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FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR

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Abstract: Researcher picked this topic because no one has ever explored the factors of impulsive buying behavior for FMCGs goods in Larkana and surrounding territories. In this study there are two variables, i.e. Dependent variable “consumers’ impulse buying behavior”, and Independent variables namely promotional approaches, store environment, window display, income level and credit card. Impulsive buying behavior is dependent because it has influence of independent factors. This topic is quantitative because there is certain population, among them we’ll distribute survey forms to get their respective opinions pertaining to our topic. This research concluded that consumer’s impulse buying behavior for FMCG’s (products) is favorable in Pakistan. Consumers are more likely to buy impulsively when they see free product and price discounts offers by a store. The income level and visual merchandising has highly and significantly influence on consumer’s impulse buying for FMCG’s (products) in Larkana Pakistan, especially, a well decorated, with pleasant and calm store environment along with colorful surroundings not just motivating the consumers to buy unintentionally but also build excitement inside the consumer’s minds. Window displays and visual merchandising have an important role-play for consumer’s impulse buying. Consumers can be attracted to a store for purchase by setting up a well-designed window displays and by insertion up a proper placement of products, packaging and displays of products along with a better presentation of products and store.

Key Words: Impulse Buying Behavior; Windows display; Independent factors; FMCG Products; Packaging

1. INTRODUCTION

The research studies on consumers buying behavior keep on struggling to give a better definition for impulse buying behavior of consumers over last five decades (Alireza and Hasti 2011). Buying impulsive behavior is defined as “unplanned” and buying plan of consumer, which he/she makes without evaluating product (Vohs & Faber 2003; Parboteeah 2005). We picked this topic because no one has ever explored the factors of impulsive buying behavior for FMCGs goods in Larkana and surrounding territories. We got two variables, i.e. Dependent variable “consumers’ impulse buying behavior”, and Independent variables namely promotional approaches, store environment, window display, income level and credit card. Impulsive buying behavior is dependent because it has influence of independent factors. Our topic is quantitative because we have certain population, among them we’ll distribute survey forms to get their respective opinions pertaining to our topic. Whereas, product display also lead to impulse buying and celebrity endorsement had more impact on teenagers and young adults who inspire from them throw product awareness and create the desire to purchase the FMCGs products. The association shows the factors of success making association between consumers and marketing the company have to satisfy and maintain the relationship by creating attractive marketing strategies. Although, building, developing and maintaining relationship with the customer it is very important for both businesses and customers that they major aim (Bayley & Nancarrow 1998). The significance of customer’s impulsive buying behavior is documented by many “marketers and

researches” and remained a crucial part of investigation over many years and since being comprehensively studied all over the world (Banyte 2008).

1.1 Store environment: The most of consumers are being exaggerated by internal environmental factors in Impulsive attitude of consumer. Impulse buying of consumers is generally formed by “the stimulus”. Marketers be a focus for the meditation of consumers for impulse buying through marketing stimuli external factors, when consumers “displaying stimulus as advertising inducement” (Rundh 2005). The retail settings of stores are influencing the response of consumers for in store and future store decision as well. The environment of the store and physical appearance influence on consumers’ decision for selecting a store (Underwood 2003).

1.2 Window Displays: Retail businesses are undergoing enormous trend worldwide just because change in consumers choice, taste, use pattern & purchasing, every retail store is trying to sustain and sell their products and hold “the strong strategic strengths of their marketing mix activities”. Moreover, suggest that Window Display associating with consumer’s purchasing attitude has physical charisma and charm of a store influences customer choice of store (Alireza & Hasti 2011).

1.3 Visual Merchandising: “MV is the method of organizing object exactly in perfect order for highlighting product availability in shop”. It is also known as visual presentation, its aim is to communicate the retail and company fashion value, quality, building separate identity in consumers. Aim of Visual merchandising to instruct consumers and increase the store & company’s illustration and support copious and displaying goods with each other and with accessories (Silayoi & Speece 2007). The retail stores try to improve their image of store, and present their products to consumers in such a way that can clutch their attention, making them faithful to the brands so that customers can make purchase decision self-surely (Fring 1999).

1.4 Income level: Previous studies suggest that higher income level is one of numerous factors, which accounts for advance stage of impulsive purchasing comparing America to many countries of the world (Abratt & Goodey 1990). The impulse buying is found as a superior for the consumers who can afford it. “Income level positively influences on consumers” impulse purchasing behavior (Wells, Farley & Armstrong 2007). Consumer who wants to buy products is dependent on his/her income. The consumers with higher income level are less sensitive than consumers with lower income and consumers with higher income would mostly involve into Impulsive purchase (Butkeviciene, Stravinskiene & Rutelione 2008).

1.5 Credit Card: According to Hasti & Yarahmadi (2011) impulsive buying actions will develop the usage of credit card. Demand of relationship among the impulsive buying and credit card usage exists. Credit card is most effective medium of buying professed cost has been decreased due to credit card usage. Worldwide usage of credit card discloses the buyer’s patterns in concern of intended outlines for it while technical expansions making very simple to credit provider revolving credit (Ampuero & Vila 2006).

1.6 Impulsive Buying Nature: The impulsive buying attitude of people is totally unreflective so the purchase cannot be made without judging the product. Impulse buying an unweighty in buying that is composed of not appealing into contract for estimation. Everyone Impulsive purchasing that are little probable for deeming a fine or to believe carefully right earlier than doing purchase (Rook 1987). People just focus on instant satisfaction by reacting to insist on to purchase fairly than on resolving pre-existing troubles in looking up thing for filling set desire. At last, the steady common impetuosity, impulse purchases which are instant (Underwood, Klein & Burke 2001).

1.7 Impulse Buying Behavior: Since year 1982, when the Researcher started looking into impulsive purchasing behavior, they started finding the behavioral scope of impulsive buying. Nearly in time, it is accepted by researchers that impulsive buying is a hedonic and touching part (Bloch 1995). Rook & Hock (1983) identify 5 crucial rudiments on impulsive buy: instantly acting, being into condition to emotional dis-equilibrium, a start to psychological clashes & moves violently. Consumers using credit card feels as if they are doing shopping without money. Product display also lead to impulse buying and celebrity endorsement had more impact on teenagers and young adults who inspire from them throw product awareness and create the desire to purchase the FMCGs products.

1.8 IBB several types: Researchers suggested many kinds of consumer’s impulsive purchasing behavior of apparel products. Han *et al.* (1991) categorized into impulsive behavior for buying apparel of 4 kinds as per Stern separation: Planned impulsive purchasing, Reminded impulsive buying, Fashion oriented impulsive purchasing & clean impulsive buy of apparel products which could get distinct reasonably unintentional purchasing in emotional preferences or objective evaluation fairly to cogent assessment.

1.9 Factors Influencing IBB: Both factors affecting the consumers the internal and external factors (Wansinka 1994). Meanwhile it is one of the motivation driven force (Obaid, Ahmed & Arif 2012), enlarged acquaintance to assured external inducements intensifications the probability of impulsively buying (Iyer 1989). Now a days it is increased the reputation to attract the consideration and eventually to convert the visitors into the buyers.

1.10 External Factors of IBB: It is state as the marketing signs that are located and precise by the marketer in attempt to enticement consumers into impulse buying behavior (Rita 2009). Consumers' canister practices an impulse to thoughtlessly acquisition when visually come across prompts such as promotional encouragements (Adelina & Morgan 2007). External marketing prompts fascinate new customers into a retail web site, but promote up and cross-selling to contemporary customers by encouraging impulse purchases of complimentary items or better items. The situation and retail setting are the reasons, which influence the responses and store choice cause of assuming nature of anticipation, partiality and performance (Karbasivar & Yarahmadi 2011).

1.11 Store Apparent Characteristics: Researches shows that the store investment has an important in retailing sector for decades. Many of the literatures tell us about that the customer influence on store image and store investment, location and size of the store also (Erzsebet & Veres 2007). Some of the researches represent that the shopping patterns is different according the different customer. Many of the researches believe that influence of the ease positioning in the buying behavior and store investment (Fitch, 2004; Ahmed, Arif & Meenai 2012).

1.12 In-Store Displays: About the "window display" in terms of customer's buying practice has a minimum attention. Therefore, the outlook of the store influences consumer's first priority (Rettie & Brewer 2000). The front level generates the initial priority. It can advise that it may influence to the consumers at some level. Now a days it is increased the reputation of "window display" to attract the consideration and eventually to convert the visitors into the buyers (Maiksteniene & Auruskeviciene 2008).

1.13 The In-store Shopping Environment as a Determinant of IBB: It is necessary to have a very attractive atmosphere inside the store. Factors which effect the consumers most inside the store that are musical environment, overall display, well trained staff well, promotion strategy, pricing strategy cleanliness of shop and broad space plays an significant role in impulsive buying. Categorally the inside shopping atmosphere having 2 separate impact of in- store point of purchase (POP) poster on shoppers, impelling behavior in setting of supermarket (Alice 2006) .

1.14 Unexpected Cheaper Prices and Discounts /sales/ specials: One of them which effects most the consumers that includes cheaper prices, the negative impact persuade by surprising price rising may control spending by lemmatized buying thought of other goods, even as positive influence persuade by amazing price drops may increase expenses by rising thinking of other goods. The customer rational accounting activity concept can also describes price- persuade accounting actions idea can also make clear price persuade force purchasing as (Ahmed & Kazim 2011).

1.15 Internal Factors of IBB: Interior factors of impulse buying focuses directly on the separately to individually, investigating the interior cues and similarities of the individual that make them engage in forcefully buying behavior. Such factors, which involve a customers traits, which concluded that degree of their impulse buying increasing (IBT), inner cues such as mental attachment states, the customers normative assessment of increasing purchasing engagement and demographic factors (Kacenad & Leiee 2002). Multiple researchers have describe theoretical frameworks for investigating impulse buying associated to psychological variables (Chen 2008).

2. MATERIAL & METHODS

2.1 Research Design: This research is based upon the Quantitative and it is casual in nature. In which we have taken both primary and secondary data to find out the results.

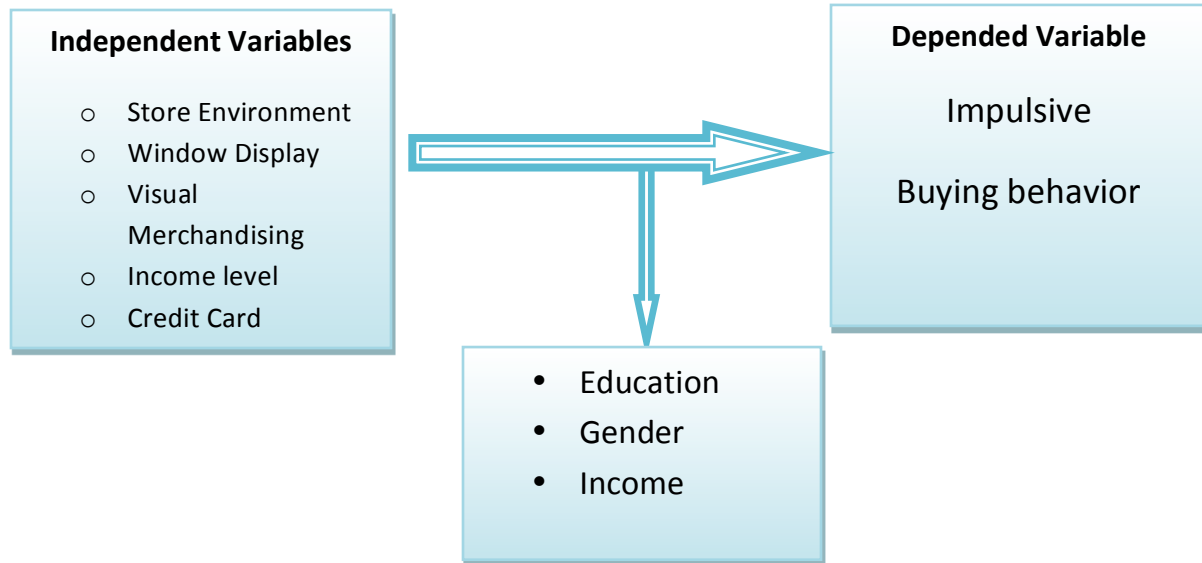
2.2 Procedure: In this research primary and secondary data is used and a questionnaire is made of 24 Items having sample size of 384 and citizens of Larkana will fill forms and this is analyzed through SPSS software.

2.3 Population: Population source is through Wikipedia where whole the population is 1,927,066 of which 28.70% were urban and our target audiences are 28.70%, which are 553068. According to the non-probability sampling by using convince method we have selected 384 responds and citizens of Larkana will fill forms.

2.3.1 Sample and Sampling method: 384 questionnaires will be made and distributed among the citizens of Larkana and we will be using Non-probability Stratified sampling by using convince method where data will be collected from male and female.

2.3.2 Measurement/Instrument selection: In this research number of samples is 384, which will be distributed among males and females. While the scale we have from the different authors and we have used likert scale of 5 points from strongly agrees to strongly disagree. In this research we have analyzed the data from SPSS software, in which we have found-out Reliability of scale, Frequency, Cross tables, Correlation and Regression.

2.4 Research Model



2.5 Research Objectives

- To find out all the factors those influence impulsive buying behavior.
- To critically examine the effect of variables on impulsive buying behavior.
- To analyze difference in male and female impulsive buying behavior.

2.6 Hypothesis

H₀₁: There is no influence of factors on impulsive buying behavior.

H_{A1}: There is influence of factors on impulsive buying behavior.

H₀₂: There is no effect of variables on impulse buying behavior.

H_{A2}: There is effect of variable on impulsive buying behavior.

H₀₃: There is no difference between male and female impulse buying behavior

H_{A3}: There is difference between male and female impulse buying behavior

3. RESULTS & DISCUSSION

There were 384 questionnaires distributed manually among the respondents to get data. Not a single questionnaire was discarded due to incomplete and missing values. Valid and usable data of 384 responses was tested with SPSS 20 version.

3.1 Descriptive analysis

It is implemented to display the general characteristics of the explored data. Revision implement to know the mean, standard deviation, lowest amount and greatest "frequencies" of "demographics" such as sex, education & family income.

Table. 1: Descriptive Analysis

	Mean	Std. Deviation
Store environment	2.0716	.63622
Visual merchandising	2.0111	.59538
Income level	2.1901	.63897
Credit card	2.1181	.87280
Windows display	1.9915	.60169
IBB	2.1387	.59929

We have tested all variables in SPSS to measure their mean and standard deviation values, the above table represents five columns where 'N' comes one very first which depicts the total number of samples and though they are valid. Minimum indicates 1.00, which is common in all variables, however maximum, varies. 5.00 are credit card, which is maximum as comparative to rest of the variables and 3.50 is least. Respondents find themselves most attracted by window displays, which has mean value of '1.0015'. Respondents fall agreed upon other variables by their effective impact on impulsive buying behavior.

3.2 Correlation

Table. 2: Correlation

		S.E	V.M	I.L	CC	WD	IBB
Store Environment			.336**	.281**	.196**	.004	.360**
Visual Merchandising				.198**	.159**	.348**	.424**
Income Level					.352**	.160**	.882**
Credit Card						.040	.316**
Windows Display							.230**
Impulse Buying Behavior							

According to the given above result shows that the maximum positive and significant relationship between variables is of income level and consumer's impulsive buying behavior in .882. The minimum positive and significant relationship between variables is of "credit card" and "visual merchandising" is 0.159. There is strong positive relationship of independent variables (Store environment, Visual merchandising, income level, Credit card and window displays). The correlation value of store environment with consumer IBB is 0.360, which represent that

there is a positive and significant association between “store environment” & customers IBB at 1% level of significance. The correlation value of “visual merchandising” and consumer’s IBB is 0.424, which also shows a +ve association b/w “visual merchandising” and consumers impulsive at 0.01 significant level. The correlation value of income level and consumers’ IBB is 0.882, which also symbolize a +ve connection b/w “income level”, and consumer’s IBB purchasing attitude at 0.01 significant levels. The correlation value of “credit card” and consumers’ IBB is 0.316 which also symbolize there is +ve connection b/w “credit card” & consumers’ IBB at 0.01 significant levels. The correlation value of “window displays” and consumer’s impulsive buying behavior is 0.230 which also showing a +ve connection b/w income level and consumer’s impulse purchasing attitude. At hand is constructive affiliation b/w “Window displays” & “Store environment” of 0.004.

In attendance constructive and significant rapport between “visual merchandising” and “windows display” of 0.348. “Window display” has optimistic and significant association with “income level” of .160. A encouraging association b/w “window display” & “credit card” of .040. “Credit card” & “store environment” have activist & significant association of .196. “Credit card” is also having optimistic and significant affiliation with “visual merchandising” of .159. Again a +ve and significant connection between “credit card” and “income level” which is .352. “Income level” has optimistic and significant connection with “store environment” of .281. Again a +ve and significant connection between “income level” and “visual merchandising” .198. “Visual merchandising” & “store environment” have +ve and important association of .336.

3.3 Reliability

For this purpose we use Cronbach’s Alpha. Most of the time .60 or above .70 value is acceptable for reliability analysis. Below the table show the reliability of .783, which shows that our research model is reliable, and can be used for further analysis.

Table. 3: Reliability

“Reliability Statistics”	
“Cronbach Alpha”	No. of Items
.783	23

3.4 Regression Analysis

It is used for find magnitude b/w relationship b/w two or more than two variables i.e. dependent and independent, based on quantitative statistics that also help to check the hypotheses. Fallout of regression analysis are shown in the table below.

Table. 4: Regression Analysis

“Coefficients”						
“Model”		“Unstandardized Coefficients”		“Standardized Coefficients”	T	Sig.
		B	Std. Error	Beta		
	(Constant)	-.140	.066		-2.135	.033
	Store environment	.049	.021	.052	2.301	.022
	Visual merchandising	.243	.023	.242	10.389	.000
	Income level	.774	.021	.825	36.548	.000
	Credit card	-.016	.015	-.023	-1.053	.293
	Window display	.014	.022	.014	.628	.530
Dependent Variable: “Impulse Buying Behavior”						

The correlation results are limited to degree of association only. It doesn’t tell us about the magnitude of association. The measure degree of the association between the “dependent and independent variables” we use “regression analysis”. The Beta value of “store environment” is +ve i.e. 0.049 which means that one unit increase in “store environment” will increase consumer’s IBB by .049 and result is significant at $p=0.022$ and t value is also greater than 2 which shows +ve & significant association b/w “store environment” and consumer’s IBB for FMCG’s

(products). As per hypothesis H_{A2} “Visual merchandising” & “income level” has maximum influence on consumer’s IBB, but factors like “store environment” & “window display” having little influence. “Credit card” puts negative influence.

Hypothesis H₀₂: There is effect of all variables except credit card. Beta value of “visual merchandising” is +ve i.e. 0.442 which means that one unit increase will increase consumer’s IBB by 0.783. the result is significant at $p = 0.000$ and t value is greater than 2 which shows +ve association b/w “visual merchandising” & consumer’s IBB for FMCG’s (products). The “beta” value for “income level” is +ve i.e. 0.774 which means that one unit increase in “income level” will increase IBB by .774 and the result is “significant” at $p = 0.000$ and t value is also greater than 2 which showing +ve association b/w “level of income” and consumer’s IBB for FMCG’s (products).

The beta value of “credit card” is +ve i.e. -.016 which means one unit increase in “credit card” will increase consumer’s IBB by -.016. this is very low and also result is not significant at $p = 0.293$ and t value is also less than 2 which shows +ve but insignificant association b/w “credit card” & consumer’s IBB for FMCG’s (products) in Larkana, Pakistan Beta value for “window display” is +ve i.e. .014, which means that one unit increase in “window display” will increase consumer’s IBB by 0.014. $P = 0.530$ and t value is greater than 2 which shows that there is a significant association b/w “window displays” & consumer’s IBB for FMCG’s (products).

Table. 5: Model Summary

“Model Summary”				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.919 ^a	.845	.842	.23787
a. “Predictors”: (Constant), Windows display, Store environment, Credit card, Income level, Visual merchandising				

The table shows that, there is significant impact of independent variables on dependent variable because the R^2 is 0.845, which is greater than 0.6, which is the benchmark. The R-value in the table shows the correlation value among the dependent variable (Consumer’s impulsive buying behavior) and independent variables (Store environment, Visual merchandising, Income level, Credit card and Window display) is 0.919.

3.5 Cross tabs

Table.6: Gender and Education

	Cases					
	“Valid”		“Missing”		“Total”	
	No.	Percent	No.	Percent	No.	Percent
Gender * Education	384	100.0%	0	0%	384	100.0%

This table shows that there is no any missing number of case and all cases are 100% valid. All respondents have given us their opinion according to our nature of the topic very effectively.

Table. 7: Gender & Education Cross Tabulation

Gender & Education Cross tabulation						
		Education				Total
		“College/Diploma”	“Bachelor”	“Master”	“Others”	
Gender	Male	25	201	27	28	281
	Female	5	68	26	4	103
Total		30	269	53	32	384

This table represent that there are more respondents from bachelor and especially male respondent and minimum level of female respondents, which have other education experience, and they have the impact on impulse buying behavior.

Table. 8: Gender & Income

Gender and Income						
	“Cases”					
	“Valid”		“Missing”		“Total”	
	No.	Percent	No.	Percent	No.	Percent
Gender * Income	384	100.0%	0	.0%	384	100.0%

This table shows that there is no any missing number of case and all cases are 100% valid. All respondents have given us their opinion according to our nature of the topic very effectively.

Table. 9: Gender & Income Cross Tabulation

Gender * Income "Cross tabulation"						
		Income				Total
		Under 2000	2000-5000	5000-10000.	10000 above	
Gender	Male	33	53	95	100	281
	Female	12	18	52	21	103
Total		45	71	147	121	384

This table embody that there are more respondent of male compare to the female who have income level 10000 and above. There are minimum levels of females who have income level of under 2000 and they both have the impact on impulse buying behavior.

3.6 T-Test

Table. 10: Results of T-Test

"Paired Samples Test"								
	"Paired Differences"					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Interval of Difference	Confidence of the			
	Lower	Upper						
Gender – "Impulse buying behavior"	-.87044	.72261	.03688	-.94295	-.79794	-23.605	383	.000

According to the t-test table the $t = -23.000$ and this is significant on IBB. This table presentation the fallout that there is no any disagreement in female, male on IBB and don't have any kind of impact on IBB.

3.7 Frequencies

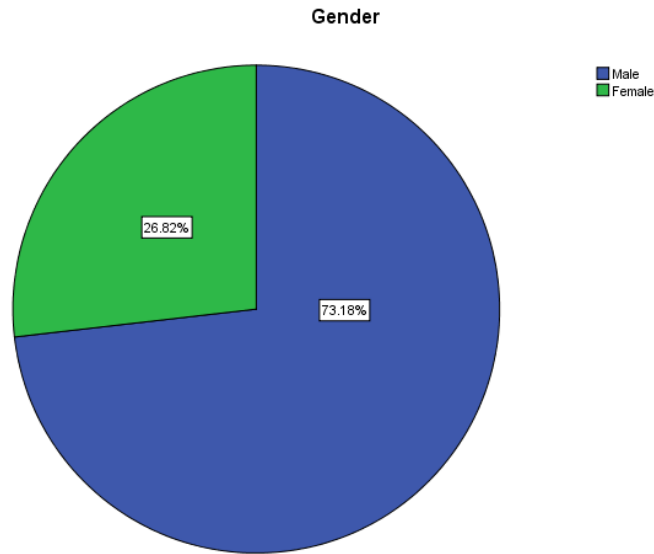
The frequencies of gender shows according to the below given table which shows that total male respondents are 281 out of 384 and total female respondents are 103 out of the 384 respondents.

3.7.1 Gender

Table. 11: Gender

	Frequency	Percent
Valid Male	281	73.2
Female	103	26.8
Total	384	100.0

The total percent of the male are 73.2% and other 26.8% are female respondents. The table depicts that impact of male is more on consumer's impulsive buying behavior than female.

Graph. 1: Gender

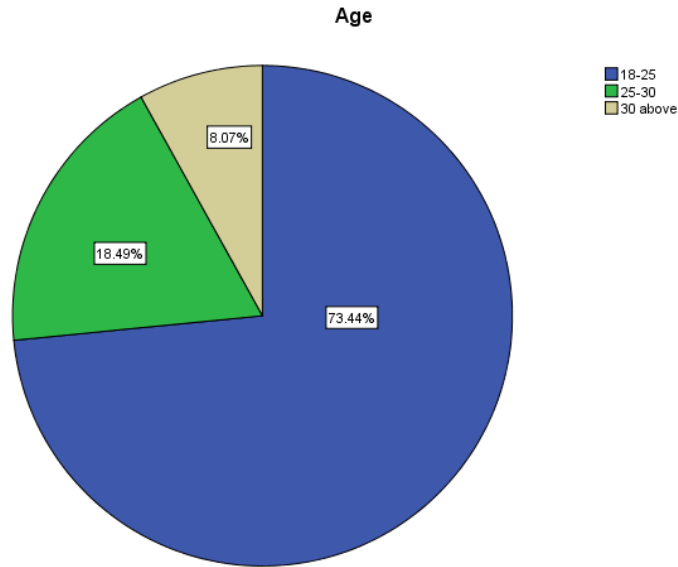
Data is collected from both males and females. Males have contributed 73.18% in our research and rest 26.82% females. Males are more impacting on IBB of consumers.

3.7.2 Age frequency

Table. 12: Age Frequency

		Frequency	Percent
Valid	18-25	282	73.4
	25-30	71	18.5
	30 above	31	8.1
	Total	384	100.0

The frequency of age shows the people are from which age group. From the 18-25 age group the total respondents are 282, from age group of 25-30 there are total 68 respondents, from 30 and above age group total respondents are 30 and these are from the 384 respondents. 1st age groups reveal maximum impact on consumers' impulsive buying behavior

Graph. 2: Age

In our research there are four age groups set for the respondents. The 1st group 18-25 majorly responded up to 73.44%. The 2nd most responsive group is 25-30, which is 17.71%. The 3rd group 30 and above has 7.81% level.

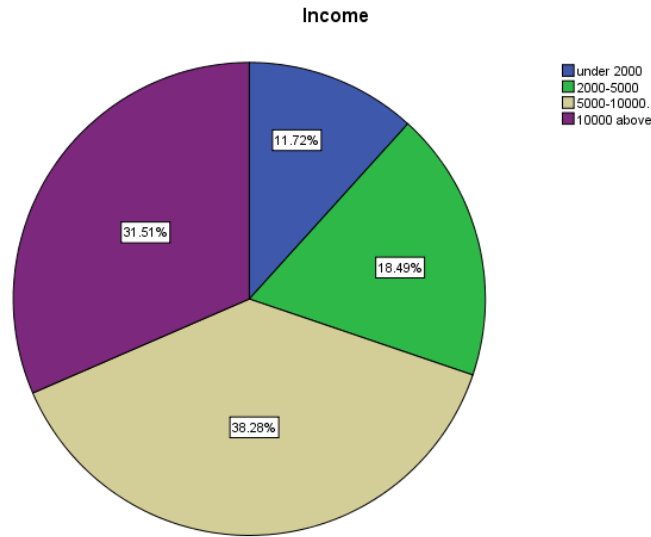
3.7.3 Income frequency:

Table. 13: Income Frequency

		Frequency	Percent
Valid	Under 2000	45	11.7
	2000-5000	71	18.5
	5000-10000.	147	38.3
	10000 above	121	31.5
	Total	384	100.0

The frequency of income shows people from different age groups. Under 2000 income the total respondents are 45, from income 2000-5000 the total respondents are 71, from the income 5000-10000 the total respondents are 147, from the income level of 10000 and above the total respondents are 121 and these all are from the 384 which is 100%.

Graph. 3: Income



Respondents are categorized into 4 groups in terms of their income, maximum percent of respondents is 38.28% pertaining to groups of 5000-10000, and this group has more impact on impulsive buying behavior. And the minimum percent of respondent is 11.72% who having income under 2000 and have very low impact on DV.

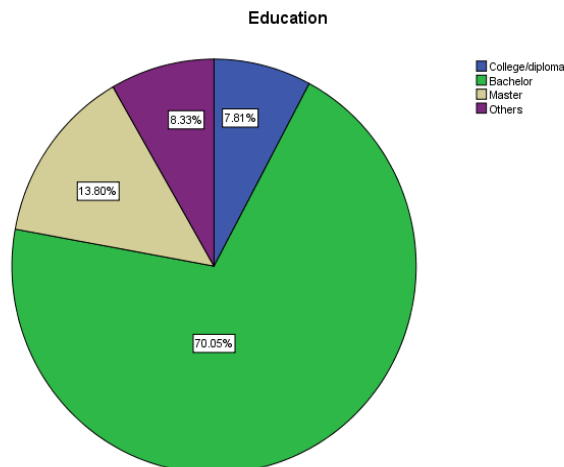
3.7.4 Education frequency

Table. 14: Education Frequency

		Frequency	Percent
Valid	College/diploma	30	7.8
	Bachelor	269	70.1
	Master	53	13.8
	Others	32	8.3
	Total	384	100.0

The frequency of the education shows the respondents educational level. According to our research output the collage/diploma respondents are 30, bachelor respondents are 269, master level education respondents are 53, and other educational level respondents are 32. These all are from the total 384 respondents, which are the 100%.

Graph. 4: Education



We have categorized the education of respondents into four groups. Maximum percentage of the respondents are in bachelors which is 70.05% and has minimum is 7.81% i.e. College/diploma. Certainly, bachelors have most impact on impulsive buying behavior for FMCG goods.

3.8 Key Findings

- Our research suggests that from all the variables income level and visual merchandising has most impact on consumer's impulsive buying behavior, window displays and store environment somehow impact on DV.
- Credit Card variable pours negative influence in the impulsive purchasing attitude of customers'. By comparing every one variables and finding their correlation, we come up with an outcome that income level has maximum positive and significant relationship with consumer's impulsive buying behavior up to 0.882**. And visual merchandising has second most positive and significant relationship with impulsive buying behavior of consumers around .424**.
- Credit card and visual merchandising has least relationship of just 0.159. The reliability of our research is 0.760 and is perfect to carry further.
- We used likert scale to find out data which containing 5 indications i.e. "Strongly Agree (SA), Agree(A), Neutral(N), Disagree(D), Strongly disagree(SD)" and respondents were required to give their opinions.
- We had a sample size of 384, out of it 281 respondents were males and rest was females. Males pour more impact on Consumers impulsive buying behavior than females.
- 1st age (18-25) groups' reveals maximum impact on consumers' impulsive buying behavior. Maximum percent of respondents 38.28% pertaining to group of (5000-10000), this group has major impact on impulsive buying behavior.
- Maximum percentage of the respondents are in bachelors which is 70.05% and has minimum is 7.81% i.e. College/diploma.

4. CONCLUSION

In summary, consumer's impulse buying behavior for FMCG's (products) is favorable in Pakistan. Consumers are more likely to buy impulsively when they see free product and price discounts offers by a store. The income level and visual merchandising has highly and significantly influence on consumer's impulse buying for FMCG's (products) in Larkana Pakistan, especially, a well decorated, with pleasant and calm store environment along with colorful surroundings not just motivating the consumers to buy unintentionally but also build excitement inside the consumer's minds. Window displays and visual merchandising have an important role-play for consumer's impulse buying. Consumers can be attracted to a store for purchase by settling up a well-designed window displays and by insertion up a proper placement of products, packaging and displays of products along with a better presentation of products and store.

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