

Evaluation of the Influence of Environmental Factors, Personality Traits, Hedonic Consumption and Positive Feeling on Impulsive Purchase

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ABSTRACT

The present research aims to investigate relationship between personality traits, positive feeling, tendency to hedonic consumption and store environment on impulsive purchases of customers. The statistical population of the research included all purchasers of Y as arcade in Tehran. Questionnaire was used for data collection and simple random sampling method was used for picking sample members. Sample size was 267. Correlation and regression were used for data analysis. Results showed that all independent variables influence impulsive purchase of customers.

KEYWORDS: impulsive purchase, store environment, personality traits, positive feeling and tendency to hedonic consumption

INTRODUCTION

Marketers are aware of the importance of impulsive purchases and in a research conducted in 1978 by Belenger and Robert, results showed that about 38% of purchases from stores are impulsive. The present era is the age of ongoing developments and companies are confronted with unprecedented harsh competitive conditions due to factors like unclear borders of markets, fragmentation of markets, short product life cycles and rapid changes in purchase models of customers and increased awareness of customers (Tavanazadeh and Aligholi, 2014). The number of impulsive purchases can be increased by attractive store environment design, product show, and appropriate packaging design and so on. The number of studies conducted on impulsive purchases has been increased over the past decade (early 21st century). Biti and Ferrel (1998) showed that tendency to impulsive purchase is a personality trait. According to this research, individuals can be differentiated from each other. Moreover, increase in income can increase impulsive purchases in stores and it has become a common behavior in purchases. On the other hand, environment and culture and tendency to use pleasing articles and positive feelings can also influence impulsive purchases. Impulsive purchase is a comprehensive concept in consumer behavior and is an important point in marketing behavior (Beatty and Ferrell, 1998). Therefore, a review of research literature and studies conducted in this area reveals that impulsive purchases are vital for both market and consumer. Therefore, the author tries to investigate impulsive purchases and use the results for both markets and consumers. The present research tries to investigate the impacts of several factors on impulsive purchases. In general, if we want to state the importance of the subject, we should use the word marketing and marketing is divided into two general sections: industrial marketing and consumption marketing. Impulsive purchase is a key and basic concept in consumption marketing. The previous studies show that if there is no impulsive purchase, market will fail and a large number of consumption market purchases are impulsive and non-planned purchases. Therefore, it is necessary to study it and identify its different dimensions so that we can manage customers' expectations and suppliers' demands well.

Research theoretical background

1. In 2012, Taheri Kia and Zaeem conducted a research titled "investigation of some factors which affect impulsive purchase tendency". They investigated the impacts of some situational factors (time and money) and individual difference variables (getting pleasure from purchase and tendency to impulsive purchase) on some internal variables like positive and negative feelings, purchase search activities and tendency to do impulsive purchase. They showed that positive and negative feelings influence impulsive purchases and store search increases impulsive purchases.

2. Mahmoudi (2012) conducted a research titled: "socio-psychological impacts and product features impacts on customers' impulsive purchase. In their model, customers' internal variables (emotional and cognitive elements, tendency to do impulsive purchase and pleasing purchase), situational variables (type and price of product) and social variables (normal evaluation) were investigated. The research results showed that normal

evaluation, pleasing purchase, cognitive element of impulsive purchase and product price do not have significant relationship with impulsive purchase behavior.

3. Floh and Madlberger (2014) investigated the role of virtual store atmosphere features on online impulsive purchase behavior. They used stimulant-organism-response (S-O-R) model for presenting their own model. Contents, design and navigation features were dimensions of atmosphere in this research which influenced impulsive purchase via mediating factors like pleasure from purchase and being impulsive. Their results showed that two dimensions of site design and navigation features influence positively on impulsive purchase.

4. Amos et al (2014) used a meta analysis and investigated studies conducted on impulsive purchase. Their results showed that in previous studies, three categories of situational, conditional and socio-demographic variables were investigated in relation to impulsive purchase. Their results showed that situational and conditional variables had higher impacts on impulsive purchase than socio-demographic variables.

5. Thompson and Prendergast (2015) investigated the impact of emotion and personality traits (5 factors model) on impulsive purchase. Their results showed that emotion influences impulsive purchase but it is affected by personality traits. Extroversion, consciousness, and psychological disorder were dimensions which were compatible with impulsive purchase behavior.

Impulsive purchase

The term impulsive purchase refers to a kind of sudden, impulsive, complex, involuntary and unnecessary behavior which is done rapidly and lacks thorough investigation of other options. This kind of behavior has lower excitement and higher precision in comparison with pre-planned purchase (Tavanazadeh, Vazifehdoost and Vaezi, 2014). The term impulsive purchase refers to a kind of sudden, impulsive, complex, involuntary and unnecessary behavior which is done rapidly and lacks thorough investigation of other options. This kind of behavior has lower excitement and higher precision in comparison with pre-planned purchase (Mahmoudi, 2012). Retailers try to encourage impulsive purchase because it contributes to sales a lot. This is done by show windows, products packaging and advertisement instruments in stores. As soon as income increases and purchase ability is improved, impulsive purchase is also increased. In 1997, about 40% of consumers introduced them as impulsive purchasers (Dholakia, 2000). In general in impulsive purchase, decision-making process of purchase is not pre-planned. In fact, it is different from traditional purchase and its stages are not taken in order. Considering the great contribution of impulsive purchases to sales, not only retailers but also sellers of products with low involvement and rapidly-consumed products are also concentrating on attracting impulsive purchasers. This is done via show windows, products packaging and advertisement instruments in stores.

Impulsive purchase from modern viewpoint

It can be said that interest in impulsive purchase has never been so common in developed countries. Twenty-four-hour retailers, telemarketing, direct email, ATMs, credit cards, sophisticated retail merchandising and layout of stores by good atmospheres and designs help impulsive purchase increase. In spite of the importance of impulsive purchase for market and consumers and interest of researchers, findings have not solved several issues. One important issue is the nature and definition of impulsive purchase. The following discussion deals with other basic questions (Vazifehdoost, Rahnama and Mousavian, 2014).

In general, impulsive purchase is linked to ease of purchase. Marketers have tried to facilitate purchase process for purchasers. For instance, stores with the self-service ability, purchase centers for parking cars and 24-hour purchase centers and similar innovations aim to facilitate purchase process. Impulsive purchase is being developed maybe because purchasers have accepted simple methods of purchase (Rook and Fisher, 1995).

Environmental factors

Since consumers tend to purchase luxurious products, store environments should be considered. Postrel (2003) believed that purchase fields try to attract customers by expressing aesthetic aspects of products. Purchase fields are fantastic environments which provide customers with visual entertainments like music, theater andtherefore, store environment is designed in a way in which customers experience a pleasing environment. Some researchers believe that purchase can bring pleasant experience for customers. As it was mentioned before, a purchase without previous intention is in fact a kind of unnecessary purchase or consumption the main target of which is acquiring pleasure and satisfaction. Donovan & Rossiter & Marcoolyn & Nesdale (1994) found that pleasing environments encourage customers to stay more in purchase centers and make purchase without previous planning. Furthermore, they believed that store environment is a stimulant for impulsive purchase (Abdolvand et al, 2011).

Store environment variables

Environmental variables in a store include light and music which can increase purchase. These elements are environmental factors and design factors. Environmental factors can influence customers' purchase and

subconscious. Design factors include visual elements like decoration and coloured stimulants. In addition to the previous elements, advertisements (rewards and auctions) are also stimulants which are regarded as sections of environmental stimulants. These factors are environmental stimulants because they cannot be affected outside of store. Therefore, attractiveness of store and its stimulation must be investigated and individual attempts related to each factor should be studied (ibid).

Personality traits

After one decade when researchers emphasized on impacts of psychological processes and internal features of individuals on purchase, personality traits and emotional factors were regarded. Weinberg and Gootwald (1982) introduced impulsive purchase as a multidimensional behavior. They believed that impulsive purchase is the result of individual features. Further, they added the following items to impulsive purchase concepts: psychological conflict, ignorance of result and impulsive behaviors directed at impulsive purchase approach. Impulsive purchase can be defined as an unplanned and immediate purchase which is the result of sudden emotions. In other words, rapid decision-making in responding to a stimulant which verifies small cognitive consideration and low attention to the result of purchase.

For predicting behavior, we must investigate the mutual impact of environment and individual features. Individual features (like occupation of a customer with a product, extroversion, absence of control, novelty orientation, getting pleasure from purchase) can influence unplanned purchase and tendencies (Kacen and Lee, 2002).

Positive feelings

Feelings which include emotions and temperament is an important factor in consumers' decision-making. Usually, feelings are classified into two categories: positive and negative (a positive feeling may be created via previous temperament of an individual, emotional status, and response to current environmental features like favorable things and sales promotion). Consumers have less problem with purchase decision-making when they have positive feelings. When they are compared with negative feeling, consumers who have positive feelings have more impulsive purchase because they tend to reward themselves, and they have higher levels of energy (Park, 2006). When purchasing, feelings in the store can influence purchase intentions and spending and an individual's perception of quality, satisfaction and value. Moreover, unplanned purchase of clothing satisfies need for social interaction which exists in purchase experience. Therefore, consumers' feelings can be an important index for predicting impulsive purchase in a store. Perceived feeling is an important factor in deciding for purchase. Feeling is usually divided into two contradictory types (positive and negative, for instance) (Vazifehdost, Rahnama and Mousaviyan, 2014).

Feelings or psychological status is recognized as an important factor which influences many variables including impulsive purchase. Positive feelings of an individual are affected by his or her previous temperament and psychological state, his or her effective moods and response to environmental confrontations. Therefore, this variable is a complex partnership between individual and conditional and situational variables. In the present research we emphasize on the environment impact. Although psychological state before purchase is significant in case it is diagnosed by environment impacts (TaheriKia and NokhbehZaeem, 2012).

Tendency to hedonic consumption

Hedonic consumption refers to those behavioral aspects which are related to multi-sentimental, imaginary and sentimental consumption which are affected by benefits like entertainment with having a product and attraction of bargaining and haggling which are two pleasures related to purchase. This shows that purchase experience may be more important than receiving the product (Hirschman and Holbrook, 1982).

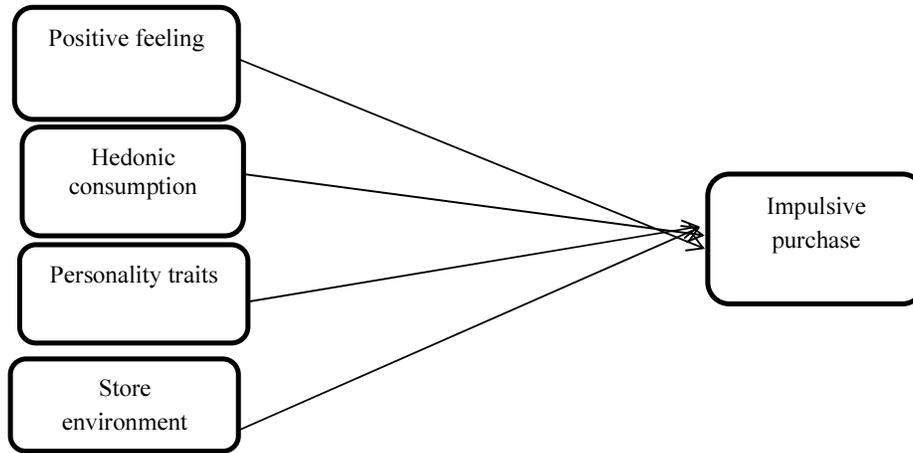
According to consumer's mental involvement profile (CIP) designed by Kapferer and Laurent (1985), pleasure gaining from purchase is one of the five dimensions which can be used for explaining consumer's purchase involvement in a product. They defined this factor as value based upon pleasure with purchase, emotional attraction and ability of a product to provide pleasure and influence on individual (Rahnama, Khoshpanjeh and Heidarzadeh, 2011). Impulsive purchase is very complex in terms of value and it causes conflict in feelings sometimes. This kind of purchase satisfies pleasure value in individual and brings emotion and pleasure in him. Impulsive purchase plays an important role in satisfaction of pleasure-gaining tendencies. This is the role of a mental relational ring between pleasing purchase motivation and impulsive purchase behavior (Heidarzadeh et al, 2011). Chadori and Holbrook (2002) believed that pleasure emotions and feelings are important elements in purchase decisions, provide an explanation for this phenomenon. They proposed that products lie on a spectrum one end of which is profit orientation (profit-based products) and the other end of which is gaining pleasure (pleasure-based products). They believe that gaining pleasure results in brand loyalty (Vazifehdost, Mousavian and Rahnama, 2014).

Since purchase experience aims to satisfy hedonic needs, products which are bought during these circulations are apparently bought without previous planning. This shows an impulsive purchase event.

Impulsive purchase behavior which is concentrated on fashion is stimulated by means of new fashions and brands which direct customers towards hedonic purchase (Goldsmith and Emmert, 1991).

Research conceptual model

The present research model is extracted from (Park, et al., 2006; Jaeha, 2008) model.



RESEARCH METHODOLOGY

The present research is to investigate factors which affect impulsive purchase. It is an applied research in terms of gold. Based on data collection, it is a descriptive study. Furthermore, it is a correlation study in terms of data analysis which was conducted by means of structural equations modeling technique. The statistical population of the research included all purchasers of Yas arcade in Tehran. The following equation was used for determination of sample size because population was not limited and multi-valued variables were present.

Z: standard normal probability value, alpha=error level, p: success ratio, epsilon: exactness. In this research, certainty level was 95% and precision was 6%. Considering the fact that there was no estimate on success ratio, it was equal to 0.5 and sample volume was increased to its maximum.

$$n = \frac{Z_{\alpha/2}^2 \times P(1 - P)}{\epsilon^2} \qquad n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.06)^2} = 267$$

Data collection instrument

Questionnaire was used for data collection in this research. %-point Likert scale was used for scoring. After preparation of the questionnaire, 30 questionnaires were distributed among purchasers as a pretest. Results of Cronbach's alpha coefficient showed that this coefficient was above 0.7 for total questionnaire and all variables (Cronbach's alpha values for variables and total questionnaire have been summarized in table 1). Content validity of the questionnaire was also verified by experts. Therefore, the questionnaire had enough validity and reliability to be distributed among population members.

Table 1. Cronbach's alpha coefficient

Research variables	questions	Calculate d Cronbach's alpha
Impulsive purchase	1-3	0.71
Tendency to hedonic purchase	4-6	0.74
Store environment	8-11	0.76
Personality trait	12-17	0.86
Positive feeling	18-21	0.75

Considering the sample size and the probability of receiving some incomplete questionnaires, 300 questionnaires were distributed for data collection. They were distributed randomly among population members who had been selected by means of simple random sampling. 367 complete questionnaires were received. Table 2 indicates demographic information of respondents.

Table 2: research demographic variables

variable	dimensions	frequency	Frequency percentage
gender	male	122	45
	female	145	55
age	21-30	102	38
	31-40	88	33
	41-50	50	19
	51 and above	27	11
education	High school degree	72	27
	Associate's degree	41	15
	Bachelor degree	109	41
	Master and above	45	17

Data analysis

Investigation of normality of data

Kolmogrov-Smearnov test was used for investigation of normality of data distribution. The results are presented in table 3.

Table 3. results of Kolmogrov-Smearnov test

	Positive feeling	Hedonic consumption	Personality traits	Store environment	Impulsive purchase
number	267	267	267	267	267
Normality parameters					
Mean and standard deviation	3.4352	3.0976	3.4639	3.7652	3.6028
Standard deviation	.63214	.84376	.72211	.63297	.73582
Maximum differences limits¹					
absolute	.108	.103	.112	.135	.088
positive	.095	.092	.098	.132	.081
negative	-.111	-.109	-.121	-.149	-.087
Statistics of test	.103	.101	.111	.156	.083
(Sig)	.000 ^c	.000 ^c	.000 ^c	.000 ^c	.000 ^c

As it can be seen in table 3, all significance numbers are significant. In other words, distribution of variables is not normal. Therefore, we should use non-parametric methods for data analysis.

Research hypotheses test

Spearman correlation test was used for data analysis because data distribution was not normal. The results of the hypotheses test using Spearman correlation coefficient have been summarized in table 4.

Table 4. research hypotheses test

Hypothesis	Correlation coefficient	(Sig)
Positive feeling has a relationship with impulsive purchase.	0.66	0.000
Hedonic consumption has a relationship with impulsive purchase.	0.36	0.000
Personality traits has a relationship with impulsive purchase.	0.57	0.000
Store environment has a relationship with impulsive purchase.	0.51	0.000

An investigation of the research hypotheses show that all hypotheses are supported. Furthermore, positive feeling dimension with a factor loading equal to 0.66 and significance number equal to 0.000 has the greatest relationship with impulsive purchase. Furthermore, hedonic consumption has the weakest relationship with impulsive purchase.

Conclusion and recommendations

Since companies look for higher profits and they should satisfy customers' needs in order to reach higher profits, they should consider consumer behavior in their plans. Different types of purchases are in consumer behavior concept. Planned and unplanned purchases are two categories of purchases. Impulsive purchase

behavior is a secret in marketing world. Retailers and marketers need to know how to excel in obtaining and attracting more impulsive purchase. The results of the present research can help stores attract more impulsive purchase. Results showed that high level of searching in a store and positive environment can increase tendency to impulsive purchase. Therefore, it is recommended that managers of stores pay attention to items like ease of walking in store and appropriate relationship between shelves. Further, some additional facilities can be considered for customers. Individuals who gain pleasure from purchasing have higher tendency to wander in stores. Employees should learn how to deal with customers in order to increase their tendencies to do impulsive purchase. We aimed to investigate the influence of positive feeling, hedonic consumption, personality traits and store environment on fashion-based impulsive purchases. The results can be used both by sellers and researchers. Results showed that positive feeling, hedonic consumption, personality traits and store environment influence impulsive purchase significantly. In other words, the aforementioned factors can increase impulsive purchase.

Sellers should pay attention to customers' feelings when they visit a store because a welcoming experience with visiting a store can result in impulsive purchase. Sellers should pay attention to entertaining, attracting and exciting customers as much as they pay attention to providing good products with appropriate prices. Sellers should strengthen positive feelings of customers and tendency for impulsive purchase by designing store, showing products, packaging products and designing good decorations and way of introducing products to customers. Purchasers who spend a lot of time in stores due to appropriate environment of the stores may also spend more money on purchase and spend more time. Even customers who enter stores without any pleasure may tend to spend more time in the store if the store has an appropriate environment.

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