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Understanding the Influence of Consumers' Internal Stimuli on Affective and Cognitive Buying Behavior: A Mediating Analysis

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ABSTRACT

Consumer behavior is influenced by a multitude of internal stimuli, including emotions, attitudes, motivations, personality traits, and cognitive processes. Understanding how these internal factors shape affective and cognitive buying behavior is crucial for marketers seeking to effectively engage with consumers and drive purchase decisions. This research aims to investigate the mediating role of internal stimuli in the relationship between affective and cognitive buying behavior. Drawing on theoretical frameworks from consumer psychology and marketing literature, a conceptual model is proposed to elucidate the complex interplay between internal stimuli, affective responses, cognitive evaluations, and purchase intentions. The research design incorporates both quantitative surveys and experimental methods to gather data from a diverse sample of consumers. Statistical analysis techniques, including regression analysis and path analysis (T-sample test), are employed to examine the direct and mediating effects of internal stimuli on affective and cognitive buying behavior. The findings of this study contribute to advancing our understanding of consumer decision-making processes and provide practical implications for marketers to develop more targeted and persuasive strategies for engaging with consumers in the marketplace.

Keywords: Consumer Mood, Situation, Shopping Enjoyment, Hedonic Behavior and Consumer Satisfaction, Affective and Cognitive Impulse Buying Behavior.

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1. Impulse Buying

1.1 Indian Consumer Electronic Market

A 2023 survey conducted by OnePoll found that impulse buys have declined 48% compared to the previous year, with 72% of people surveyed citing inflation as a factor. Nevertheless, over one-third of people still say that the majority of their shopping is impulse purchases.

There are four defined types of impulse purchases. These four categories also help better understand the process that happens before the act of purchasing.

Pure impulse buying: This is the easiest kind of impulse buying to recognize and is the base level in which someone makes an impulse decision based on a certain emotion. An example would be buying a candy bar at the checkout aisle of a store because you suddenly crave something sweet after seeing it.

Reminder impulse buying: You see an item or remember a certain thing that reminds you that you need a separate item. For example, you go to the grocery store to buy some bread, but when you walk past the toothbrushes, you remember that you're out of toothpaste so you buy some.

Suggestion impulse buying: This one stems from a more rational place where our mind creates the need for an item. This is usually when you're convinced to buy something due to a marketing message. For instance, you're out to lunch and instead of ordering your regular soda, you decide to try sparkling water because you heard it has fewer calories.

Planned impulse buying: Planned impulse buying sounds like an oxymoron, but it heavily revolves around discounts, promotions and items you had already thought about purchasing. For example, you are walking through your local electronics store and see a DVD you had thought about buying a few weeks ago, see that it's now 50% off and purchase it.

1.2 Millennials and Impulse Buying

People who are born between 1980 and 2000 are considered as Millennials. Millennials are dominating in the area of impulse purchase due to digital speed and convenience at their hands in the form of smart phones. Millennials' ability to glance at the world through the digital lens makes them a unique customer segment. Due to increased earning potential and free

lifestyle, Millennials form an essential category of customers for electronics manufacturers and retailers. According to Rhonda Daniel, manager of market research for CEA, Millennials not only seek electronics at a high rate for themselves, they also exert a great deal of influence on the CE purchases of others in their circles”.

1.3 Impulse Buying Characteristics

According to Kacen, J, Jacqueline, Julie Anne, (2002) The following are the characteristics of impulse buying:

1. There is lot of interest for the product being sold
2. There is a feeling to have the product sold immediately.
3. Consequences of buying the product are ignored
4. Satisfaction is developed among customers
5. Conflict of passion and control exists in a customer
6. In Impulsive Buying, customers pay very low attention to the negative impacts of it.

2. Literature Review

Consumer Internal Stimuli

2.1 Impulse Buying Tendency

Madhu, S.,et al (2023) conducted the research that aims to empirically examine the interrelationships between online impulse buying tendencies (IBT), hedonic motives, online promotions, impulse purchase decision (IPD), and customer satisfaction. A structured survey instrument was used to collect data from 625 consumers from southern India. The results showed that (i) impulse purchase decision (IPD) mediated the relationship between impulsive buying tendency (IBT) and customer satisfaction (CS), (ii) hedonic motives moderated the relationship between IBT and IPD, and (iii) hedonic motives and online promotions moderate the relationship between IPD and CS.

Malik, K., & Joshi, M. (2023) used experiential research to study Indian apparel retail consumers' non-rational behavior. Reviewing the literature reveals several situations where buyers made non-rational decisions. Their research findings show rationality and non-rationality's origins. It examines economic causes and epistemology of non-rational purchases.

Gandhi, S. (2020) has critically examined the affect of Internal and External factors, Post purchase behavior and growth of E-Commerce industry on impulsive buying behavior in Fashion industry. Methodology used in research paper is Single Cross Sectional Descriptive Design and analyzed with descriptive statistics i.e. Mean, Median and Mode. The research results indicated that amongst the external factors, Overall store environment and lower prices played a pivotal role. Moreover, males tend to shop more impulsively as compared to females. Customers tend to show a positive impulse behavior towards Footwear and Clothing items. Happiness is seen to be the most common post purchase behavior.

Pinto, P., et al (2020), examine the store layout, ambient factors, and employees affect impulsive decision-making by female customers visiting apparel outlets. A structured questionnaire was provided to 385 respondents in leading apparel stores in Karnataka, India, using a single-stage mall intercept survey method. Analysis of the responses was carried out using multiple regression analysis. A significant positive correlation was found between impulse buying behavior and store layout, ambience, and employees. According to the study, store ambience explains a large part of the variation in impulse buying. There was a significant impact on impulse buying behavior only for 'attention to the window display' and 'friendly staff', but not for all the other twelve variables considered in the study. Although store ambience, well-organized layout, and pleasant shopping experience are essential determinants of customer satisfaction, the study concludes that the number of store staff and sales skills are critical to impulse buying in the apparel business and are true assets to the retailer. Additionally, poor customer interaction, staff shortage, and high employee attrition could discourage the store's revenue generation.

Ittaqullah, N., et al (2020) aims to determine the effect of Mobile marketing, Discount, and Lifestyle on Impulse buying Behavior of Marketplace using a quantitative research with an explanatory survey method. The populations of study are active internet users of students at Halu Oleo University who purchase in the market place and a sample size of 100 select on non probability sampling techniques. The empirical data analyzed using Regression and ANOVA model and the results reveals that Mobile marketing and Discount have no significant effect on impulse buying on marketplace consumers. On the other hand, Lifestyle has a significant positive effect on impulse buying behavior in marketplace consumers by 35.1% and simultaneous effect of Mobile marketing, Discount, and Lifestyle on impulse buying in the marketplace is 20.9%.

Fisher, R.J. (2016) hypothesized that consumer's impulsive buying tendencies are filtered by customer's normative evaluation at the time of purchase. A sample of 212 were collected, using a median split analysis and the results shows that consumer's normative evaluation moderate the degree or strength of relationship between the buying impulsiveness traits and impulsive buying behaviour.

Tambuwan, (2016), in his paper titled, "Shopping lifestyle as intervening relation between hedonic motive and gender on impulse buying" the researcher try to find out whether hedonic motive and gender have directly influence on impulse buying. The sample size of 100 was collected and analysis was done. The results of the regression analysis reveal that hedonic motive and gender have direct and significant influence on impulse buying.

NEED FOR THE STUDY:

To study the impact of consumer's external and internal stimuli or traits that triggers impulse buying of electronic gadgets through online web sites

OBJECTIVES:

The main objective of this research is to understand the influence of internal stimuli for cognitive or affective impulse buying behaviour. In line with the primary objective, the following Secondary objectives were framed:

1. To study the consumer's internal stimuli or traits that triggers impulse buying of electronic gadgets through online web sites.
2. To study the relationship of E-Commerce marketing stimuli strategies and impulsive buying tendency of online customers based on their internal stimulus or traits.

RESEARCH METHODOLOGY:

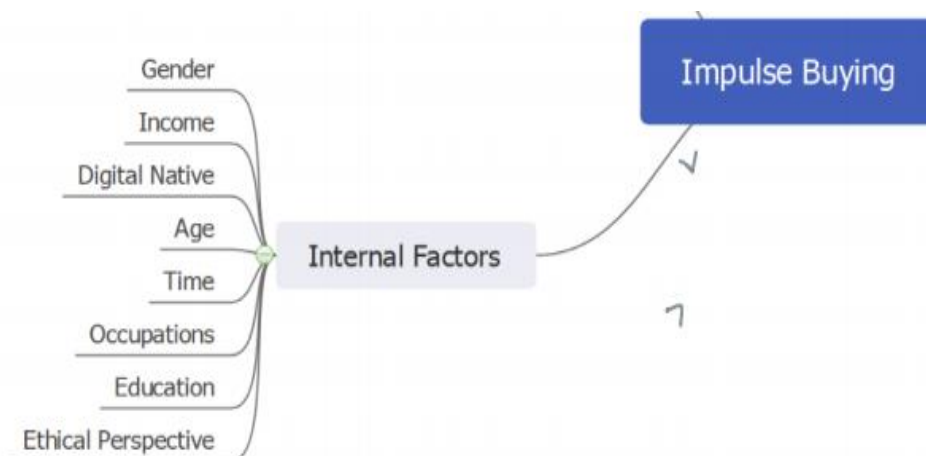
- The approach used for the study will be Survey Method. □
- Literature Survey was carried out. Area chosen for the study: Hyderabad city in Telangana
- Target Population of the Study Customers of age groups between 18 years and 35 years.
- Sample Size: The sample size consists of 150 respondents

METHOD OF DATA COLLECTION

The data was collected from 150 respondents aged 18 to 35 in Hyderabad. The study was validated and reliability test was conducted to determine the returned value of 0.81. The data was collected using Google Forms and other social media platforms like LinkedIn , Facebook, Twitter etc to share the questionnaire.

Table – 1 shows the results of Multiple Regression results predicting Independent variables (Customer’s Mood, Shopping Enjoyment, Customer’s situation, Strong Feeling and Impulse Buying Tendency) on Dependent Variable (Cognitive Online Impulse Buying Behavior)

S.No	Variables	β	t	Sig.
1	Consumer Mood	-0.003	-0.070	0.945
2	Shopping Enjoyment	-0.078	-2.521	0.012
3	Customer’s Situation	0.028	0.713	0.476
4	Hedonic Behavior	0.158	4.316	0.000
5	Impulse Buying Tendency	0.637	21.353	0.000



Variables	Consumer Mood	Shopping Enjoyment	Customer Situation	Hedonic Behavior	Cognitive Impulse Buying Tendency	Affective Impulse Buying Behavior
Consumer Mood	1					
Shopping Enjoyment	0.320**	1				
Customer Situation	0.557**	0.205**	1			
Hedonic Behavior	0.418**	0.221**	0.604**	1		
Cognitive Impulse Buying Tendency	0.178**	0.093*	0.165**	0.254**	1	
Affective Impulse Buying Behavior	0.083*	0.034	0.006	0.071	0.650**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 2, Correlation Analysis

Considering the relationship between Cognitive Online Impulse Buying Behavior with Consumer Mood is very low significantly positive ($r=0.178$), Shopping Enjoyment has very low positive significant relationship ($r=0.093$), Customer's Situation has very low positive significant relationship ($r=0.165$), Strong Feeling has a very low positive significant relationship ($r=0.254$) and Impulse buying tendency has a moderate positive significant relationship ($r=0.647$) at 1% significant level.

Based on Consumer Mood relationship with, Shopping Enjoyment ($r=0.320$) has a low positive, Customer's situation ($r=0.557$) has a moderate positive, Strong feeling ($r=0.418$) low positive, and Impulse buying tendency ($r=0.194$) has a low positive significant at 1% level.

Considering the Shopping enjoyment, relationship with Customer's situation ($r=0.205$), Strong feeling ($r=0.221$) and impulse buying tendency ($r=0.206$) has low positive significant at 1% level.

Regarding Customer's situations relationship with Strong feeling ($r=0.604$, $p<0.01$) has a moderate positive significant at 1% level, impulse buying tendency ($r=0.091$) has very low negligible positive relationship at 5% significance level.

CONCLUSION

The research objectives and hypotheses are established to achieve fruitful results. The study examines how E-commerce strategies and Consumer Internal Stimuli affect online shoppers' impulsive purchases. The results of the study are determined by analyzing multiple dimensions. Most of the past research findings relate either to consumer internal stimuli and impulsive buying, or marketing strategy and buying behavior. The intricate interplay between user experience, emotions, and impulsive tendencies in

the digital shopping realm is exemplified by the significant relationship observed between

Perceived Ease of Use and Impulsive Buying Behaviour, which is mediated by Hedonic

Shopping Value. The impulsive buying behaviour of consumers is significantly influenced by

their beliefs regarding the ease of use. Moreover, the emotional rewards that stem from

engaging with a user-friendly platform serve to intensify these impulsive tendencies. It is

imperative for businesses and e-commerce platforms to acknowledge the potential

ramifications associated with the perception of ease of use in relation to impulsive purchasing

behaviour.

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