




## DETERMINANTS OF IMPULSE PURCHASE AMONG CONSUMERS OF DOMESTIC GOODS IN EKITI STATE, NIGERIA

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### **Abstract**

*The study examined the determinants of impulse purchasing among customers of domestic goods. Survey methods were adopted. Data were collected using structured questionnaire and purposive sampling was used to determine respondents. Collected data were analysed using descriptive statistics and hierarchical multiple regression. Variables tested for determinant were visual merchandising, promotion, income, price and appearance of sales person. The results showed that, in order of significance, visual merchandising =.676, promotion =.061, price = .135, appearance of salesperson = .018 and income = .071 were significant determinants of impulse purchasing among customers of domestic goods. It is concluded that visual merchandising, promotion, income, price and appearance of sales person were significant determinant of impulse purchase. Based on these findings, the study recommended that in arranging supermarket, quality brand package and highly attractive products should be placed where customers can easily sight them; Also, expert should be engaged to design and execute promotional activities; Profit element in the price should be moderate; gifts and discount on purchases should be used to give seller a competitive advantage. Supermarket management should employed young neat, attractive male and female attendants and emphasis good dressing code and establish quality training for them as part of management policies. Above*

*all, in pricing and stocking items, consideration should be giving to income levels of consumers within the business environment.*

*Keywords: Impulse purchase, Domestic goods. Promotion, Visualize Merchandising, Price, Income and sales staff*

## **INTRODUCTION**

The alarming increasing rate in competition in marketing environment has raised the consciousness of both producers and sellers about the need to study the behaviour of consumers. Consequently, necessity has now been placed on producers and sellers to deeply research in order to identify motives behind purchase decision making. This becomes imperative because consumer, according to the Samarin and Moniri (n.d), do not follow similar pattern of purchase with respect to all manners of goods in the market. By implication, consumer purchasing, in most cases, do not solely depend on the list of goods on his purchase list, but, it equally indicates that consumers, at times, make purchase without taking into consideration, or strictly following, the list of items earlier drawn to purchase.

The mode of purchasing, without recourse to the original list of items consumer initially proposed to buy, according to Jamal and Lodhi (2015), is referred to as impulse buying or an impromptu act of purchasing. Impulsive purchase, according to Banerjee and Saha, (2012), is also termed to be an unplanned and on the spot purchase by the stimulus. This purchase occurs on the spot, in-store, and decision to purchase may be hinged on the influential stimulus in the surrounding. In addition, Banerjee and Saha (2012), described the impulse buying behaviour as enigma in the marketing world. In spite of unplanned nature of the purchase, it accounts for a reasonable volume of goods sold on yearly basis, globally, across broad ranges of product categories.

From literatures, it was evidenced that there is no universal determinants of impulsive purchase as various factors were considered by various researchers from different locations (see Jamal and Lodhi, 2015 from Pakistan; Khorrami, Esfidani, Delavari, 2015 from Iran; Bashir, Zeeshan, Sabbar, Hussain, & Sarki, 2013 from Pakistan; Foroughi, Buang, Senik, & Hajmisadeghi, 2013 from Iranian; Bhatti & Latif, 2013 from Singapore; Mehta & Chugan, 2013 from Ahmedabad, India). However, some common factors that were identified are: internal (i.e. lifestyle, personality, emotion, money and time pressure); external (i.e. store displays, promotions and advertising, atmosphere in the store, product characteristics); buying behaviour (i.e. price, time of purchasing, payment); demographic variables (i.e. age, gender, income,

occupation, marital status, education); and situational (i.e. presence of others, culture, design of store, time available, local market condition, sales staff and self-service and so on.

Notably, the applicability of some of these factors were investigated in western world context, while investigation in the local market, like Ekiti state, clearly, has been rarely explored by researchers. However, the study area, Ekiti state, specifically, Ado-Ekiti metropolis, the state capital, has since the creation of Ekiti state in 1996, experienced influx of various businesses and investors, from different works of life and shoppers of different categories.

Despite this development, past researchers have given little or no attention to investigate how consumers, in Ado-Ekiti, make choice in their purchase decision of domestic goods. Also, from the literatures, it was found that the findings of authors as regards to determinants of impulse purchase were inconsistent. For example, Bhatti and Latif (2014) and Saini, Gupta & Khurana (2015) showed that window display has a negative relationship with impulse purchase while Bhatti and Latif (2014) and Mehta and Chugan (2013) indicated that floor merchandising has positive relationship with impulse. However, Saini, Gupta & Khurana (2015) study showed that floor merchandising is not significantly related to impulse purchase. The inconsistent findings prompted the need for further empirical investigations in the present study area. Therefore, to achieve our objective, this paper is structured into five sections. After this introduction is literature review. This is followed by Research method. Section four, is results and discussion. While summary, conclusion and recommendations is the last section.

## LITERATURE REVIEW

### Conceptual Clarification

**Impulse Buying (IB):** According to Banerjee and Saha (2012) impulse buying is defined as an unplanned, on the spot purchase triggered by stimuli. Also, Hung-Ming (in Tendal & Crispen, 2009) described impulsive buying as a mere arousing, unintended, less deliberate and more irresistible buying behaviour. In Rook and Gardner (in Kacen & Lee, 2002) impulsive buying is defined as an unplanned purchase, which is characterized by relatively rapid decision making and subjective bias in favour of immediate possession.

It can be equally defined as a purchase that is unplanned as a result of an exposure to a stimulus, which brings about on the spot decision (Tinne, 2010). Jamal and Lodhi (2015) defined IB as an impromptu act while Karbasivar and Yarahmadi (2011) see impulse buying as unreflective in that the purchase is made without engaging in a great deal of evaluation. From Beatty and Ferrell (in Taushif & Gupta, 2013), impulse is defined as instantaneous purchase without previous aim or objective to purchase the commodity.

IB, according to Bayley and Nancarrow; Rock; Thompson, Locander, and Pollio; Weinberg and Gottwald (in Kacen & Lee, 2002) is defined as a sudden, compelling, hedonically complex purchasing behaviour, which the rapidity of the impulse purchase decision process precludes thoughtful, deliberate consideration of all information and choice alternatives. This type of impulsive buying emanates when a consumer makes purchase decisions on the basis of either price specials, coupon offers and so on. Looking at the above various definitions, Impulse Buying on the basis of this study, can be defined as purchase that devoid original list of items of consumers. In a nutshell, it can be defined as the purchase exhibited unintentionally.

**Visual Merchandising (VM):** From the study of Walters and White (in Mehta & Chugan, 2013) VM is defined as the effective presentation of products that impacts on customers purchase. Kills, Paul, and Moorman (as cited in Mehta & Chugan, 2013) defined visual merchandising as the presentation of store or brand and its merchandise to the customer using the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising departments with the sole purpose of selling goods and services offered by the store.

Jamal and Lodhi (2015) viewed VM as the outward appearance and manipulation of attractive in store displays and developing the floor plans to attract the attention of the potential buyers by calling consumers' attention to the product's benefits and features in order to generate the impulse sales activities.

In Vishnu and Raheem (2013), VM is defined as a strategic means of organizing object, exactly in perfect order for highlighting product availability in the shop. The authors stressed further that the ultimate purpose of a VM is to communicate the retail and company fashion, value, quality, building separate identity to the ultimate consumers. This view was shared by Luniya and Verghese (2015) that the VM is a means by which retailers can communicate a store or company's faction value and quality image to prospective' consumers.

Bhatti and Latif (2014) viewed VM as a strategy in the hand of an organization that is capable of inducing customers to buying unintentionally. It is done by arranging shops promotional activities in a way that it is beaconing on shoppers' attentions by mere looking. Attributes of visual merchandising, according to Mehta and Chugan (2013), include exterior, which consist of window display, façade and retail premises. On the other hand, merchandising display, point-of-sales display and architectural display constituted interior. Considering the above concepts, the VM, in this study, can be defined as the systematic way of exhibiting a combination of factors that have a direct relationship between customers and in-store arrangement.

**Promotion:** In the remark of Rowley (1998), promotion consists of advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion. This definition is consistent with Kotler and Keller (2009). Considering promotion, in the light of above, it can actually be described as the combination of efforts set in motion to inform, persuade, influence, and induce buyer. At times, promotion triggers potential consumers to buy impulsively, and this can lead to promotion goals. This goals vary from one organization to another in some firms, it comes in the form of sales increases, for more profit, expansion or inform the potential consumers about new products of the organization. However, generally, promotion, in marketing activities is considered as a key factor, and driving force, that is capable of enhancing marketing success. Promotion in this study, is considered as a strategic means of directly connecting the relationship between the consumers and the in-store display. It equally serves as a medium through which organization information is being disseminated to the end users. It is not a gain saying that an articulate and well presented promotion serves as a tonic that is capable of keeping the organization going even in the stiffly competitive environment.

**Price:** Price is the value placed on what is exchanged Ferrell (in Achumba, 2000). To Kotler and Keller (2009), price is considered as the amount of money charged for a product or service. While in the remark of Oladele (2009), price is the value that one put on the utility received from consumption of products and services. Oladele (2009) further stressed that the price can be anything of value that can be exchanged for something else; and finally submitted that only price among other promotional mix generates revenue.

Price, according to Zeithaml (in Kaura, 2012), is what is given up or sacrificed to obtain a product. Generally, price can be viewed from two perspectives, namely: financial consideration and, non-financial consideration. Price is the quantity of payment or compensation given by one party to another in return for goods and services ([wikipedia.org/wiki/Price](http://wikipedia.org/wiki/Price) cite\_note-1). In the light of these, price can be described as the aggregate sum of values that consumers exchange in order to enjoy certain benefits from the product or service of a particular firm.

**Appearance of Salesperson:** Obviously, by nature, consumer tends to be delighted and comfortable in the shopping experience condition when he/she has competent, supportive salesperson beside, or that is within, a close range to assist. The knowledge based on such staff couple with his/her professional advice about the goods, especially, new products have a long way to go by making the shopping experience a memorable one in term of fun and enjoyment. It shows that the appearance of the staff at that moment, is capable of inducing the

shopper to purchase impulsively; and such buyer may end up purchasing more of the goods than he intended.

**Income:** Generally, income can be describe as money received over a period, specifically, it can be in form of payment for work or as interest on investment. Income, from Hicks (as cited in Sefton & Weale, 2006) perspective is viewed as the maximum amount a man can spend and still be as well off at the end of the week as at the beginning. This can be described as the aggregate of what individuals received in terms of money, usually, on a monthly basis.

## **Review of Related studies**

### ***Visual Merchandising (VM) and Consumer of Domestic Goods***

Bhatti and Latif (2014) study the impact of visual merchandising on consumer impulse buying behaviour in store environment of Rawalpindi, Pakistan. The independent variables of visual merchandising that was considered in their studies showed that two of the identified variables (i.e window display and forum display were negatively related to consumer impulse buying behaviour while floor merchandising and shop brand name were significantly related to consumer unplanned buying behaviour. Primary data was used via questionnaire. A total number of 344 respondents were used, five point Likert scale was adopted to elicit information from the respondents. Analysis was carried out using Statistical Packages for Social Sciences (SPSS).

Mehta and Chugan (2013) studied the impact of visual merchandising on impulse buying behaviour of consumer: A case from Central Mall of Ahmedabad India. Their results indicated that window display, floor merchandising and promotional signage affect impulse purchase behaviour while in-store form showed a negative relationship with impulse purchases. The methods adopted included primary data via questionnaire. Pearson correlation movement was used to test the observable variables. The reliability was attested by the percentage of the Cronbach alpha such as window display 0.7, in-store 0.702, floor merchandising 0.699 and promotional signage 0.69. These proved the suitability of research instruments.

Again, Saini, Gupta and Khurana (2015) studied visual merchandising and impulse buying behaviour: A case of retail industry showed visual practices as a factor is capable of influencing unplanned buying behaviour of a customer. The results of their research show that in-store form and promotional signage showed a positive relationship with unplanned purchasing. However, window display and floor merchandising showed a negative relationship. Their study was basically qualitative. In the same vein, Asuquo and Igbongidi (2015), on retail-store merchandising assortment and display and their influence on consumer impulse buying

behaviour in the North-West Nigeria (University of Nigeria, Nsukka and Ahmadu Bello University, Zaria) revealed that retail store merchandising and display played significant roles in influencing consumers' impulse purchase. Their study focused on ten colleges of education and their target was on a population of business education lecturers. Target sample size of 219 lecturers teaching business education at the same time patronizing retail stores as consumers were used. Cronbach's Alpha reliability test of 0.75 was obtained to prove the internal consistency of the research instrument. The method adopted included primary data via questionnaire, mean and standard deviation and analysis of variance.

In addition, Han, Morgan, Kotsiopoulos and Kang-Park (in Luniya and Verghese, 2015) on a study on impulse buying and its determinants: A literature review submitted that the greater the store stimuli in term of visual merchandising, the more the possibility of a desire which invariably capable of creating unplanned purchase behaviour. Their study was a theoretical review in nature.

In the case of Vishnu and Raheem (2013) on factors influencing impulse buying behaviour, it was found that income and visual merchandising were considered most significant while window display and store environment has less impact on the impulse purchase of consumers. Methods employed include; primary data, questionnaire, five point Likert. Data were analyzed using Statistical Packages for Social Sciences. Considering the aforementioned authors, it can be rightly said that the presence of VM is capable of instigating impulse purchase behaviour. But the applicability of VM has not be investigated in the current study area in order to determine it suitability.

### ***Promotion and Consumer of Domestic Goods***

Tendal and Crispen (2009), in in-store shopping environment and impulsive buying in South Africa, explained that promotion is considered as part of in-store shopping environment. The study categorized in-store shopping environment effects into two. First, the promotional effect, this comprises promotional accounts such as; (coupons, multiple-item discounts and gifts) and cheaper price. Second, atmospheric engagement effect like; enjoyment and attractiveness that arise from the point-of purchase posters. Findings show that promotion, through its variables, account for more impulse buying behaviour in spar, shoprite and pick and pay supermarket in South Africa. Methods employed include; primary data, structured questionnaire, convenience sampling technique and descriptive.

Moreover, Luniya and Verghese (2015) advocated that promotion has become an essential strategy of marketing. Consequently, retailers has seen it as a means of increasing their sales volume. To buttress this, Youn and Faber (as cited in Luniya & Verghese, 2015)

showed that people purchase more impulsively and react more to the promotion using variables like; free gifts, free sample discounts, coupons and so on.

So far, findings show that various determinants compel or force a consumer to act in an impulsive manner. The aforementioned results attested to the fact that there was a nexus between the promotional activities and impulsive purchase. However, promotion as an impetus factor has not been investigated in the emerging market like Ekiti state.

### ***Price and Consumer of Domestic Goods***

Vishnu and Raheem (2013), on factors influencing impulse buying behaviour, found out that price, at a certain level, affected the impulse purchase of consumers in Pakistan. For example, unexpected cheaper price is considered as a major driver of consumer unplanned purchase behaviour. Hence, it shows that cheaper price, in the light of unplanned purchase behaviour, cannot be ignored. Methods employed include; primary and secondary data, questionnaire, 5 point Likert scale, multistage sampling techniques (convenience and stratified). While descriptive statistics were used to explain the respondents' demographic. Regression was used to explain the result through SPSS.

The view that was shared by Tendai and Crispen (2009) on in-store shopping environment and impulse buying in South Africa. Their study showed that the effect of unexpected price discounts allowed generalization effects on consumers. It equally indicated that the unexpected drop in price led to higher increase in unplanned buying behaviour of consumers. Primary data, structured questionnaire, conveniently sample technique, 5 point Likert scale, descriptive and regression were employed.

In addition, Luniya and Verghese (2015) in a study on impulse buying and its determinants in India: A literature review, affirmed the findings of (Vishnu & Raheem, 2012 & Tendai & Crispen, 2009), that cheaper price, and impulse buying behaviour of consumers, are significantly related.

The results of Iqbal, Akhtar and Lodhi (2014) on the determinants of impulse buying for clothing in Pakistan revealed that, price among other variables, have a positive relationship with impulse buying behaviour of consumers. Methods employed include; primary data, questionnaire, 5 point Likert scale, descriptive statistics and multiple linear regression. In addition, the study carried out by Luniya and Verghese (2015) through theoretical reviewed equally attested to the significance of price on unplanned purchase behaviour of consumers. In spite of different locations of their studies, researchers agreed that price contributes, in no small measure, to the impulse purchase of consumers. Above all, it shows that price is considered as a strong antecedent of consumer purchase impulsively and its effects on the consumer

purchasing behaviour cannot be ignored. Meanwhile, it is discovered that these studies were investigated in the western countries, hence, call for further investigation in a country like Nigeria, specifically, Ekiti state.

### ***Appearance of Salesperson and Consumer of Domestic Goods***

Generally, the role play by human being in the light of influencing consumer picking a product, in a shop, cannot be overlooked. It will be interesting to know that after the consumer need recognition, at this point, the company, through sales representative, have to convince the consumer that he or she have taken a right choice of a product, especially, a new or unfamiliar product. Consumer, at this juncture in the state of information gathering will be eager to know more about the product. Hence, salesperson with a good appearance, is very crucial in order to influence consumer purchase. According to Schmidt, and Sköld (as cited in Brodén & Söderberg, 2011) there is positive significant relationship between salesperson and consumer. This further proves that human being is a very key factor, among other resources, in influencing impulse purchase. Their competencies in terms of skill, relationship and the way and manner they conduct themselves are capable of directly or indirectly affect the success or otherwise of IB.

Tendai and Crispen (2009) on in-store shopping environment and impulsive buying in South Africa showed that consumers tend to enjoy a shopping experience with supportive and friendly shop assistants. It shows that a salesperson, with good relationship, high skills of marketing and good appearance, can cause consumer to buying impulsively. This is because, in most cases, consumers cherish, appreciate and get excited when a salesperson is at close range to give needed information about a product that might be considered new to them. This view was shared by Jones (as cited in Tendai & Crispen, 2009) that consumers will appreciate when a salesperson is nearby and helpful. Methods employed in the study include closed ended questionnaire, convenience sampling techniques, five Likert scales, descriptive and regression. Laurelli (as cited in Brodén & Söderberg, 2011) showed that when the consumer seeks help from the salesperson, some of the techniques that salesperson can use at this point to influence includes; First, Social evidence, i.e the salesperson refers to previous consumers and their satisfaction with the product. This makes the consumer more secure about his/her buying decision and triggers the feeling of belonging to the category of former satisfied consumers. second, scarcity attraction i.e the salesperson points out that the offer, and the quantity of products, are limited. This forces the consumer to make a quick decision about whether or not to accomplish the purchase. From the aforementioned authors' findings, it can be affirmed that

competency of salesperson, in spite of different location of the studies, is a key element that is capable of influencing impulse purchase.

### ***Income and Consumer of Domestic Goods***

Tinne (2011) worked on factors affecting impulse buying behaviour of consumers at superstores in Bangladesh. The study showed that increase in the individual's income have a positive effect on the purchasing power of the people thereby increase in IB impulse buying behaviour of commodities. The author pointed that the increases is due to the pricing strategies, store characteristics, situational factors and promotion activities. The method employed includes primary and secondary data sources, questionnaire, 5 point Likert scale, convenience sampling technique and statistical package for social sciences (SPSS).

In Samarin and Moniri (2011) on investigating factors influencing impulsive buying: consumer and nondurable goods case. It was showed that income levels, among other observable variables like discount shopping, store's layout and decoration, influence customers' impulsive buying. Methods employed include; survey, descriptive statistics, questionnaire and stratified sampling technique.

In addition, Samuel, Donkorand and Awuah (2012) on impulse buying behaviour among students at the marketing department of Sunyani Polytechnic, Ghana. It was indicated that family income, among other variables like atmospheric cues, promotion and window display, accounted for the unplanned buying behaviour of the respondents. The methods adopted include; survey, descriptive statistics, primary data, questionnaire, convenience sampling technique, one-way analysis of variance (ANOVA).

To strengthen the influence of income on IBB, studies from Awan and Abbas (2015) on the impact of demographic factors on buying behaviour of consumers in Multan-Pakistan showed that the observable demographic variables like gender, age, education and income were significantly and directly associated with impulse buying behaviour. Adopted methods included surveys, questionnaire, convenience sampling technique, descriptive statistics, multiple regressions, chi-square while SPSS 17.0 was used for the analysis of data.

In contrary reviewed from Mihic and Kursan (2010) on assessing the situational factors and impulsive buying behaviour: market segmentation approach management revealed that exhibiting unplanned buying behaviour is not significantly affected by gender, age, education and income. Adopted methods include surveys, primary data, structured questionnaire, five Point Likert scale descriptive statistics, ANOVA, chi-square.

Rana and Tirthani (2012) in their study of the effect of education, income and gender on impulsive buying among Indian consumer: an empirical study of ready-made garment

customers affirmed that income is considered to be a more likely factor that influence impulsive purchase.

Another factor considered to be a strong determinant is education while gender has a lesser effect on impulsive purchasing by consumers (Rana and Tirthani, 2012) . The methods adopted includes; Primary data, structured questionnaire, five point Likert scale while mean, standard deviation and ANOVA were used to test the relationship between the two major observable variables. From the aforementioned authors, findings indicated that income is capable of influencing impulsive purchase. While Mihic and Kursan (2010) findings opposed it that there is no significant relationship between the two observable variables i.e income and consumer impulsive purchase. Thus, the relevance of the income as to whether it is capable of influencing consumer impulsive purchase subject to investigation.

### Conceptual Framework

The model below explained the relationship between the two observable variables in the study. From the hypothesized relationship of the model, visual merchandising, promotion, price, appearance of salesperson and income were independent variables while consumer purchase behaviour represents dependent variable. Considering the model, it shows that impulse buying behaviour is contingent on the independent variables. In other words, the presence of these impulse variables are capable of influencing the customers to buy impulsively.

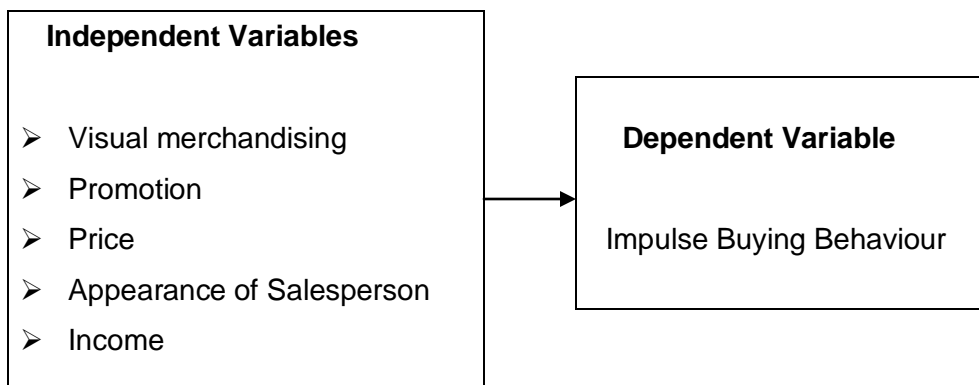


Figure 1 Conceptual framework showing the model of independent and dependent variables

## RESEARCH METHODOLOGY

### Study and Data

The study adopted survey and descriptive statistics. The descriptive was used to give vivid information about the demographic characteristics of the respondents. In addition, structured questionnaire was used. Of which the content validity was tested through experts. While face

validity was tested through respondents (in pilot study). The population consisted of the customers shopping in supermarket situated and currently operating in Ado-Ekiti metropolis. Since not all customers can be patient enough to fill the questionnaire. Multiple sampling techniques was used. Purposive sampling was used to select 200 customers who have paid for the items purchased and questionnaire was administered on them. Due to the absence of missing value, out of the 200 questionnaires distributed, 188 were filled correctly and returned. Stratified sampling was used to select five supermarkets on the basis of location. The choice of Ado-Ekiti was considered suitable among other towns in the state because the state capital comprises different people across the towns and villages in the state. Contrary to the previous five Likert scales used by the reviewed authors, seven Likert scales was used in this study to elicit more information from the respondents. Hierarchical regression model was used in lieu of linear or stepwise because first, it allowed entering variables in steps or blocks in a predetermined order by researcher in lieu of allowing computer entering the variables itself. Also, using hierarchical would provide information on the contributions of each explanatory variables on dependent. To measure visual merchandising, questions adapted from (Jamal and Lodhi, 2015, Cho, *et al.*, 2014, Mehta and Chugan, 2013, Mirabi and Samiey, 2015) were modified and use. To measure promotion, questions adapted from (Cho, *et al.*, 2014, Jamal and Lodhi, 2015) were modified and used. To measure price, questions adapted from (Samarin and Moniri, n.d) were used. To measure the appearance of salesperson questions adapted from (Mirabi and Samiey, 2015) was used. The significant is at 5%.

**Model Specification**

IB=  $f$  (VM).....eqn I

IB=  $f$  (PRO).....eqn II

IB=  $f$  (PR).....eqn III

IB=  $f$  (AS).....eqn IV

IB=  $f$  (INCO).....eqn V

IB=  $f$  (VM, PRO, PR, AS, INCO).....eqn VI

Integrating eqn one to eqn five together

IB= ( $\beta_0 + \beta_1VM + \beta_2PRO + \beta_3PR + \beta_4AS + \beta_5INCO + \epsilon$ ).....VIII

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5 > 0$

Where:

VM = Visual merchandising

PRO = Promotion

PR = Price

AS = Appearance of Salesperson  
 INCO = Income  
 $\varepsilon$  = Error term

### Research Hypotheses

- i. Visual merchandising does not influence impulse buying behaviour of consumers
- ii. Promotion has no effect on the impulse buying behaviour of consumers
- iii. Price does not influence impulse buying behaviour of consumers
- iv. Appearance of salesperson does not influence impulse buying behaviour of consumers
- v. Income does not influence impulse buying behaviour of consumers.

## RESULTS AND DISCUSSION

Table 1: Distribution of demographic variables

Variables	Frequency	Percentage (%)
<b>Sex</b>		
Male	137	73
Female	51	27
<b>Age</b>		
20-30	47	25
31-40	68	36
41and above	73	39
<b>Marital Status</b>		
Single	68	26
Married	132	70
Others	08	04
<b>Job</b>		
Professional	20	11
Business	61	32
Civil Servant	74	39
Contractors	26	14
Clergy	07	04

Table 1 showcase the respondents characteristics. Under sex, the highest frequency value and percentage were attributed to male (137 and 73%). While frequency value of 51 and 27% were attributed to female. The reason behind this might be that men purchased impulsively especially

when they go together with their family or loved one. In the case of age, 41 years and above have the highest frequency value and percentage. (73 and 39%). Many reasons may have led to this, among are; family size, difference in children ages, combination of sex, taste, fashion and so on. Next to this is age bracket 31-40. Follow by age bracket 20-30. Considering marital status, it was revealed that married purchased more impulsively than single with frequency value of 132 and 70%. Here, the reasons may not likely to be different from what is obtained in 41 years and above. In addition, nascent couple, in most cases, engage in impulsive purchase. Often, single does not see reason why they should engage themselves in impulsive purchase. This is reflected in the frequency value and percentage. (8 and 4%). More so, respondents from University was found to have had the highest frequency value and percentage (98 and 52%) The reasons may be attributed to the two Universities (State and Private) sited within the city and one federal sited not too far from the city of which majority of their workers reside in Ado-Ekiti. Next in frequency value and percentage (62 and 33%) are the two Polytechnics (Federal and Private) sited within the city. While others take the least frequency value and percentage (28 and 15%). Finally, on Table 1 is job classification; Public servants take the lead frequency value and percentage (74 and 39%). This might be due to the fact that Ekiti state is more of public servants state than other categories of job classification. Next, is business, with frequency value of 61 and 32%, this follow by contractors and clergy frequency values and percentages respectively.

Table 2 Hierarchical Multiple Regression Analysis for factors responsible for impulse purchase among domestic goods

Model	R	Adjusted		Std. Error of the Estimate	Change Statistics				
		R Square	R Square		R Square Change	F Change	df1	df2	Sig. F Change
1	.822	.676	.671	3.11463	.676	123.186	3	177	.000
2	.858	.737	.728	2.83116	.061	13.406	3	174	.000
3	.934	.872	.865	1.99101	.135	60.276	3	171	.000
4	.944	.891	.883	1.85854	.018	9.415	3	168	.000
5	.980	.961	.958	1.11368	.071	150.941	2	166	.000

a. Predictors: (Constant), Visual merchandising, Promotion, Price, Appearance of salesperson and Income. b. Dependent Variable: Impulse purchase

The results on Table 2, compare each of the five models. In model 1, visual merchandising (VM), R values of .822, .858, .934, .944, .980 shows simple correlation coefficient between the visual merchandising and impulse purchase.  $R^2$  value of 0.676 shows that VM account for 67.6% of the variation in impulse purchase. The result is consistent with Mehta and Chugan (2013); Vishnu and Raheem (2013) and Luniya and Verghese (2015), that visual merchandising is capable of influencing impulse buying behaviour. In model 2, it shows that the variable of promotion accounted for an extra value of 6.1% (i.e. 0.737-0.676). The extra value was as a result of  $R^2$  value increased to 0.737. The result is in accordance with Tendal and Crispen (2009) and Luniya and Verghese (2015) findings, which showed that there is a significant relationship between promotion and impulse purchase behaviour. In model 3,  $R^2$  increases to 0.872 of the variance in impulse purchase. It shows that variable of price entered in block 3 accounted for an extra value of 13.5% (i.e. 0.872-0.737). The result is in agreement with Vishnu and Raheem (2013); Igbal, Akhtar and Lodhi (2014) that price influenced impulse purchase. Moreso, model 4,  $R^2$  increased to 0.891 of the variance in impulse purchase. This shows that appearance of salesperson entered in block 4 accounted for extra value of 1.8%, which showed sharp declination in contribution. In spite of the small extra value, the result is consistent with Broden and Soderberg (2011) and Tendai and Crispen (2009) that the appearance of salesperson have to do with the impulse purchase behaviour of the customers. In the case of model 5,  $R^2$  increased to 0.961 of the variance in impulse purchase, this shows that income in block 5 accounted for an extra value of 7.1% (0.961-0.891). This shows reasonable increase in the contribution of income to impulse purchase. This is also in agreement with the findings of Tinne (2011) and Samarin and Moniri (2011) that income levels is capable of influencing customers purchasing without taking into cognisance his/her original list of items. Considering the  $R^2$  values, it can be clearly deduced that each explanatory variables actually contributed to why customers purchase impulsively. However, VM has the greater effects while appearance of salesperson has the least effect. To further stressed the relationship that exist between independents and dependent variable, in model 1,  $R^2$  is expressed using the mean of Y as a predictor of  $F(3,177) = 123.186$  at  $P < 0.05$ . Model 2, showed r value of .858 and  $R^2$  of 0.737 of the variance accounted for. Despite the sharp decline in the value, yet, change in  $R^2$  is still significant at  $F(3,174) = 13.406$ ,  $P < 0.05$ , Model 3, showed an improvement, r value of 0.934 and  $R^2$  value of .872 of variance accounted for. The change in  $R^2$  is significant at  $F(3,171) = 60.276$ ,  $P < 0.05$ . In addition, model 4,  $r = .944$  and  $R^2 = .891$ , shows the variance accounted for. Change in  $R^2$  is significant at  $F(3,168) = 9.415$ ,  $p < 0.05$ . Finally, model 5, predictor is with better value of  $r = .980$  with  $R^2$  value of .961 of the variance accounted for. The change in  $R^2$  is also

significant at  $F(2, 166) = 150.941$ ,  $p < 0.05$ . The change in  $R^2$  and the P values indicated that there is significant relationship between the explanatory variables and the dependent variable.

## CONCLUSION

It is concluded that visual merchandising, promotion, income, price and appearance of sales person were significant determinant of impulse purchase. Following from these findings, customer decision to purchase can be altered through strategic arrangement of products in store, appealing promotion, offering of avoidable prices, employment of attractive sales person and giving consideration to the levels of income of customers in the business environment in fixing prices. Based on this conclusion, the study recommended that;

- i. In arranging supermarket, quality, well package and highly attractive products should be displayed where customers can easily sight them.
- ii. Also, expert should be engaged to design and execute appealing promotional activities for super market.
- iii. Profit element in the price should be moderate; gifts and discount on purchases should be used to attract customers and to give seller a competitive advantage.
- iv. Supermarket management should employ young, neat, attractive male and female attendants and emphasis good dressing code for them.
- v. Above all, in pricing and stocking items, consideration should be giving to income levels of consumers within the business environment.

Common phenomenon, in Africa open market, is to persuade customer on the need to purchase a particular product. In the process of persuasion, the quality, the features, and comparative advantage of the product is extol to convincing a buyer. Whereas, buyer have a detailed list of what to purchase, in traditional market, persuasion, as being a useful tool to influence buyer's mind. An empirical investigation of persuasion as a determinant of impulse purchase variable is rarely tested in literature.

## POLICY IMPLICATIONS

Super market management should engage the services of marketing and advertisement consultants for effective marketing and advertisement strategy that will enhance repeat purchase and unbreakable patronage. Also, pricing unit should be established by super market management to study, and monitor the pricing of domestic goods in order to give consideration to income levels of consumers, when fixing prices, within the business environment. In addition, training and retraining of staff on how to handle customers complaints, maintain neatness and develop their product arrangement skills should be constantly done.

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