis that extensive planning has significant negative effect on impulsive buying tendencies:

Ha<sub>1</sub>. Prepurchase planning is negatively related to impulsive buying tendencies.

#### **B. Cognitive Consideration**

Spontaneous buyers may associate their irrational performances to delicate and individual variables of gratification. This irrational behavior makes impulse buying performances

cognitively complex. Deficiency in cognitive consideration may produce unwanted results and are the indications of decisions being made out of stress and without any consideration. Hence, it can be stated in form of hypothesis that cognitive consideration is negatively related to impulsive buying tendencies.

Ha<sub>2</sub>. Prudence and cognitive consideration is negatively related to impulsive buying tendencies.

#### C. High regard for probable consequences

Impulsive buyers are sparingly worried about the consequences with spontaneous buying decisions do not consider the costs associated with such decisions. Their immediate satisfaction presides over all the challenging factors of rationality hence impulse buying behaviour is a means of satisfying the immediate desires. Hence, it can be stated in form of hypothesis that high regard to potential consequences is negatively related to impulsive buying tendencies.

Ha<sub>3</sub>. High regard to potential consequences is negatively related to impulsive buying tendencies.

#### D. Negative faith about impulsive buying

The greater the extent of belief about impulsiveness in buying being irrational, the lower the buying frequency with the approach. An impulsive purchaser barely cares about the buying frequency and his/her belief would negatively correlate with impulsive buying.

Hence, it can be stated in form of hypothesis that negative faith about impulsive buying being dangerous is negatively related to impulsive buying tendencies.

Ha<sub>4</sub>. Negative faith about impulsive buying being harmful is negatively related to impulsive buying tendencies.

#### E. Undesirable encouragement to buy

A purchase drive is an emotionally motivated stage where a buyer goes through emotions and physiological motivations. It provokes the consumer and drains them into the next stage of drive. then it results into ensuing of a superior level of involvement and information realisation. Consumer enticements and need identification integrate for an impact.

Buying impulses are explained as an irresistible urge to buy with superior potential for emotional provocation.

Ha<sub>5</sub>. Undesirable encouragement to buy is positively related to impulsive buying tendencies.

#### F. Cognitive dissonance

Impulsive buyers may go through post purchase cognitive disequilibrium. Inconsistency after purchase indicate countering the impulsive buying behaviour as post purchase conflict in case it occurs, which will force the consumer to consider about future buying decisions.

However, after such purchase, if negative emotions surfaces within a consumer, which transform to a higher level of stress depending upon the level of involvement present in a consumer and this post purchase negativity together with stress is known as Post-purchase cognitive inconsistency or cognitive dissonance.

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The cognitive dissonance crops up at a time when the end users engage in severe internal exchange of ideas trapped between buying impulses and the spirit of willingness to oppose them. Therefore, it can be hypothesized that cognitive dissonance is positively related to impulsive buying tendencies.

Ha<sub>6</sub> : Impulsive buyers are by and large unreflective in nature : Cognitive dissonance is positively related to impulsive buying tendencies.

**G. Affirmative buying sensations**

Buying sensations are the emotions associated with the impulsive buyers and it was observed that consumers who had more positive emotional responses to the retail environment were more likely to make higher impulsive purchases spontaneous shoppers are highly absorbed, more delighted and highly obsessive than a non spontaneous purchasers.

Based on these propositions, it can be hypothesized that affirmative buying sensations are positively related to impulsive buying tendencies.

Ha<sub>7</sub>: Affirmative buying sensations are positively related to impulsive buying tendencies

**4. Methodology**

Data collection was done by researchers through a structured questionnaire themselves. Sample unit were consumers across 15 cosmetics shops in Pune region convenience sampling procedure was employed to choose 300 samples. Every effort was made to get full response from the respondents but to researcher's advantage as consumers were not in ready mood to take part in survey

**5. Analysis and hypothesis testing**

Karl Pearson's Coefficient of Correlation was exclusively used for testing all the Hypothesis Testing. Correlation coefficients are used in statistics to measure how strong a relationship is between two variables. Pearson’s correlation (also called Pearson’s R) is a correlation coefficient commonly used in linear regression. Karl Pearson's Coefficient of Correlation is an extensively used mathematical method in which the numerical representation is applied to measure the level of relation between linear related variables. The responses were measured on a 5 point Likert scale and the codes were reversed for few of the factors with negative correlation.

*Table 1.1 Correlation values for internal factors vs impulse buying behavior*

*Source SPSS -17 Correlation analysis*

Hypothesis no.	Internal Factors	Average Responses	Average Responses	Karl Pearson's Coefficient Of Correlation
		Impulsive Buying Tendencies	Internal factors	
1	Prepurchase Planning		2.73	0.676
2	Cognitive Consideration		2.19	0.578

3	High regard for probable consequences	3.32	2.34	0.720
4	Negative faith about impulsive buying		2.65	0.704
5	Undesirable encouragement to buy		2.72	0.674
6	Cognitive dissonance		2.39	0.694
7	Affirmative buying sensations		2.34	0.661

**At  $n=300$ ,  $Df = n-2 = 298$  The critical values associated with  $df=298$  are  $\pm 0.3514$**

**If r Pearson Correlation coefficient is less than the negative critical value or greater than the positive critical value, then r is significant.** Since all the values for r for all factors i.e. 0.676, 0.578, 0.720, 0.704, 0.674, 0.694, 0.661, 0.693, all r values are significant

The null hypothesis is rejected and the alternative hypothesis is approved and we conclude that : **There is statistically significant relationship between internal factors and functional requirements and the impulsive buying tendencies .**

### Conclusions

Consumer behavior is strongly influenced by many internal and external factors. The intrinsic factor and their effect on the tendencies towards buying is cognitively substantial and hence cant be ignored by a marketer. The marketing strategy and planning activities in the cosmetics sector should design their marketing campaign with the due consideration of these factors specifically targeting the consumer before the purchase decision is implemented.

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