

Chapter 1. Introduction to Research

Impulse Buying is defined by many researchers and authors as a sudden purchase decision influenced by various stimuli. The term impulse buying is used and practiced in present scenario very commonly. The result of such spur-of-the-moment behavior is that the major purchases have started converting from planned to impulse. There is no product or service category which had remained untouched with this behavior but undoubtedly it exist greater in certain specific product such as readymade garments, cosmetic, FMCG and also at certain places like trade fairs and exhibitions etc. therefore, respective industry is also concerned for identifying reasons for such behavior. One more fact is studied by many researchers that this behavior is not restricted to any specific type of market, it can take place anywhere and at even places like Airport (Crawford and Melewar, 2003). A Research done on tourist impulse shopping at airports indicates that impulse shopping can also be present at the time of travelling simply to manage the travel stress (Crawford and Melewar, 2003).

The “impulse purchase” is a frequent term which can be seen in many literatures and research works. It has also been considered as an important form of Consumer Buying behavior. The Consumer Buying Behavior is a phenomenon which doesn't have any end in its explanations and definitions. It is difficult to understand and control such versatile behavior of an individual. This act of Consumer has proved Traditional Retailing concepts weak and almost like they have lost all colors. Sometimes the consumer him/her self is in dilemma about what they want, what will match to their need, what would be the result of purchase and several such questions which Cox(1967) described mood whereas Belk (1975) supported emotions as essential elements of the consumer's situational environment.

Along with this change, Growth and Development of numerous retail brands have experienced a hard-hitting competition level in last few decades. The Technological advancements, transformed life style, raised level of stress have resulted in modifying shopping as a tool of entertainment. Retailers have realized the importance of Impulse

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Buying behavior and retailers efforts plays a crucial role in influencing the decisions of the consumer. Variety of Psychological, Demographic, Socioeconomic, Technological variables has been studies in relationship with Impulse Buying. Customers can identify the products if retailer pays attention towards merchandising, sharp design as well as layout of the store, and other promotional practices, like how product is displayed, attractive and appealing packaging, and signage as described by Abrams (1996).