

ABSTRACT

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Title: A Study of Influence of Personality and Culture on Impulse Buying Behaviour of Consumers

In the face of increasing occurrences of impulse buying, it becomes imperative for marketers and retailers to understand the factors that drive impulse buying. Literature revealed that factors such as age, gender, consumer characteristics such as personality and culture haven't received the research attention they deserve, as also, when studied by different researchers have often led to contradictory findings/ inconclusive results. This presented the motivation for conducting a study to gain better insights into how consumers belonging to different age groups/ gender, having different personality traits or individual cultural orientations differed in their tendencies to buy on impulse.

This thesis contributes to a greater theoretical understanding of impulse buying. A deeper knowledge of impulse buying will offer better insights to marketing practitioners, advertisers, merchandisers, and retailers, about the factors that influence buyer's urges to buy on impulse and their decisions to submit to these cravings. This knowledge can help them to profile their customers, approach them using appropriate marketing strategies, improve their rates in closing the sale, suitably modify the floor and window displays, and design more effective promotions and communication campaigns to appeal to these consumers. As regards the consumers, their knowledge of their own impulse purchase behaviours can help them to

identify and devise better coping strategies when faced with buying urges, and also assist them to rationally delineate their actual desires from temporary urges for instant gratification.

Data collected from 724 adult Indian consumers in the Delhi/NCR region, using snowball sampling technique was analysed using techniques such as Kruskal Wallis Test, Mann Whitney U test, multiple regression, canonical correlation analysis after duly checking for underlying assumptions.

Significant relationships were established between age and gender and cognitive aspects of impulse buying tendency while the affective aspects of impulse buying tendency were found related only to age. Among personality traits, negative valence was found to have a positive, direct relationship with impulse buying behavioural tendency; and emotional stability was found to have an inverse relationship with impulse buying behavioural tendency. Conscientiousness may also be considered to impact the Impulse buying behavioural tendency although the interrelationship was found to be much weaker. Individual cultural values were also found to have a significant relationship with both cognitive and affective impulse buying behavioural tendency. Uncertainty avoidance and Long term orientation were found to suppress Cognitive Impulse buying behavioural tendency. On the other hand, Power distance and Masculinity cultural values promoted affective impulse buying behavioural tendency while Long term orientation suppressed affective impulse buying behavioural tendency.

Lastly, the thesis also presents a discussion of the key findings and a discussion of implications/ recommendations for the retail industry as well as for consumers.