

Impulse Buying Determinants: A Review Analysis

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ABSTRACT

Due to rapid change in technology and growth in leisure time, buying and consuming activities to satisfy the physical needs of oneself and family have shifted towards leisure activities. There is an attitudinal shift among the Indian consumer in terms of choice and value for money. Shopping in India is, therefore, witnessing a revolution with the change in the consumer buying behaviour. The present study tries to examine a detailed review of the in-store stimuli viz. attractive display, attractive packaging and sales promotion, situational factors like time availability, money availability and shopping companion and the effect of emotions and hedonism on impulse buying behaviour.

KEYWORDS: Buying behaviour, In-store stimuli, Situational factors, Emotions, Hedonism.

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