Factors of Impulsive Buying Behavior and its Effects between Generations X and Y

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Abstract

Abstract Purpose. Many people thought that impulse purchasing is just an unplanned buying behavior and most of the people do not understand the accurate definition of it. This study is an attempt to identify a reconstructive definition of impulsive buying behavior and to identify the factors that influences this kind of behavior and its effects to the consumers of Generation X and Generation Y. This paper will focus mainly in Philippine setting to study the behavior of the Philippine market in an attempt to classify the factors that influences impulsive buying behavior based on a cultural perspective. This study can help in formulating marketing strategies to gain potential customers in a business field and also to add value to the existing knowledge base about consumer behavior.

Design/Methodology/Approach. The study is based on a secondary data by various authors and the primary data will be gathered by conducting online survey and face-to-face interviews to get the best insight from the consumers. Survey will be conducted online to find the most convenient time for the respondents. This study will compare the buying behavior and its effects between the Generation X and Generation Y thus, the researchers will do separate surveys to differentiate and compare the responses.

Findings/Conclusion. The initial findings of this study provide the basis for determining the factors and effects of impulsive buying behavior between Generation X and Generation Y. This study will benefit both the company and different consumer groups.
Chapter I

Introduction

The research aims to find out the different products bought unplanned by the respondents and the degrees of influence of the following factors to impulsive buying behavior between Generation X and Generation Y to the following; income, promotional activities, merchandising and reference group. The researchers will also identify the effects of impulse buying behavior to the spending habits and self-contentment of the chosen segment. The difference on impulsive buying behavior between Generation X and Generation Y will also be identified.

The researchers have chosen to focus on Generation X and Y as the respondents of this study. Generation X came after Baby Boomers, and typically covers people born between mid-1960’s and the early 1980’s. Gen X was shaped by global political events that occurred during this generation’s youth. Events such as The Vietnam War, the fall of the Berlin Wall, the end of the Cold War, and the Thatcher-era government in the UK were events that helped to shape the culture and upbringing of Generation X. Relative to previous generations, Gen X is more open to diversity and has learnt to embrace differences such as religion, sexual orientation, class, race, and ethnicity. Generation Y came after Generation X. Generation Y covers people born between the 1980’s and the year 2000, and these individuals are sometimes referred to as Gen Y, the Millenial Generation or simply Millenials. Generation Y has been shaped by the technological revolution that occurred throughout their youth. Gen Y grew up with technology, so being connected and tech savvy is in their DNA. Equipped with latest technology and gadgets, such as iPhones, laptops and lately tablets, Generation Y is online and connected 24/7, 365 days a year. Many Millennials grew up seeing their Baby Boomer parents working day and night doing
stressful corporate jobs, which has shaped their own views on the workforce and the need for work-life balance.

This research aims to know if the income of consumer has any effect in their buying behavior, positive relationships between consumer buying behavior and emotional activities, and if the influences of others like peers, family, and friends that may cause unplanned buying. This research will identify if window display, income, promotional activities, or reference groups is the most effective to attract consumers.

To answer the statement of the problem, we are going to conduct survey and distribute questionnaires to 60 random selected respondents. Each respondent should be part of either Generation X or Generation Y. The researchers constructed close-ended questions for the questionnaires.

An impulse purchase or impulse buying is an unplanned or otherwise, spontaneous purchase. Impulse items can be anything; either new or well-established products at surprising low prices. Parboteeah (2005; based on Piron 1991) stated that impulse buying is unplanned, a result of an exposure to a stimulus and is decided on-the-spot. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. When impulse buyers feel the desire to buy, they make purchase decision without searching for information or evaluating alternatives. Then, consumers may experience positive or negative consequences by the post-purchase evaluation after the impulse purchase. In this process, consumers are influenced by internal and external factors that trigger their impulse purchase behavior.
Statement of the Problem

This study aims to know the factors that influence impulsive buying behavior and its effects to the Generation X and Generation Y consumers. Specifically, the study would like to find out:

1. The different products bought unplanned by the respondents.

2. The degrees of influence of the following factors to impulsive buying behavior between Generation X and Generation Y:
   a. Income
   b. Promotional activities
   c. Merchandising
   d. Reference groups

3. The effects of impulse buying behavior to:
   a. Spending habits
   b. Self-contentment

4. The differences on impulsive buying behavior between Generation X and Generation Y.

Research Objectives

This study aims to achieve the following objectives:

1. To know which product category that Generation X and Generation Y usually buys.
2. To know the degrees of influence of the different factors such as income, promotional activities, merchandising, and peers to impulsive buying behavior between Generation X and Generation Y.

3. To know the effects of impulse buying behavior to spending habits and self-contentment.

4. To know the differences on the impulse buying behavior between Generation X and Generation Y.

**Hypotheses**

Dramatic increases in personal disposable incomes and credit availability have made impulse buying in retail environments prevalent consumer behaviour (Dittmar et al., 1996). From a socioeconomic point of view, individuals with relatively low levels of household income tend to enjoy immediate indulgence (such as day-to-day savings and sensory stimulation) as opposed to delay-of-gratification. Internal, personal-related factor like educational experience influences the act of impulse buying (Wood, 1998).

H1. The hypothesis of this research is that the income of the consumer has any effect on their buying behavior.

Harmancioglu (2009) suggested that to promote the impulse buying urge and behavior of new products, marketing managers may emphasize excitement, fun and variety in their promotional activities. Dawson and Kim (2009) observed that impulse buying is linked to up and cross-selling strategies. Yu and Bastin (2010) studied the effect of in-store Point of Purchase (POP) posters in supermarkets and found them to induce impulse purchase behaviors and cost-
effective. In-store stimuli are promotional techniques employed to increase impulse buying of products. Some examples of these techniques include in-store settings, on-shelf positions, price-off promotions, sampling, POP displays, coupons, and in-store demonstration.

H2. The hypothesis of this research is that there is a positive relationship between the consumer buying behavior and promotional activities.

Mattila and Wirtz (2008) found that store environmental stimuli positively affect impulse buying behavior especially when the store environment is perceived as over-stimulating (excitement and stimulation). Stimuli in the retail store environment are likely to affect consumer emotions (Donovan and Rossiter, 1982), which are other variables that have been found to affect the impulse purchases (Rook 1987; Zhou and Wong 2003). Baumeister (2002)

H3. The hypothesis of this research is that the window display is the most effective way to attract the consumer.

Praise from others, such as a salesperson or friends during the shopping may increase the chances of impulse purchase (Yu and Bastin 2010). Luo (2005) research work about —influence of shopping with others on impulsive purchasingl revealed that the presence of peers increases the urge to purchase but the presence of family members decreases it.

H4. The hypothesis of this research is the influence of others (i.e., peers, family, and friends) may cause unplanned buying.

Significance of the Study

There are several factors influencing impulsive buying behavior. People do not buy just to supplement their basic needs. Some people often buy products more than what they think they
need. Buying behavior can also be associated to the person’s basic need for satisfaction. The satisfaction of having the product that is far from their basic need creates emotional satisfaction and sense of belongingness. Shopping can be more than just a purchase. To others, shopping can build self-esteem and gain self-respect. However, an excess of this has its disadvantages.

Buying decision comes from the two competing ideas—to buy or not to buy. There is always a conflict in the consumer's mind on whether to buy the product or not. The consequence can trigger dissonance or avoidance while the feeling of gratification can probably result to impulse purchasing.

This paper will certainly add value to the existing knowledge base and will contribute to the further study of consumer behavior that may help firms/companies in reconstructing their marketing strategy. This paper may also encourage the academic community and consumer groups into further advancing the study of consumer behavior. As researchers, the aim is to fully understand the impacts or factors that triggers impulsive buying behavior among the group of consumers from two segments—Generation X and Generation Y. Also, as future marketing professionals, the aim will always be to understand the consumer by knowing their environment and their insights.

Scope and Limitation

This study aims to focus on studying the buying decision, the factors that triggers impulsive buying behavior and its effect to the consumers from two segments—Generations X and Y. The factors that influence the impulsive buying behavior and the influence of promotion activity that triggers consumer into impulsive buying will be further discussed on this paper. The external and internal factors and types of impulse purchasing will be deliberated by studying the
consumer’s behavior by conducting surveys among the chosen segments. Secondary data
gathered from previous studies and text books are also discussed in this paper. This study intends
to differentiate the purchasing behavior between Generations X and Y and to elaborate further
the impacts and possible effects of impulsive buying. The preparation and the data gathering for
this study lasted for 7 months.

**Definition of Terms**

1. Generation X – the group of people who were born during the late 1960s and the
   1970s.

2. Generation Y – the group of people who were born during the 1980s and early 1990s.

3. Impulse Purchasing - an unplanned or otherwise, spontaneous purchase.

4. Stimulus – something that causes something else to happen, develops, or become
   more active.

5. Demographics – Specific demographic factors which identity and distinguishes a
   target population or market.

6. Baby Boomers – the group of people who were born between the end of World War 2
   (1945) and the late 1960s.

7. Hedonic pleasure (Hedonism) – Hedonism is a school of thought that argues that
   pleasure is the primary or most important intrinsic good. In very simple terms, a
   hedonist strives to maximize net pleasure (pleasure minus pain).
8. Self-discrepancy [Theory] – The self-discrepancy theory states that people compare themselves to internalized standards called "self-guides". These different representations of the self can be contradictory and result in emotional discomfort. Self-discrepancy is the gap between two of these self-representations. The theory states that people are motivated to reduce the gap in order to remove disparity in self-guides.

9. Utilitarian[ism] – Utilitarianism is a theory in normative ethics holding that the moral action is the one that maximizes utility. Utility is defined in various ways, including as pleasure, economic well-being and the lack of suffering. Utilitarianism is a form of consequentialism, which implies that the "end justifies the means". This view can be contrasted or combined with seeing intentions, virtues or the compliance with rules as ethically important.

10. Store atmospherics – Retail-store factors such as display design and fixtures, flooring, smell, sound level, store lighting and temperature, wall coverings, and other elements of store's ambience, which can be studied and controlled by a retailer to influence the consumer's buying mood.
Chapter II

Review of Related Literature

This chapter explains the impulse purchasing process, evolution of impulse buying, characteristics of impulsive buying and the factors/cues influencing impulse buying. In addition, this chapter defines impulsive buying.

Impulsive Purchasing

Researchers found that impulse buyers usually do not set out with the specific purpose of visiting a certain store and purchasing a certain item; the behavior occurs after experiencing an urge to buy (Beatty & Ferrell, 1998), and such behaviors are influenced by internal states and environmental/external factors. Since impulse buying is a pervasive aspect of consumers' behaviors and a focal point for strategic marketing plans (Rook, 1987), it is worthwhile for retailers to understand the factors within the retail setting that triggers consumers' impulsive reactions. Retailers can help customers to find the right products through focused merchandising, intelligent store design and layout, and other visual merchandising practices, such as product displays, packaging, and signage (Abrams, 1996; Baker, Grewal & Levy, 1992). The impulse buying behavior occurs after experiencing an urge to buy and tends to be spontaneous, without a lot of reflection (Beatty & Ferrell, 1998). Since impulse buyers are not actively looking for a certain product and don't have prior plans or intention to make a purchase (Beatty & Ferrell, 1998; Weun, Jones, & Beatty, 1998), internal states and environmental/external factors can serve as cues to trigger their impulse behavior. According to The Yankee Group, the top reasons people make impulse purchases are: special sales prices, free shipping, and holiday or seasonal promotions. Their survey found out that only a very few impulse purchases are a consequence of
promotions. This finding implies that shoppers aren’t really aware of the reasons why they impulse shop. 75% of survey respondents indicated that a special sale price would motivate them to make a spontaneous purchase. The second most influential factor was free shipping (49% of respondents). (Yankee, 2000). Impulse buying is more than a mere phenomenon; impulse buying is in fact an individual trait depending on the consumer. It is a deeply rooted phenomenon in the basic personality of the individual. Impulse buying more likely occurs with the following traits; (a) when there is no planning on the purchase; (b) need to seek excitement and experience new things; (c) most of the time the consumers disregard the negative consequences that may arise out of the purchase; and (d) impulse buying may be linked to culture rooted deeply within the individual.

**Process of Impulse Purchasing**

![Figure 1: A Model of Impulse Purchasing Process](source: Kim, 2003)
Considering the nature of impulse buying, Churchill’s and Peter’s (1998) model has been modified by the Kim (2003) to describe the impulse buying process by omitting several steps, such as need recognition, information search, and alternative evaluation, and reclassifying influencing factors (Figure 1). The impulse buying process starts with product awareness. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. As consumers browse, they are exposed to the stimuli, which triggers customers’ urge to buy on impulse. When impulse buyers feel the desire to buy, they make a purchase decision without searching for information or evaluating alternatives. Then, consumers may experience positive or negative consequences by the post-purchase evaluation after the purchase on impulse. In this process, consumers are influenced by internal (mood/need/desire, hedonic pleasure, cognitive/affective evaluation) and external factors (visual merchandising, window display, in-store form display, floor merchandising, promotional signage) that trigger their impulse purchase behavior. These factors provide information regarding new products, fashion trends or coordination tips.

Factors Affecting Impulse Purchasing

<table>
<thead>
<tr>
<th>External Stimuli</th>
<th>Internal Stimuli</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Store characteristics</td>
<td>☐ Impulsiveness</td>
</tr>
<tr>
<td>☐ Sales promotions</td>
<td>☐ Enjoyment</td>
</tr>
<tr>
<td>☐ Employee or attendance</td>
<td>☐ Fashion</td>
</tr>
<tr>
<td>☐ Perceive crowding</td>
<td>☐ Emotions</td>
</tr>
<tr>
<td>☐ Shopping channel</td>
<td>☐ Normative evaluation</td>
</tr>
<tr>
<td>☐ Self-service technology</td>
<td>☐ Variety seeking</td>
</tr>
</tbody>
</table>
There are four factors affecting impulsive purchasing. The first factor includes external factors. This factor consist of store characteristics, store layout where according to (Crawford and Melewar 2003) marketers should promote a good store layout to maximize the convenience of the consumer; presence of sales person, where it can decrease frustration by guiding and aiding the consumer in the purchase process and active impulse buying behavior; and store atmospherics, where it focus about the environmental design variables to increase stimulation in their shops. For example, fast-tempo and high-volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elevated arousal, and ambient scents such as grapefruit or other citrus fragrances also increase stimulation levels of buying, store type where the consumers tend to be impulsive in different stores, signage where it can cause impulsive purchasing by the wording used either alone or in conjunction with in-store display to

<table>
<thead>
<tr>
<th>Situational</th>
<th>Demographics, socio-cultural</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Time available</td>
<td>☐ Gender</td>
</tr>
<tr>
<td>☐ Money available</td>
<td>☐ Age</td>
</tr>
<tr>
<td>☐ Product characteristics</td>
<td>☐ Income</td>
</tr>
<tr>
<td>☐ Fashion products</td>
<td>☐ Education</td>
</tr>
<tr>
<td>☐ New products</td>
<td>☐ Socio-economic</td>
</tr>
<tr>
<td></td>
<td>☐ Cultures</td>
</tr>
</tbody>
</table>

Figure 2. Different factors influencing impulsive buying behavior by authors Muruganatham and Bhakat
convey product or promotional information to customers with the purpose of informing and creating demand for the merchandise, and window display where it attracts attention by kind of visual presentation of merchandise in the façade level and finally sales promotion

Second is an internal factor which includes the mood according to (Beatty and Ferrell, 1998). An individual’s affective state or mood has been found to be an important determinant of impulse buying, that if an individual is in a good mood, he or she tends to reward himself or herself more generously and therefore, tend to be more impulsive, and considers shopping as an enjoyment according to (Beatty and Ferrell, 1998). It is another variable, whereby individuals consider shopping as a form of recreation, do not stick to a buying list, and therefore, tend to make many impulsive purchases, impulse buying tendency where it determines an individual’s propensity to buy impulsively (Rook, 1987). Several researchers have tested and found support for the relationship between this consumer trait and impulse buying (Beatty and Ferrell, 1998). Individuals who perceive self-discrepancy try to use material goods to compensate the discrepancy and have impulse buying tendencies (Dittmar et al., 1996). Fashion involvement is mainly used to predict the behavior of the variables associated with fashion products (Zeb et al., 2011). Involvement in the particular fashion products and hedonic shopping motivation has a positive relationship (Chang et al., 2004). Higher fashion involvement experienced by consumers can influence their hedonic consumption tendency, as well as increase the positive emotions (Park et al., 2006). Furthermore, the level of involvement of the clothing products has also high positive correlation with impulse buying behavior, so consumers will impulsively buy apparel with new models and designs (Tsai Chen, 2008, Han et al., 1991).

The third factor affecting the impulsive purchasing is the situational factor where it refers to both environmental and personal factors that are present when the consumer makes the
impulse purchase (Dholakia, 2000). These include the time available, money available, the presence of others, and in-store browsing. The time a consumer has for shopping determines whether he or she will be impulsive. The more time an individual has, the longer time he or she will spend browsing the shopping environment (Beatty and Ferrell, 1998). The availability of money is a facilitator in the impulse buying process (Beatty and Ferrell, 1998), since it increases the purchasing power of the individual. If the individual does not have enough money, he or she will avoid the shopping environment altogether. The presence of others can increase the likelihood of an impulse purchase (Luo, 2004). For example, when individuals are in a group, they tend to eat more. On the other hand, the presence of others can have a deterring effect on the consumer, when he or she feels that the behavior will be perceived as being irrational (Fisher and Rook, 1995). In those cases, the consumer will choose to make the purchase when he or she is alone. In-store browsing has been found to be an important component of the impulse buying process (Beatty and Ferrell, 1998).

Browsers usually make more unplanned purchases than non-browsers while product characteristics are the certain products that are bought more impulsively than others. The likelihood that a product will be purchased on an impulse depends on the product category and the product price. As per product category, the marketing literature has proposed two categories of products: hedonic products and functional products. Hedonic products are mainly consumed for their hedonic benefits, while functional products are consumed for their utilitarian benefits (Babin et al., 1994). It has been found that impulse buying occurs more in the case of hedonic products because of the symbolic meaning they convey. Product price is an important determinant of impulse buying (Wong and Zhou, 2003). More specifically, consumers tend to be
more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller sizes, and ease of storage.

Finally, the fourth factor affecting impulsive purchasing is the demographics and socio-cultural. These include the consumer characteristics where it comprises the individual characteristic or trait that increases the consumer’s propensity to be impulsive. These characteristics include the consumer’s age, gender, culture, mood, materialism, shopping enjoyment, impulsive buying tendency, and the perceived degree of self-discrepancies. Age has been found to be an important determinant in predicting impulse buying. Younger people face fewer risks when spending money. Impulse purchase is at a higher level between age 18 to 39 and at a lower level thereafter (Wood, 1998). Women tend to be more impulsive than men (Dittmar et al., 1995). Men and women relate the material possession differently. Women’s preference for items is related to elemental values for emotional and relationship reasons while men preference is for items related to leisure and finance for functional instrumental reasons. Culture has an influence on impulse buying both at the regional and individual levels (Kacen and Lee, 2002) and income.

Characteristics of Impulse Buying Behavior

Rook (1987) identified impulse buying behavior with descriptors such as a spontaneous, intense, exciting, urge to buy with the purchaser often ignoring the consequences. While more recent research in this area discusses impulse buying as a trait rather than as a classification of a purchase decision, researchers agree that consumers vary in their impulse-buying tendency (Puri, 1996; Rook & Fisher, 1995). Without having prior information of a new product or intention to purchase a certain item, a consumer is exposed to stimuli, suggesting that a need can be satisfied
through the purchase. Youn and Faber (2000) identify several different types of internal states and environmental/sensory stimuli that serve as cues for triggering impulse buying. Internal cues include respondents’ positive and negative feeling states. Environmental/sensory cues encompass atmospheric cues in retail settings, marketer-controlled cues, and marketing mix stimuli (Youn & Faber, 2000).

**Evolution of Impulse Purchasing**

The need to understand impulse buying in retail stores was first identified in the marketing literature over fifty years ago (Clover, 1950). Baum (1951) addressed that consumer was stimulated to impulse buying after they came into the store. Stern (1962) was the first scholar to suggest four distinct types of impulse purchases namely - pure, reminder, suggestion, and planned impulse buying. Rook (1987) argued successfully that impulse buying should be depicted it as extraordinary, exciting, hedonically complex and compelled buyer action. Over the years, impulse buying has also been made easier by innovations, such as credit cards, telemarketing, and home shopping networks (Rook, 1987). Thomas (1997) pointed to two emotional shifts that affect the buying habits - an increase in stress levels because consumers are out of their daily routine and an increase in levels of anticipation and excitement. Beatty and Ferrell (1998) argued that situational variables - time available and money available and individual difference variables were found to influence a set of endogenous variables, including positive and negative affect and so on. Hausman (2000) stated negative estimation of impulsive purchasing behavior that rise from negative definition of impulsiveness in psychology such as immaturity and lack of behavior control or irrationality, risk and waste. Hausman (2000) explained that consumers buy goods because of non-economic reasons, such as fun, fantasy, social and emotional satisfaction which help them to ignore the negative consequences of
impulse purchasing. Retailers realize the importance of this phenomenon, and through store layouts, product packaging, and in-store promotions, they have tried to get consumers to be impulsive in stores (Dholakia, 2000). In the last decade, there is preliminary evidence that impulse buying is rampant in an online context (Greenfield, 1999; Li et al., 2000). With the Internet, consumers' buying opportunities have expanded; as a consequence, Internet shoppers can be more impulsive than traditional shoppers (Donthu and Garcia, 2000).

Koski (2004) stated that impulsive purchasing recently is a frequent virtual environment. The stimulating main factors are - anonymity, easy accessibility, wider range of goods, promotion of buying and direct marketing as well as usage of credit cards; limiting factors are - deferred satisfaction, easy accessibility, bigger self-control, poor feeling of purchase environment, possibility to compare prices and goods easily. Wood (2005) proposed that retailers should not only care about the purchasing behavior in retail environment, but also understand consumer's society (consumers purchasing experience and characteristics of shopping environment) and discretionary income. To satisfy individual's social needs, consumer would make more impulse buying which make them feel excited and gratified.

Childers and Peck (2006) started to address the times of touching with people by people would make more impulse buying, they found customers touch more with salesmen; they would increase the possibility of impulse buying. Wu (2006) presented comparison of excessive buying, compulsive and impulsive buying that allows to state that impulsive buying differs from excessive and compulsive buying in a consumer’s motivation (in case of impulsive buying a consumer tries to reach a positive effect and to satisfy hedonistic demands) and psychological processes (in case of impulsive buying a consumer feels positive effect, concentrates attention on good proximity and loses self-control). Summarizing it can be stated that the most important
characteristic of impulsive purchasing is that the behavior of impulsive buying appears as a consumer’s response to a stimulus, experienced in purchase environment and that is immediate decision and after purchase a consumer feels emotional and/or cognitive reactions (Virvilaite et. al., 2009).
Chapter III

Theoretical Framework

A Model of Impulse Purchasing. Men and women differ in behavior. It may also apply in purchasing. Men usually buy what they need or what is important as what the occasions may require while women buy what they think they need. Saladieñé and Virvilaitë (2012) stated that women who used to buy on impulse tend to purchase products that express their emotional and appearance concerns, while men as impulsive buyers tend to buy products that are more functional. Dittmar and colleagues (1995) presented a model that explains the symbolic and instrumental aspects of material possession as a psychological phenomenon. (See figure 2).

![Diagram of Impulse Purchasing Model](image)

Figure 3. Meaning Dimensions in Impulse Purchases (from Dittmar et al. 1995)

The model represents the emotional side of the consumer with regards of material possession. The results shows that id, ego and other emotional side caused by material possession can trigger the impulsive buying behavior of an individual.
The Cognitive Theory Relating to Impulse Purchase

The cognitive theory by Wilhelm Wundt the intellectual capacity of an individual to think and to perceive when it is exposed to a stimulus is the one who are responsible on how the person will adopt to its environment. Mattila and Wirtz (2008) determined that consumer stimulation in the shopping environment and social aspects encourages impulsive purchase behaviour (See Figure 4).

![Impulsive Purchase Model](image)

Figure 4. Impulsive Purchase Model (from Mattila and Wirtz 2008)

Crowding and store assistant friendliness may trigger impulsive buying behavior because when the person is experiencing high arousal caused by external factors—store designs, excellent sales talk, and social aspects—it inhibits person to think properly through his/her actions.

A Model of Environment-Shopper Relationships

McGoldrick and colleagues (1999) offered a model of environment-shopper relationships (see Figure 4). Socio-demographic factors influences buying behavior of an individual. People
who earn average income tend to get attracted to seasonal sales and other promotional activities in hopes of saving money. People who earn above average have a higher probability to buy impulsively. Hence, seasonal sales and discount can trigger both demographic segments. Buy 1 take 1 offers entice consumer to buy the product in a belief that they had buy two products in a lower price when it is only one product they need.

Figure 5. A Conceptual Model of Environment-Shopper Relationships (from McGoldrick et al. 1999)

Long queues can result to change of behavior. A consumer may change his/her mind whether to buy or not due to long lines that cause too much inconvenience. Regrets can also be a factor of dissonance. A thinking that the consumer may regret his/her decision after buying the product due to unsatisfied feeling or the negative feeling of spending money can cause the person to avoid purchasing. The consumer’s responses rely on the environment that resulting their behavior and buying decision.
Internal factors like emotions, desire and impetuosity triggers the impulsive state of a costumer. The impulsiveness of an individual may come from its desire to have the product. The belief of having the product creates emotional satisfaction to the consumer, and that is one of the factors that trigger sudden mood or the urge to buy the product after seeing it due to the exposure to the external factors like promotional activities. Also, the belief that the individual is in need after the exposure to any stimuli influences its buying behavior and creates an idea to buy the product in other words, the concept can be described as wants turned to needs. The demographic
factor which also influences the buying behavior is based on the buying capacity of an individual depending on its personal need essential to its age, gender, culture, income and socio-economic state. These four factors have impacts to self-contentment, self-esteem, identity but also resulting to bad effects such as bad spending habits and shopping disorders.
Chapter IV

Research Methodology

Research Design. The researchers will use survey questionnaires as research tool in gathering the primary data which is the best and easiest way to gather information without pressuring the population thus resulting to a more natural response. They have also conducted interviews with several people. Store visiting was also done wherein the researchers conducted disguised observation throughout that time. They have observed the habits, reactions, and decisions of various shoppers. Researchers will surely gather more information than usual.

Description of Samples. The respondents of this research are those who are from Generation X and Generation Y segments wherein the Researchers selected the same number of respondents from each segment to compare the variations of the responses. Researchers know that age gap has a great impact in buying decisions of the customers. Since the customers know what they are going to buy, they can also distinguish what are their wants and needs.

Sampling Methodology. The sampling method that the researchers are going to use is convenience sampling. The subjects are selected because they are easiest to recruit for the study and the researchers did not consider selecting subjects that are representative of the entire population. A sample population is selected because it is readily available and convenient, as researchers are drawing on relationships or networks to which they have easy access. For the survey questionnaire and interview, both quantitative and qualitative will be the method that researchers will do. The questionnaire is composed of close-ended questions while the interview is composed of open-ended questions.
Statistical Treatment

The Researchers used the following formula:

A. Percentage

\[ P = \frac{F}{N} \]

Where:

\( P \) = Percentage

\( N \) = Total Number of Respondents

\( F \) = Frequency

B. Weighted Mean

\[ WM = \frac{\sum_{i=1}^{n} fiXi}{N} \]

Where:

\( WM \) = Weighted Mean

\( \sum_{i=1}^{n} fiXi \) = Sum of the Product of \( fiXi \) when \( i \) ranges from 1 to 4.

\( N \) = Total Number of Respondents
CHAPTER V

Results and Discussion

The tables below are the results of the survey conducted through online, Google Forms, and was participated by 25 people each age bracket for Generations X and Y, respectively, for a total of 50 respondents.

The scale is composed of four choices:

a) 1-1.99 constitute responses that “strongly disagree”;
b) 2-2.99 constitute responses that “disagree”;
c) 3-3.99 constitute responses that “agree”, and;
d) 4 constitute responses that “strongly disagree”.

The number of respondents (N = total of 25 respondents per age bracket) are indicated under the column # and its percentage is under the column %.

Weighted mean is derived from the formula:

\[ WM = \frac{\sum_{i=1}^{n} f_i x_i}{N} \]

Frequency is derived from the formula:

\[ F = \frac{WM}{N} \]

PROFILE FOR GEN Y
<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<th>Self/Family Income per month</th>
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### Factors Influencing Impulsive buying behavior

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<tr>
<th>Factors Influencing Impulsive buying behavior</th>
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<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Weighted Mean</th>
<th>Frequency</th>
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<td>%</td>
<td>#</td>
<td>%</td>
<td>#</td>
<td>%</td>
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<tr>
<td>Various schemes (e.g. Buy 1 take 1)</td>
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<td>40</td>
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<td>Promotional activities</td>
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<td>24</td>
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<td>40</td>
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<td>24</td>
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<td>Merchandising</td>
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<td>12</td>
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<td>Product display</td>
<td>6</td>
<td>24</td>
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<td>4</td>
<td>16</td>
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<tr>
<td>Behavior of a sales person</td>
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### Generation Y
The online survey forms dispersed online is answered by different people ranging from 16 to 35 years old. Twenty five people of this age bracket responded on the online survey, majority of the respondents are men. These are the findings based on the results:

a) Having lower income still lured them to buy because of various promotional scheme like buy 1 take 1 and discounts.

b) 52% of the respondent answered that they strongly agree that setting various schemes like buy 1 take 1 tempt them to buy on impulse

c) Despite of having lower household income, majority of this market are impulsive buyers. 40% of the respondents proclaimed that they are impulsive buyers.

d) 36% of the respondents strongly agreed that they spend more money more than what they planned to spend

e) The respondents were asked whether the good product display encourage them to enter a store and buy the product. 24% of the respondents strongly agreed and 52% agreed. This explains that good product display can encourage the customers to enter and buy from the store but not at all times.

The respondents were asked a series of question that can reflect on their buying behavior in actual purchasing scenario. The researchers provided question in which the respondents have to rate on how agreeable the statements are. The respondents were asked if the window display of the store can entice them to enter the store and buy something on impulse. 60% of the
respondents agreed that an eye-catching window display tempted them to visit the store and ended up buying something which they are not planned to buy.

Majority of the respondents got the pressure of buying something on impulse because of the insights of their reference group. 28% strongly agreed and 52% agreed that peers really affects impulsive buying behavior. However, this simply mean that peers do not pressure them that much when it comes on unplanned buying.

Aside from discounts and various schemes that the customer thought might cost them less and entices them to buy a something on impulse is the brand image of the product. 40% of the respondents answered that they tend to buy on impulse because of the popularity of the brand or the product itself. However, 28% of the respondents agreed and 28% also disagreed. For some, brand image doesn’t matter but for others, branding is something worth buying.

Good sales pitch affects really affects the buying decision of a customer. 24% of the respondents strongly agreed that the encouragement from the sales person sometimes helped them to decide whether to buy the product or not. Though, 40% of the respondents agree, it doesn’t mean that sales talking can really lure the customer to make unplanned purchases.

PROFILE FOR GEN X

<table>
<thead>
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<td>Gender</td>
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<td>-------------</td>
<td>------------</td>
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<td>Self-employed</td>
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<tr>
<td>Unemployed</td>
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<table>
<thead>
<tr>
<th>Self/Family Income per month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 and lower</td>
<td>28</td>
</tr>
<tr>
<td>10,001 to 20,000</td>
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<td>24</td>
</tr>
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<td>30,001 to 40,000</td>
<td>12</td>
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<tr>
<td>40,001 to higher</td>
<td>16</td>
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</tbody>
</table>

Generation X
Generation X’s respondents were at par with each other’s answers because a huge number of them, which is at 48%, —strongly agree (4) that income affects impulse buying behavior. Buying a product which is unplanned almost often requires a larger amount of discretionary income because what can they spend for lavish if they don’t have the means? All of them settled to the thought that not every impulse purchase is just because one likes a product but also because they readily have something to spend.

<table>
<thead>
<tr>
<th>Factors Influencing Impulse Buying Behavior</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Weighted Mean</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various schemes (e.g. Buy 1 take 1)</td>
<td>11 44</td>
<td>13 52</td>
<td>1 4</td>
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<td>85</td>
<td>3.40 (Agree)</td>
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<td>Promotional activities</td>
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<td>14 56</td>
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<td>3 12</td>
<td>67</td>
<td>2.68 (Disagree)</td>
</tr>
<tr>
<td>Merchandising</td>
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<td>15 60</td>
<td>8 32</td>
<td>0 0</td>
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<td>2.76 (Disagree)</td>
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<td>66</td>
<td>2.64 (Disagree)</td>
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<td>6 24</td>
<td>1 4</td>
<td>75</td>
<td>3.00 (Agree)</td>
</tr>
<tr>
<td>Product popularity</td>
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<td>8 32</td>
<td>13 52</td>
<td>1 4</td>
<td>63</td>
<td>2.52 (Disagree)</td>
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<td>Reference group</td>
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<td>1 4</td>
<td>63</td>
<td>2.52 (Disagree)</td>
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<td>11 44</td>
<td>6 24</td>
<td>0 0</td>
<td>77</td>
<td>2.08 (Disagree)</td>
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<td>13 52</td>
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<td>0 0</td>
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<td>3.48 (Agree)</td>
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<td>0 0</td>
<td>86</td>
<td>3.44 (Agree)</td>
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</table>

Respondents were asked if discount prices directly affect the buying behavior of a person. All of them positively answered that yes, it does. Both at 48%, the population answered
“strongly agree (4)” and “agree (3)”. This showed that discount pricing is a major determinant to how inclined a consumer is to buy a certain product.

“Buy 1 Get 1 Free” is one of the factors that affect a consumer positively. It was reflected here in the figure above that Generation X “agree (3)” at 52% that these schemes will definitely induce a purchase act.

Promotional activities like television commercials, online advertisements, or outdoor ads can motivate a consumer to buy a product on impulse. At 56%, respondents said that they “agree (3)” that these activities will cause them to buy a product in the future. These advertisements encourage a call-to-action since they are likely to try a product once they see it being advertised.

At 60%, respondents “agree (3)” that window displays urge them to enter a store. It might be because of the clothing which is showed or a huge banner that says “50% OFF”. A good 32% of them “disagreed (2)”. They believe that it is not just a window display that causes one to enter a store. It takes a few more reasons to visit one.

The behavior of sales person affects one’s buying behavior. This was another statement in the study that needed to be proven either true or false. A higher percentage of the respondents said that they “strongly agree (4)” and “agree (3)”, at 32% and 40%, respectively. This shows that a sales person’s behavior will directly affect a consumer’s impulse purchase act; the better the sales pitch, the higher the level of purchase probability.

At 56%, the respondents “agreed (3)” that popularity of products increases recall value and helps in unplanned buying. Generation X respondents showed that they are likely to buy a product in the future if they recall it and more importantly, on impulse.
Contrary to Generation Y’s huge influence of their peers, Generation X believes that comments of reference group influence their buying behavior. At 52%, they “disagreed (2)” that their peers influence them.

Generation X’s perceptions influence their buying behavior as shown at the table at 44%. They “agreed (3)” that their own perceptions affect their buying behavior and not just other people’s.

**Generation Y**

The respondents were asked about their post-purchasing experience. This would help the researcher analyze the satisfaction level of the customers after an impulsive purchasing. After deciding whether to buy the product, most of the respondents end up buying more than what they are needed to buy. 40% of the respondents agreed that whenever they want to buy something, they sometimes ended up getting other stuff. After the impulse purchase, majority of the
respondents experience difficulty in budget planning for their personal expenses. 40% of them “strongly agreed (4)” and 44% “agreed (3)”.

In the end, after the impulse purchase, most of the respondents are not contented of what they have purchased. 40% of the respondents both “agreed (3)” and “disagreed (2)” when they were asked whether buying on impulse made them contented. Only 16% percent were contented.

<table>
<thead>
<tr>
<th>Effects of Impulse Buying Behavior</th>
<th>Strongly Agree</th>
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<th>Disagree</th>
<th>Strongly Disagree</th>
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<td>Gives self-contentment</td>
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<td>Spending more money than originally set to spend</td>
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<td>48</td>
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<tr>
<td>Buying more than what is intended to buy</td>
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<td>12</td>
<td>48</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>

Generation X

The survey was answered by 25 people whose ages range from 36 to 55. These respondents were conveniently selected through the researcher’ acquaintances in a social networking site, friends of their parents, and some respondents in the campus.

I end up spending more money than I originally set out to spend. At 48%, a staggering percentage showed that Generation X “agreed (3)” that they usually spend more than what they initially planned. This just shows that even if the respondents’ income were lower than average, they still have money to spend on excess and this is what companies should always target with
this age bracket. These people are more likely to spend more than the original budget because whenever they shop, they think that what they all see are necessities.

“I have faced a situation where I wanted to buy something and end up with a lot of things.” This statement was proven false by Generation X. 56% of them “disagreed (2)” that they don’t end buying a lot of things. It just shows that they know what to prioritize and what to just buy in the future if they have excess money to spend.

“Buying on impulse gives me contentment.” The answers were also divided here. Generation X “agreed (3)” at 36% that it gives them contentment, however, a larger number of respondents “disagreed (2)”, which is at 40%. This just says that some of the people in this age bracket don’t always enjoy the feeling of buying on impulse. It might be because, in the end, they realize that they have something more important to spend on to. They also end up being cut short with their spending plans because what they bought on impulse was not included in their budget.

“Unplanned buying results into difficulty in managing my personal expenses.” This statement was proven true by Generation X. Some of the respondents, who were at 48%, “strongly agreed (4)” that impulse buying would always ruin their spending plans. It could be because they have lesser amount of discretionary income due to different and larger priorities.

**Products usually bought unplanned for Generation Y**

<table>
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<tr>
<th>Products</th>
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<th>Often</th>
<th>Occasional</th>
<th>Rarely</th>
<th>Never</th>
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<th>Frequency</th>
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<td>%</td>
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<td>Books</td>
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<td>6 24</td>
<td>5 20</td>
<td>6 24</td>
<td>6</td>
<td>24</td>
<td>67 2.68</td>
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<td>1 4</td>
<td>8 32</td>
<td>9 36</td>
<td>6</td>
<td>24</td>
<td>57 2.28</td>
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<td>3 12</td>
<td>2 8</td>
<td>16 64</td>
<td>4</td>
<td>16</td>
<td>54 2.16</td>
</tr>
<tr>
<td>Apparel/clothing</td>
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<td>4 16</td>
<td>8 32</td>
<td>6 24</td>
<td>2</td>
<td>8</td>
<td>79 3.16</td>
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</tbody>
</table>
The Generation Y market rarely buy cosmetic products and electronic gadgets on impulse since majority of them doesn’t have the purchasing capability as most of them are still students and fresh college graduates. They usually buy what they need on impulse rather than what they want. The figures below summarizes the product that the Generation Y market usually buys and not.

### Products usually bought unplanned for Generation X

<table>
<thead>
<tr>
<th>Products</th>
<th>Always</th>
<th>Often</th>
<th>Occasional</th>
<th>Rarely</th>
<th>Never</th>
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</table>

More than half (52%) of the population said that they usually buy groceries unplanned. Bearing in mind that Generation X’s priorities greatly vary with Generation Y’s, it is of no surprise that food/groceries are one of the product categories that they would prioritize in their spending. Similarly, these are the products that are more susceptible to impulsive buying act since they consider certain aspects like their children and their basic needs.
With the changing priorities of this generation, they are very unlikely to buy apparel/clothing on impulse. Only 4% of the population said that clothing was the product category they will always buy unplanned. 52% of the population said that they will buy these only if it’s occasional. It just shows that clothing is not of great importance to them, like they would just enjoy window shopping but not being urged to buy anything unless the need arises.

The respondents were asked if electronic appliances were one of the products that they would buy unplanned. The negative answers like “always (5)” at 0%, “rarely (2)” at 48% and “never (1)” at 24%, showed that these are not the types of products that they are likely to buy on impulse. It might be because this generation is already well-established that the no longer feel the need to buy that steam iron or two-door refrigerator or washing machine with dryer or that eco-friendly air-conditioner. Moreover, with an income of PhP 10,000 per month, it is understandable that these products are not within their spending plan.

Are home/kitchen appliances one of the product categories that Generation X more likely to buy? Answers in the graph showed the same results with the question prior to this. “Always (5)” acquired 0%, while responses “rarely (2)” and “never (1)” were at the top of the charts at 40%.

Almost everyone in Generation Y might be at craze with these YA (Young Adult) Fiction Genre books like Divergent, Harry Potter Series, Twilight Saga, The Fault in Our Stars, The Selection Series, and a whole lot more. However, Generation X reflected a dissimilar level of fondness with books. At 48%, respondents said that they would buy books unplanned “rarely (2)” and 0% of them chose “always (5)”. Results showed that Generation X believes that these products are only to be enjoyed by younger ones and with their household duties, one can’t just sit down and sip a coffee at the patio while reading a book.
Cosmetics is a product category that has divided insights from the respondents. 28% said that they would “often (4)” buy cosmetics. Although 32% answered “rarely (2)”, answers of some of the population which is “occasionally (3)” at 20% showed that they are not entirely unanimous. Some would still buy cosmetics for their self-contentment or enjoyment and others just don’t prioritize it.

For personal use category, respondents are more likely to buy on impulse because the researchers believed that it is for their own hedonic pleasure. At 52%, the respondents said that they will “always (5)” buy a product for their own use. Buying something for oneself gives a person a certain amount of satisfaction or it can be a way of rewarding oneself when they have accomplished a goal.
Chapter VI

Summary

The purpose of this study is to research the factors that influence impulsive buying behavior and its effect to generation x and y. This paper aims to help firms/companies in reconstructing their marketing strategy. The researchers conduct an interview and survey. Majority of Gen X said that they usually buy groceries unplanned while in Generation Y are clothing and groceries. The result of the survey is that, majority of generation Y agreed that various schemes (e.g. Buy 1 take 1), Discount prices, Product popularity and Reference group lures them to buy on impulse while in Generation X Various schemes (e.g. Buy 1 take 1), Behavior of a sales person and Discount prices lures them to buy on impulse. Consumers who are adults and are saddled with numerous responsibilities of catering for the family are more prudent in spending than their counterparts who are adolescents. Adult consumers are more concerned about the well being of their children, as such may buy products according to the list drawn, but adolescents who do not have people to feed and take care of, are extravagant in their spending and cannot control their emotions when they come in contact with new and attractive products.
**Conclusion and Recommendation**

Impulse buying behavior normally occurs when people are exposed to different factors that can trigger this kind of behavior such as internal and external stimuli, demographic factors, and some unpredictable situations. External factors such as promotional activities, perceptions of reference groups, or window display prompts the consumer's desire to buy. This occurs usually when inside the mall or shopping centers. Internal factors such as different emotional drive like the feeling of satisfaction and the sudden desire to have the specific product after seeing it are usually associated with the needs of the consumer more than their wants. The best example for this is the people’s most basic need—food. People sometimes buy food on impulse due to sudden feeling of hunger or because of cravings.

The findings of the study indicate that various scheme like buy one take one, behavior of a sales person mostly influence the impulse buying behavior of Generations X. On the other hand, Generation Y also influenced by various schemes but they are more keen to product popularity and are easily swayed by reference group than those who belong in the Generation X segment. In case of pricing factor, it is noticed that products with reduced price is bought as impulse purchase. Also income level of consumers affects impulse purchase of both segment positively.

The Generation Y segment usually buy products they needed for their everyday survival like foods/groceries, and toiletries rather than buying electronic gadgets, and books. Income plays a major part in buying decision. Since the Generation Y segment is mostly students and fresh graduates, they do not yet have the capacity to purchase expensive items such as electronic gadgets and appliances. Their spending depends on their income. However, they still buy on impulse despite of having lower income. Promotional activities do not influence them to buy
impulsively that much. Not unlike discounts and buy 1 take 1 scheme in which the consumer believe that they had save money from buying it.

According to the result of the online survey, majority of the respondents in Generation Y segment got pressured on buying something that result to impulse purchasing because of the insights of the reference group. They make choices based on what's collectively seen as cool. Generation Y is novelty/fashion-conscious consumer can be defined as a shopper who is aware of new styles, changing fashions and attractive styling, as well as having the desire to buy something exciting.

While when targeting Generation X (According to Ruth Klein), they are independent and self-reliant, so don't count on brand prestige alone to court them. The researchers recommend when it comes to promotional activities like advertisement, provide lots of accurate information with your product or service to get their attention, and let them know why your products and/or services are such a good value. They have a high affinity for the brands they trust and are willing to pay a premium for their products, according to eMarketer. However, they are less interested in trying new brands or trying popular brands compared to younger consumers. They are likely to be self-employed professionals who embrace free agency over company loyalty. They value family first. This group is the most price conscious and has low price sensitivity so the researchers recommend when it comes in pricing, give them reasonable prices. Keep the products and messages designed uniquely for their tasks and lifestyles. In terms of communication, Generation X is easy to reach. According to the results of survey, the behavior of sales person affects one's buying behavior, better sales pitch, the higher level of purchase probability, showing them that you know what you are talking about so the researchers recommend to train the sales persons well. The Generation X is not swayed by hype or trends. The researchers recommends to offer discounts or coupons whenever possible, while extolling
the high quality of your product or service since Generation X loves superior quality, although they also love a great deal.

Regarding the store’s characteristics, the owners can choose an appropriate music depending on what they sell. They should also put more effort with the window displays and product displays since the outer part of a shop is the first thing that a customer will see since both segment do not get enticed by product display and merchandising.

To reduce the level of crowdedness, the manager or the owners should train their staff through product knowledge and processes more so that they can maximize their manpower at peak hours.
APPENDICES

Part I. Respondent’s Profile (Interview)

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<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
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<tbody>
<tr>
<td>Aracely Jones</td>
<td>69</td>
<td>Self-employed</td>
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<tr>
<td>Jen Nette Frani</td>
<td>37</td>
<td>Housewife</td>
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<tr>
<td>Maribel Repiso</td>
<td>39</td>
<td>Housewife</td>
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<tr>
<td>Sylvia Baron</td>
<td>37</td>
<td>Self-employed</td>
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Interview Questions:

1. Do you think your income directly affects your impulsive buying capacity?

2. What are the products that you usually buy unplanned?

3. If you are going to buy something that was already planned in the past and you suddenly saw a product that you like, what are you going to buy first? Would you prioritize the one that was planned or the other which is not?

4. What do you feel right after you bought something out of impulse? Were you satisfied or contented? Or did you regret the purchase?

5. Was the product that you bought on impulse a good use to you?

6. What are the factors that influenced you to buy something?
   
   a. Can your reference groups such as peers or family influence you with buying on impulse?
   
   b. What about celebrities, did they have any bearing with your choice?
   
   c. Do discount coupons, buy-one-take-one offers, or a purchase that is going to give you a raffle ticket will influence you to buy on impulse?
d. Do promotional activities such as commercials, online advertisements, or word-of-mouth affect your impulsive buying behavior?

Part II. Survey Questionnaire

Name (Optional):

Age:

Gender:

Occupation:

Income/family income per month:

☐ 10,000 and lower
☐ 10,001 to 20,000
☐ 20,001 to 30,000
☐ 30,001 to 40,000
☐ 40,001 and higher

Product usually bought unplanned:

5 – Always
4 – Often
3 – Occasionally
2 – Rarely
1 - Never
1. Food and grocery

2. Apparel/clothing

3. Electronic appliances

4. Home/kitchen appliances

5. Books

6. Beauty/cosmetic products

7. Personal-use products

Part II. Factors Influencing Impulse Buying Behavior

4 – Strongly Agree

3 – Agree

2 – Disagree

1 – Strongly Disagree

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<tbody>
<tr>
<td>1. Income affects impulse buying behavior.</td>
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<td>2. Discount prices of product affect buying behavior.</td>
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<tr>
<td>3. Various schemes (e.g. Buy 1 get 1 Free) affect your buying behavior positively?</td>
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<td>4. Various promotional activities motivate you to buy products.</td>
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<td>5. Eye-catching window display urges you to enter the</td>
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6. Good display of products in a store attracts your attention.

7. Behavior of sales person affects your buying behavior.

8. Popularity of products increases recall value and helps in unplanned buying.

9. Comments of reference group influence your buying behavior.


Part III. Effects of Impulse Buying Behavior between Gen X and Gen Y

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<tr>
<td>1. I end up spending more money than I originally set out to spend.</td>
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<td>2. I buy more than what I had planned to buy.</td>
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<td>3. I have faced a situation where I wanted to buy something and end up with a lot of things.</td>
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<td>4. Buying on impulse gives me contentment.</td>
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<td>5. Unplanned buying results into difficulty in managing my personal expenses?</td>
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Interviewer: Does your income affect your unplanned buying behavior?

Interviewee: Yes, of course. For example you're going to buy some grocery items that was planned firsthand, but instead of buying them, you'll buy some items that is not included in the budget. In that moment, you will realize that the money that you have is exactly planned just for those grocery items and might feel a little bit cut short because it became a waste of money.

Interviewer: What if your money is not enough? Are you still going to buy it or not?

Interviewee: It depends. If I have extra money, I am going to buy that particular product but if not, then I will just ignore that product even though I wanted it.

Interviewer: What do you usually buy unplanned?

Interviewee: Where? In store? Well, I usually buy coffee since there are many items in the store.

Interviewer: What about in malls?

Interviewee: I'm not always at the mall. Whenever that I'm at the mall, I buy things that are really needed.

Interviewer: What if you planned to buy something then you see an item that you really like, what will you buy? The one you needed or the one you like?
Interviewee: The one I needed. I believe there will come a time that I will have extra money and will be able to buy the product that I wanted. Whenever I buy items, I make sure that I need it.

Interviewer: If you already buy things unplanned, do you buy clothes?

Interviewee: Yes, especially when I have extra money.

Interviewer: Do you regret buying those things?

Interviewee: No, I will not buy it if I don't have extra money.

Interviewer: What usually influences you to buy things?

Interviewee: Sales person has a greater effect in influencing me to buy things. They just approach a customer and pitch a great sales talk. Then, they're going to give you a discount if you buy that particular product, and you end up buying it because of the discount.

Interviewer: Do you think it really affects the probability of you buying that product?

Interviewee: Yes, I think so. Even if the discount is too small, and you like the items that they are selling, there is a high probability that I will buy that product.

Transcript II. Maribel Repiso

Interviewer: Does your income affect your unplanned buying behavior?

Interviewee: Yes.

Interviewer: Do you buy lot of things unplanned?
Interviewee: Yes, especially when there is a promo like Buy 1 Take 1. It makes me grab those things and put them in the cart even if it's not really needed.

Interviewer: What things do you usually buy unplanned?

Interviewee: Clothes, foods and when there is a family bonding, everyone in the family grabs anything in the store needed, whether it is needed or not.

Interviewer: What if you planned to buy something then you see an item that you really like, what will you buy? The one you needed or the one you like?

Interviewee: The one I planned to buy. But I will probably think about buying the one I liked; I might end up coming back to that store the day after. (Laughs)

Interviewer: Do you regret buying those things?

Interviewee: No, I feel happy and contented but it takes a lot of time for me to decide because you know, I use credit card and every cent should be well-spent.

Interviewer: If you never owned a credit card, do you think you will buy things less than what you are buying now?

Interviewee: No. I guess I'm going to buy those things the same as I do today.

Interviewer: You mentioned about Buy 1 Take 1 earlier and how you feel whenever you see those offers, what are the other things that influence you in buying things unplanned?

Interviewee: Others like 50% OFF would really catch my attention. Even commercials, I think it has a great impact on my buying behavior.
Interviewer: Does your income affect your unplanned buying behavior?

Interviewee: Yes, it does. Sometimes, you need to save money for a specific thing but there is also a chance that you are going to see a thing that you really wanted to buy. Then there you are, buying that thing. After buying that, you will feel bad most of the time.

Interviewer: What things do you usually buy unplanned?

Interviewee: I prefer to buy clothes and accessories.

Interviewer: Is there a time that you buy more unplanned than planned?

Interviewee: Always. There was a time that I needed to buy some things for my children, then I saw a thing that I really like, then I'm just going to buy it than what I intended to buy.

Interviewer: What do you feel after buying that product?

Interviewee: Actually, I feel bad. I don’t usually try to check if it fits well on me that's why when I come back home and finally try it on, I feel so bad about that dress that I wanted to sell it to my friends. It might be exaggerated but sometimes I feel like crying, too.

Interviewer: Do you think that the thing you buy unplanned is useful?

Interviewee: No. I am keeping the thing I buy then give it as a gift in some occasions.
Interviewer: What usually influences you to buy things?

Interviewee: Price. Price influences me to buy things. Well, I think celebrities influence me, too, like Maja Salvador or Kim Chiu. If I saw them wearing a certain dress and I saw that same dress at the mall, I will end up finding myself in front of the counter paying for it.

Interviewer: What about discount coupons, Buy 1 Take 1 and commercials?

Interviewee: No. It depends on my mood. When it comes to commercials, it has a greater impact on me.

Transcript IV. Aracely Jones

Interviewer: Does your income affect your unplanned buying behavior?

Interviewee: No.

Interviewer: How much is your income?

Interviewee: Sometimes PhP 2,000 and sometimes PhP 5,000.

Interviewer: What do you buy unplanned?

Interviewee: Soap and shampoo.

Interviewer: What if you planned to buy something then you see an item that you really like, what will you buy? The one you needed or the one you like?

Interviewee: Needs first before wants.

Interviewer: What do you feel after buying that thing?
Interviewee: Normally, nothing, but after buying the product I sometimes regret it.

Interviewer: But do you think it's useful?

Interviewee: Yes, like the soap. It's very useful.

Interviewer: What about discounts?

Interviewee: Of course, I enjoy buying products that are discounted.
REFERENCES

George, P. (2011) Marketing to Gen X and Gen Y

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