

# A Study on Factors Affecting Impulse Buying Behavior of Consumers Towards Consumer Durable Goods in Organized Retail Outlets at Satna City

Siddiquie Hashmi Kausar<sup>1</sup>, Dr. Sankalp Shukla<sup>2</sup>

<sup>1</sup>*Research Scholar, Department of Business Administration, Awadhesh Pratap Singh University, Rewa (M.P.)*

<sup>2</sup>*Associate Professor & PhD Guide, Vindhya Institute of Management and Research, Satna (M.P.)*

**Abstract-** Impulse buying behavior has increasingly become a focal point of consumer research, particularly in the context of evolving retail formats and rising consumerism. This study investigates the key psychological, situational, and demographic factors influencing impulse buying behavior toward consumer durable goods in organised retail outlets in Satna city, Madhya Pradesh. While impulse buying has traditionally been associated with low-cost, fast-moving consumer goods, recent trends show a growing incidence of unplanned purchases even in the high-involvement category of durables, such as televisions, refrigerators, and washing machines.

The research adopts a descriptive and analytical design and utilizes a structured questionnaire to collect primary data from 100 consumers visiting organised retail stores like Croma, Reliance Digital, and other branded showrooms in Satna. The study explores the influence of internal psychological traits (impulse buying tendency, materialism, shopping enjoyment), external stimuli (store layout, promotions, salesperson behavior), and demographic moderators (age, gender, income, and education) on impulse buying.

## 1. INTRODUCTION

### 1.1 Background of the Study

In the modern era of consumerism, impulse buying has emerged as a significant behavior pattern among consumers across various product categories, particularly in the retail environment. Impulse buying refers to an unplanned, spontaneous purchasing decision triggered by visual appeal, emotional attraction, or external stimuli such as promotional offers and store ambiance. While impulse buying is commonly associated with low-value products like snacks, fashion, and accessories, recent studies indicate that consumers are also exhibiting impulsive behavior towards high-involvement goods such as consumer durables—including televisions,

refrigerators, washing machines, air conditioners, and other home appliances. The retail landscape in India has undergone a dramatic transformation over the last two decades with the rise of organised retail formats. Organised retail outlets such as Reliance Digital, Croma, Vijay Sales, and brand-exclusive showrooms have proliferated in urban and semi-urban centers, offering a structured, professionally managed, and customer-centric shopping experience. These outlets employ sophisticated visual merchandising techniques, promotional strategies, store design, and salesperson interactions to influence customer decisions—including impulse purchases. Satna, a growing city in Madhya Pradesh, is witnessing rapid urbanization, infrastructure development, and increased consumer spending, especially in the segment of consumer durable goods. As organised retail penetrates deeper into tier-II and tier-III cities like Satna, understanding the psychological and situational factors influencing impulse buying behavior in such regional contexts becomes crucial for both marketers and retail managers.

**1.2. Significance of the Study** This study is particularly significant for:

- Retail managers, who can use the insights to design effective in-store marketing strategies tailored to customer psychology in regional markets.
- Consumer durable companies, aiming to strengthen their brand presence in non-metro regions.
- Policy makers and financial advisors, who need to understand how consumer behavior in mid-sized cities is evolving in light of growing retail exposure.
- Academicians and researchers, who seek to bridge the literature gap on impulse buying

behavior in smaller Indian cities and durable product categories.

### 1.3. Scope of the Study

The study will be conducted in organised retail outlets in Satna city, such as branded electronic showrooms, multi-brand consumer durable stores, and retail chains. The focus will be on consumer durable goods, and the sample will include customers who have made or considered making unplanned purchases of such products. The study will analyze behavioral, emotional, and environmental factors influencing buying behavior using structured questionnaires and statistical tools.

## 2. LITERATURE REVIEW

Impulse buying has long been a subject of academic interest in marketing and consumer behavior research. Scholars have proposed multiple frameworks to understand the factors driving spontaneous purchases. While early research focused mainly on low-cost and hedonic products, contemporary studies are increasingly examining high-involvement goods like consumer durables.

2.1. Impulse Buying Behavior Defined According to Rook (1987), impulse buying is a sudden, compelling, and hedonically complex purchasing behavior in which the rapidity of the decision-making process precludes thoughtful and deliberate consideration of alternatives. It often involves emotional and psychological stimulation triggered by internal desires and external stimuli.

2.2. Internal (Psychological) Factors Research by Hausman (2000) and Beatty & Ferrell (1998) highlights that internal factors such as personality traits, impulse buying tendency, materialism, and emotional arousal significantly influence the likelihood of impulsive purchases. Individuals with high levels of shopping enjoyment and emotional gratification are more prone to impulsive decisions.

2.3. External (Situational and Store-related) Factors Kotler (1973) emphasized the importance of atmospheric cues such as lighting, music, and scent in influencing consumer moods and behaviors. In the context of organised retail, these cues, along with promotional strategies, product placement, and salesperson interactions, form the critical stimuli that trigger impulse buying. Studies by Atulkar & Kesari (2018) in central India suggest that attractive visual merchandising and store layout significantly affect impulse purchases in electronic retail stores.

2.4. Role of Visual Merchandising and Promotions Visual merchandising—including shelf positioning, product bundling, signage, and in-store displays—has been shown to catch consumers' attention and create a psychological urge to buy. Promotional offers such as discounts, 'buy-one-get-one' deals, and festive sales further strengthen the impulse to purchase, especially for high-value items like electronics and appliances.

2.5. Influence of Demographics Demographic factors such as age, gender, income level, and education also shape consumer responses to impulse buying stimuli. Younger consumers and those with higher disposable incomes often exhibit a greater inclination towards impulse buying. Research conducted by Pradhan et al. (2017) in tier-II cities of India found that gender plays a moderating role, with women generally showing higher impulse buying tendencies in response to in-store stimuli.

## 3. OBJECTIVES OF THE STUDY

This research aims to:

3.1 Identify and analyze the key factors influencing impulse buying behavior of consumers towards consumer durable goods.

3.2 Examine the role of organized retail environments (e.g., store layout, promotional strategies, salesperson behavior) in stimulating unplanned purchases.

3.3 Explore how demographic variables (such as age, gender, income, and education) moderate impulse buying tendencies in the context of Satna city.

## 4. RESEARCH METHODOLOGY

4.1. Research Design The study will adopt a descriptive and analytical research design to understand and explain the factors influencing impulse buying behavior. A quantitative approach will be used to collect and analyze data from consumers shopping in organized retail outlets in Satna city.

4.2. Data Collection Method Primary data will be collected using a structured questionnaire. The questionnaire will include both closed-ended and Likert-scale questions to capture consumer demographics, shopping behavior, and responses to various influencing factors such as store environment, promotions, and psychological traits.

4.3. Sampling Technique A non-probability convenience sampling method will be used to select participants from major organized retail outlets in

Respondent	Responses	Percentage
Below 10th	8	8
10th–12th	26	26
Graduate	41	41
Postgraduate	25	25

Satna. The sample will include customers who have either made or were about to make a purchase of consumer durable goods.

**4.4. Sample Size** The study aims to survey approximately 100 respondents to ensure statistical reliability and generalizability of findings within the Satna city context.

**4.5. Tools for Data Analysis** The collected data will be analyzed using statistical tools such as SPSS or Excel. Techniques such as frequency distribution, cross-tabulation, correlation analysis, and regression analysis will be employed to identify and interpret significant relationships between variables.

## 5. DATA ANALYSIS AND INTERPRETATION

### Section- A. Demographic Profile of Respondents

#### 5.1. Gender:

Respondent	Responses	Percentage
Male	60	60
Female	40	40

Interpretation:

The gender-wise distribution of respondents shows that 60% of the participants were male, while 40% were female. This indicates a male-dominant sample, suggesting that men were more likely to participate in the survey or were more available during data collection.

#### 5.2. Age Group:

Respondent	Responses	Percentage
18–25 years	40	40
26–35 years	32	32
36–50 years	19	19
Above 50 years	09	09

Interpretation:

The age-wise data shows that the majority of respondents (72%) are young adults aged 18–35 years, with 40% in the 18–25 group and 32% in the 26–35 group. Only 19% fall in the 36–50 range, and 9% are above 50, indicating limited participation from older age groups.

#### 5.3. Education Level:

Respondent	Responses	Percentage
Below ₹25,000	33	33
₹25,000–₹50,000	35	35
₹50,001–₹75,000	16	16
Above ₹75,000	16	16

Interpretation:

The education level distribution shows that the majority of respondents are well-educated, with 41% being graduates and 25% postgraduates, making up a combined 66% of the total. Additionally, 26% have completed education up to the 10th–12th level, while only 8% are below 10th.

#### 5.4. Income

Interpretation:

The income-wise distribution of respondents shows that a majority fall within the lower to middle-income range. Specifically, 33% earn below ₹25,000, and 35% earn between ₹25,000–₹50,000, together accounting for 68% of the total respondents. Meanwhile, 16% each fall in the ₹50,001–₹75,000 and above ₹75,000 categories.

#### 5.5. Profession:

Respondent	Responses	Percentage
Student	15	15
Self-employed	29	29
Private sector employee	31	31
Government employee	18	18
Homemaker	3	3

Interpretation:

The profession-wise distribution reveals that the largest group of respondents are private sector employees (31%), followed closely by self-employed individuals (29%). Government employees make up 18%, while students account for 15% of the total. A small portion, 3%, are homemakers.

### Section B: Buying Behavior and Shopping Preferences

#### 5.6. How often do you visit organised retail outlets (like Croma, Reliance Digital, etc.)?

Basis	Responses	Percentage
Weekly	39	39
Monthly	27	27
Occasionally	16	16
Rarely	18	18

**Interpretation:**

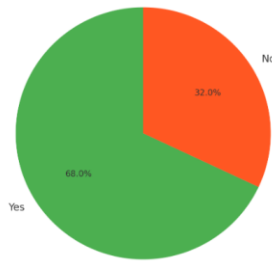
The data on visit frequency to organised retail outlets shows that 39% of respondents visit weekly, indicating a strong and regular engagement with such stores. 27% visit monthly, suggesting planned or need-based shopping behavior. Meanwhile, 16% visit occasionally and 18% rarely, showing a smaller segment with limited interaction with organised retail.

**5.7. Have you ever bought a consumer durable item**

Respondent	Responses	Percentage
Yes	68	68
No	32	32

without planning in advance?

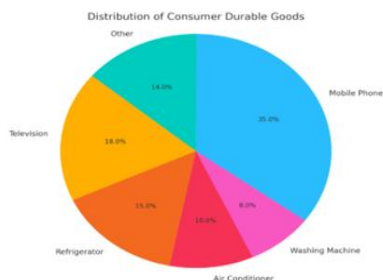
Have you ever bought a consumer durable item without planning in advance?

**Interpretation:**

The data indicates that a significant majority of respondents (68%) have purchased consumer durable items without prior planning, reflecting the presence of impulse buying behavior. In contrast, 32% reported not making unplanned purchases, suggesting a more planned and cautious approach.

**5.8. What consumer durable products have you bought impulsively?**

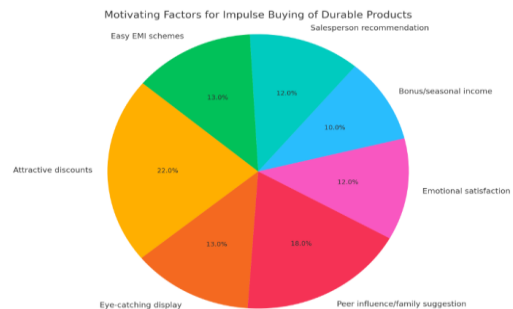
Basis	Responses	Percentage
Television	18	18
Refrigerator	15	15
Air Conditioner	10	10
Washing Machine	8	8
Mobile Phone	35	35
Other:	14	14

**Interpretation:**

The data shows that the most commonly impulsively purchased consumer durable item is the mobile phone, with 35% of respondents reporting unplanned purchases in this category. This is likely due to frequent updates in technology, attractive offers, and emotional appeal. Other items purchased impulsively include televisions (18%), refrigerators (15%), and air conditioners (10%), which are relatively higher-value items, indicating a strong influence of in-store promotions or sudden needs. Washing machines (8%) and other products (14%) account for the remaining share.

**5.9. What motivates you to buy a durable product impulsively?**

Basis	Responses	Percentage
Attractive discounts	22	22
Eye-catching display	13	13
Peer influence/family suggestion	18	18
Emotional satisfaction	12	12
Bonus/seasonal income	10	10
Salesperson recommendation	12	12
Easy EMI schemes	13	13

**Interpretation:**

The data reveals that attractive discounts are the most influential factor in motivating impulsive purchases of durable products, cited by 22% of respondents. This highlights the strong impact of pricing strategies on consumer behavior. Peer influence or family suggestions follow at 18%, showing the importance of social factors. Eye-catching displays and easy EMI schemes both account for 13%, indicating the role of in-store visual appeal and flexible payment options. Additionally, emotional satisfaction and salesperson recommendations each influence 12% of respondents, while bonus or seasonal income affects 10%.

## SECTION C: FACTORS INFLUENCING IMPULSE BUYING BEHAVIOUR

(Please indicate your level of agreement with the following statements)

(1 = Strongly Disagree, 5 = Strongly Agree)

	Basis Statement	Responses					Percentage
		1	2	3	4	5	
5.10.	I often make spontaneous purchases of durable goods.	10	15	16	29	30	100
5.11.	Store displays attract my attention and influence my buying decision.	16	14	12	33	25	100
5.12.	I am easily influenced by promotional offers.	14	13	14	27	32	100
5.13.	I feel excited when I shop for electronics and home appliances.	14	15	10	30	31	100
5.14.	I usually buy products that I didn't plan to purchase beforehand.	22	24	15	21	18	100
5.15.	Salesperson suggestions influence my decision to buy.	20	24	11	25	26	100
5.16.	I enjoy shopping, even when I don't need anything in particular.	18	14	15	23	30	100
5.17.	I prefer shopping in branded or organized retail outlets.	32	28	11	22	7	100

Interpretation:

5.10. 59% (ratings 4 & 5) of respondents agree they make spontaneous purchases of durable goods Only 25% (ratings 1 & 2) disagree. This shows a strong tendency toward impulse buying behavior among consumers for durable items.

5.11. 58% (ratings 4 & 5) of respondents agree that store displays influence their decisions. Only 30% (ratings 1 & 2) disagree. This indicates that visual merchandising and product presentation are important triggers for impulse purchases.

5.12. A total of 59% (ratings 4 & 5) of respondents admit to being influenced by promotions. Only 27% (ratings 1 & 2) disagree. This suggests that promotional deals and discounts play a key role in driving unplanned purchases.

5.13. 61% (ratings 4 & 5) feel excited while shopping for such products. Only 29% (ratings 1 & 2) disagree. The data reflects a positive emotional engagement during shopping, which can contribute to impulsive behavior.

5.14. Only 39% (ratings 4 & 5) agree, while 46% (ratings 1 & 2) disagree. This suggests that a larger portion of respondents are planned buyers, though a considerable portion still makes unplanned purchases.

5.15. 51% (ratings 4 & 5) agree they are influenced by salespeople. 44% (ratings 1 & 2) disagree. This indicates that while salespersons have moderate influence, consumer decisions are not solely dependent on them.

5.16. A majority of respondents (53%) either agree or strongly agree with this statement (23% + 30%). Only 32% (18% + 14%) disagree or strongly disagree. 15% are neutral.

5.17 A total of 60% (32% + 28%) disagree or strongly disagree, suggesting that most consumers do not prefer branded or organized retail outlets. Only 29% (22% + 7%) agree or strongly agree with the statement. 11% are neutral.

## 6. FINDINGS

6.1. The gender-wise distribution of respondents shows that 60% of the participants were male, while 40% were female. This indicates a male-dominant sample, suggesting that men were more likely to participate in the survey or were more available during data collection. The data may reflect gender representation patterns in the target population, or possibly a sampling bias if equal participation was intended.

6.2. The age-wise data shows that the majority of respondents (72%) are young adults aged 18–35 years, with 40% in the 18–25 group and 32% in the 26–35 group. Only 19% fall in the 36–50 range, and 9% are above 50, indicating limited participation from older age groups

6.3. The education level distribution shows that the majority of respondents are well-educated, with 41% being graduates and 25% postgraduates, making up a combined 66% of the total. Additionally, 26% have completed education up to the 10th–12th level, while only 8% are below 10th. This suggests that the survey mainly attracted respondents with higher educational qualifications, which may influence their awareness, preferences, and decision-making behavior as consumers.

6.4. The income-wise distribution of respondents shows that a majority fall within the lower to middle-income range. Specifically, 33% earn below ₹25,000, and 35% earn between ₹25,000–₹50,000, together accounting for 68% of the total respondents.

Meanwhile, 16% each fall in the ₹50,001–₹75,000 and above ₹75,000 categories. This indicates that most participants belong to income groups with moderate purchasing power, which could influence their buying behavior, particularly in relation to affordability and sensitivity to price or promotional offers.

6.5. The profession-wise distribution reveals that the largest group of respondents are private sector employees (31%), followed closely by self-employed individuals (29%). Government employees make up 18%, while students account for 15% of the total. A small portion, 3%, are homemakers. This indicates that the survey mainly attracted working professionals, particularly from the private and self-employed sectors, who are likely to have regular income and active purchasing behavior. The lower representation of homemakers and students may affect insights related to non-working or dependent consumer groups.

6.6. The data on visit frequency to organised retail outlets shows that 39% of respondents visit weekly, indicating a strong and regular engagement with such stores. 27% visit monthly, suggesting planned or need-based shopping behavior. Meanwhile, 16% visit occasionally and 18% rarely, showing a smaller segment with limited interaction with organised retail. Overall, the data suggests that a significant portion of respondents are frequent shoppers at organised retail outlets, which could positively influence impulse buying behavior due to their repeated exposure to store displays, promotions, and product arrangements.

6.7. The data indicates that a significant majority of respondents (68%) have purchased consumer durable items without prior planning, reflecting the presence of impulse buying behavior. In contrast, 32% reported not making unplanned purchases, suggesting a more planned and cautious approach. This highlights that impulse buying is a common phenomenon among consumers when it comes to durable goods, possibly influenced by in-store promotions, visual appeal, or emotional triggers at the point of sale.

6.8. The data shows that the most commonly impulsively purchased consumer durable item is the mobile phone, with 35% of respondents reporting unplanned purchases in this category. This is likely due to frequent updates in technology, attractive offers, and emotional appeal. Other items purchased impulsively include televisions (18%), refrigerators (15%), and air conditioners (10%), 9. which are

relatively higher-value items, indicating a strong influence of in-store promotions or sudden needs. Washing machines (8%) and other products (14%) account for the remaining share. Overall, the data suggests that while high-tech and frequently updated products like mobile phones dominate impulse buying, other durable goods are also significantly affected by spontaneous purchase behavior.

6.9. The data reveals that attractive discounts are the most influential factor in motivating impulsive purchases of durable products, cited by 22% of respondents. This highlights the strong impact of pricing strategies on consumer behavior. Peer influence or family suggestions follow at 18%, showing the importance of social factors. Eye-catching displays and easy EMI schemes both account for 13%, indicating the role of in-store visual appeal and flexible payment options. Additionally, emotional satisfaction and salesperson recommendations each influence 12% of respondents, while bonus or seasonal income affects 10%. Overall, the findings suggest that both financial incentives and psychological or social triggers play significant roles in driving impulse buying of durable goods.

6.10. A total of 60% (32% + 28%) disagree or strongly disagree, suggesting that most consumers do not prefer branded or organized retail outlets. Only 29% (22% + 7%) agree or strongly agree with the statement. 11% are neutral. This suggests that a significant portion of the respondents may be more comfortable shopping in unorganized or local outlets, possibly due to pricing, accessibility, or familiarity, even though impulse buying is high.

6.11. A majority of respondents (53%) either agree or strongly agree with this statement (23% + 30%). Only 32% (18% + 14%) disagree or strongly disagree. 15% are neutral. This indicates a strong tendency among consumers toward recreational or impulse shopping, even when there's no specific need. This behavior supports the presence of emotional or hedonic motivations behind shopping.

## 7. CONCLUSION

The study shows that impulse buying of durable goods is common, especially among young, educated, and

working consumers. Frequent store visits and exposure to offers, displays, and EMI options drive unplanned purchases—especially for items like mobile phones. Discounts, social influence, and emotional excitement are key triggers. Retailers can boost sales by focusing on promotions, visual appeal, and flexible payment plans

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#### 8. LIMITATIONS OF THE STUDY

- The study is confined to Satna city and may not reflect consumer behavior in other regions.
- The use of convenience sampling may introduce sample bias.
- The self-reported nature of data may lead to response bias.

#### 9. ETHICAL CONSIDERATIONS

Participants will be informed about the purpose of the study and their voluntary participation will be ensured. Anonymity and confidentiality of the respondents will be strictly maintained throughout the research process.

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