

Exploring Tech Savvy Trait AS A Base for Profiling Impulse Buyers



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Abstract: Impulse buying behavior is a sudden spontaneous urge of the consumer to make unplanned purchase after seeing the product in the retail outlet. Such type of behavior involves purchasing without much thinking. A number of studies have been conducted in the past regarding consumer decision making. This study has its base in the form of tech savvy consumers. Impulse purchase behavior for tech savvy consumers has not been studied much in the past; neither any scale has been developed specifically for such kind of behavior. Numerous technological products are entering the markets now days in our Indian market. Talking about the smart phones or the automobiles etc. loaded with a plethora of latest technological features and also the information technology featured services like net banking, internet of things etc. are also the primary choice and these technical features attract the consumers in the products. This research will open insights about the impulse purchasing behavior of tech savvy consumers and there are some other personality traits also. Using the technique of K means clustering analysis has been done.

Key Words: Impulse buying, Retail stores, Unplanned shopping, Tech savvy innovators

I. INTRODUCTION

This study focuses on the psychographic segmentation of impulse purchasers. Psychographics is the study of people according to their attitudes, aspirations and other psychological criteria. Each and every individual is having their own personality and behavior pattern which is different in every sense. Consumers purchasing behavior is greatly influenced by the psychographic traits. This study will help to identify the influence of different psychographic traits of consumers while making impulse purchases.

A. GENESIS OF IDEA:

After carrying out the literature review it was found that buying impulsively is exhibited by different personality types. Big 5 personality has also been studied but the specific psychographic traits of the consumers that are going to be discussed in the paper have not been studied neither any scale has been designed particularly for such traits. Scales have been designed in general manner.

A. MAJOR FINDINGS:

Three different clusters having dimensions of personalities with regard to impulse buying have been formed. Different clusters have different type of dominating personalities. These clusters are representing the consumer personalities towards their impulse buying tendency.

II. REVIEW OF LITERATURE

Rigorous literature review has been carried out for the research having the psychographic traits of Materialism, Consumer Innovativeness (Tech savvy innovators) and Uniqueness.

MATERIALISM

Materialism is a philosophy that leads the other philosophies related to matter or substance. This belief can be found in human nature especially of those who just loves to prioritize the goods and matter as compared to other things. Materialism in most of the cases represents the status symbol of an individual. The society is abundant of materialists and their materialism. In the present scenario when consumers are competing for better lifestyles due to globalization, digitization and easy availability of numerous foreign brands it is materialism that compels the consumers to buy different goods and materials for their satisfaction. When it comes to buying materialism is a key ingredient. [2] Defined materialism as the importance a person attaches to worldly possessions. [1] Explained materialism as a consumer's value and this value drives the consumer to buy. [3] Recommended that luxury and luxurious items has now booked its place among the middle class Indian consumers also along with the rich ones. [4] found that impulse buyers are high on materialism; if one of these increases the other also responds the same. [5] Resulted that materialism is a predictive index for impulse buying behavior. [6] Found that those impulse buyers who are materialists could go for compulsive purchasing. [7] Expressed that there is a high impact of materialism on impulse buying. Materialistic individuals exhibit a positive attitude towards impulse purchase. [8] Suggested that materialism leads to a loss of self-gratification when it comes to impulse buying as the consumer gets overburdened by debts in enhancing their lifestyles. [9]

Manuscript published on November 30, 2019.

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Found that impulsive buyers are on high on materialism and also suggested that marketers can lure the materialistic consumers by introducing “only for you” type of products so that they can feel pride in possession of such kind of products.

CONSUMER INNOVATIVENESS (TECH SAVVY)

Consumer innovativeness is a thrust that drives the consumer for the consumption of latest and advanced goods. According to consumer behavior innovativeness can be seen in two different forms –The Product Innovativeness and The consumer Innovativeness.

[9] Has found that word of mouth positively influences the new product knowledge as well as well as the information about the new product enhances the impulse buying intention. A number of scales have been designed for the measurement of innovativeness of consumers. [11], [12], [13], [34] but the above mentioned scales lacks in clarity of measurement also some were very domain specific. Most of these scales contain the same type of items. [12] Suggested that individual innovativeness and social innovativeness are the two most interesting areas to be explored among all the scales designed for the measurement of innovativeness. There is no such scale found for the measurement of impulsive purchasing with respect to consumer innovativeness.

NEED FOR UNIQUENESS

Uniqueness is a quality of being different from others. It can also be called as “one of its kind”. In the present era most of the consumers or individuals always want to be get noticed by others. [14] Posited consumer’s need for uniqueness had direct positive influence on impulse buying. This means that customers with low self-control, high demand for uniqueness, strong interest in fashion and great desire for experiencing new things may get deeper involvement in impulse buying than normal people. [15] Has developed a scale and validated it measuring different dimensions for the consumer’s need for uniqueness and reported that consumers looking for a high need for uniqueness as compared to others will be cautious towards popular consumer preferences, will become more familiar with product offerings during their search for unique goods. [16] Has developed a shorter version of the [17] and also validated the cross cultural variance that has never been done before. Scales have been developed and a lot of researches with respect to need for uniqueness has been done but when it comes to the association of impulse buying and need for uniqueness there are no such researches can be found easily in context of Indian market. Using the above mentioned scales the researcher will try to associate the consumer’s uniqueness and the impulse buying.

IMPULSE BUYING TENDENCY

Impulse purchase can be defined as spontaneous, sudden, and unplanned purchase, which results in prohibiting the careful assessment of product and purchase consequences. ([18], [19], [20], [21], [22], [23], [24], [25], [26]). [27] presented the impulse buying tendency with two aspects – Cognitive aspect and Affective aspect. Cognitive aspect deals with the scarce of planning and deliberation while making a purchase, on the other hand affective aspect deals with pleasure feeling and excitement, an urge to buy and

then may regret afterwards. [35] Has acknowledgement the drivers of impulse buying as- New product knowledge, consumer excitement and consumer esteem. [28] Found that individuals who are variety seeking are more prone towards impulse purchases. [29] Explored about the Indian youth and their interest towards impulse buying and found that shopping for enjoyment and sensory stimulants influences impulse purchasing. [30] Has told that in-store factors is one of the major cause of impulse purchase like discount and offer, visual merchandising, trial ability, staff attitude, store design etc. [31] Found that impulse buying is a result of interaction of the various internal and external stimuli. [32] Provided a gist of two of the motivators –Internal motivators and External motivators consisting of eighteen items such as Self discrepancy, Hedonic needs, Mood states, social status, discounts, display, store environment, shelf space etc. [33] has proposed a model depicting that pre-shopping tendency influences directly impulse buying: and the model confirms a higher pre-shopping preparation leads to lower levels of impulse buying.

III. RESEARCH OBJECTIVES:

- 1) To segment the impulse buyers based on their personality.
- 2) To study the extent of impulsiveness among the clusters identified.

PROPOSITION:

- 1) Market can be segmented on the personality of consumers.

IV. RESEARCH METHODOLOGY:

The research involves a mix of qualitative and quantitative research techniques. The sample size of the research is 108. Data has been collected from sample units through mall intercept survey. A total of 120 questionnaires were distributed but only 108 questionnaires were found suitable and free of discrepancies. All the retail outlets are large scale business outlets and the business functions are performed at a large scale. The data has been analyzed using SPSS 20. K means cluster analysis technique has been used for segmenting the consumers. The research is descriptive in nature. ANOVA has also been used for the validation and significance level of the clusters identified.

V. DATA ANALYSIS AND TABLES:

Different scales have been validated using Cronbach alpha.

- 1) The scale for Impulse Buying Tendency (IBT) containing 3 items has been validated in the following table.

Reliability Statistics

Cronbach's Alpha	N of Items
.702	3

Item Statistics

IBT(Impulse Buying Tendency)	Mean	Std. Deviation	N



Impulse buying - i buy without thinking	2.81	1.473	108
I buy what I like without thinking about consequences	3.26	1.449	108
I sometimes buy things because I like buying things rather than I need them	3.19	1.193	108

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.26	10.699	3.271	3

2) Materialism has 4 items that point towards the materialistic nature of consumers towards impulse buying.

Reliability Statistics

Cronbach's Alpha	N of Items
.783	4

Item Statistics

Materialism	Mean	Std. Deviation	N
Luxurious products indulge me to buy	3.37	1.489	108
I prefer buying premium products without thinking much of consequences	3.15	1.359	108
I admire people who buy expensive products instantly	2.74	1.631	108
All luxurious items in my life is a result of unplanned shopping	2.98	1.635	108

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.24	22.764	4.771	4

3) Consumer Uniqueness has 4 items inside it.

Reliability Statistics

Cronbach's Alpha	N of Items
.806	4

Item Statistics

Uniqueness	Mean	Std. Deviation	N
I consider myself as special and different after buying spontaneously	3.46	1.390	108
I can't resist buying a unique dress on shelf	3.30	1.186	108
Products that are special and different attracts me to buy even if not required	3.72	1.515	108
Novel things appeal me to buy instantly	3.81	1.422	108

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.30	19.351	4.399	4

4) Tech Savvy Innovators or Consumer Innovators has 5 items.

Reliability Statistics

Cronbach's Alpha	N of Items
.716	5

Item Statistics

Consumer Innovativeness	Mean	Std. Deviation	N
I don't look for information about new and trending products and used to buy without any calculation	2.43	1.232	108
When I see a new brand on the shelf I am not afraid of giving it a try	3.24	1.558	108
Among my friends I am the first to try (buy) the newly launched products	2.76	1.446	108
I continuously seek for innovative product experiences without thinking much of its utility	3.04	1.207	108
I can't resist buying as I am a tech savvy	2.52	1.336	108

5) The Final Cluster Centers using K means clustering technique and the ANOVA table is as follows.

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Table 5.1

	Cluster		
	1	2	3
Luxurious products indulge me to buy	3	5	2
I prefer buying premium products without thinking much of consequences	3	4	2
I admire people who buy expensive products instantly	2	4	2
All luxurious items in my life is a result of unplanned shopping	2	4	3
I consider myself as special and different after buying spontaneously	2	4	4
I can't resist buying a unique dress on shelf	3	4	3

Products that are special and different attracts me to buy even if not required	3	5	4
Novel things appeal me to buy instantly	3	4	4
I don't look for information about new and trending products and used to buy without any calculation	2	3	3
When I see a new brand on the shelf I am not afraid of giving it a try	2	4	4
Among my friends I am the first to try (buy) the newly launched products	2	4	3
I continuously seek for innovative product experiences without thinking much of its utility	3	4	3
I can't resist buying as I am a tech savvy	1	4	2

Table 5.2 ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Luxurious products indulge me to buy	45.025	2	1.401	105	32.131	0
I prefer buying premium products without thinking much of consequences	31.542	2	1.281	105	24.616	0
I admire people who buy expensive products instantly	57.57	2	1.615	105	35.642	0
All luxurious items in my life is a result of unplanned shopping	30.364	2	2.145	105	14.155	0
I consider myself as special and different after buying spontaneously	32.111	2	1.358	105	23.639	0
I can't resist buying a unique dress on shelf	23.572	2	0.985	105	23.943	0
Products that are special and different attracts me to buy even if not required	22.003	2	1.921	105	11.456	0
Novel things appeal me to buy instantly	22.117	2	1.639	105	13.497	0
I don't look for information about new and trending products and used to buy without any calculation	18.899	2	1.187	105	15.925	0
When I see a new brand on the shelf I am not afraid of giving it a try	45.137	2	1.614	105	27.966	0
Among my friends I am the first to try (buy) the newly launched products	53.134	2	1.119	105	47.492	0
I continuously seek for innovative product experiences without thinking much of its utility	8.906	2	1.315	105	6.774	0.002
I can't resist buying as I am a tech savvy	50.861	2	0.85	105	59.843	0

6)

Distances between Final Cluster Centers

Cluster	1	2	3
1		6.416	3.936
2	6.416		4.549
3	3.936	4.549	

7)

Number of Cases in each

Cluster	
1	38.000
Cluster 2	30.000
3	40.000
Valid	108.000
Missing	.000

VI. CONCLUSION AND RESULTS:

It is found that finally 3 clusters are formed after applying the technique of K means clustering. ANOVA table verifies that all the items are significant and larger the F value the greater is the contribution of the variable in differentiating the clusters. It can be seen from Table no.7 that the very first cluster has 38 consumers, second clusters has 30 respondents and the third cluster has 40 respondents. After analyzing the respondents in different clusters it can be said that

- 1) The first cluster has approx. 35% of the consumers are buying impulsively irrespective of their personality trait. All the three personality traits of Materialism, Uniqueness and Innovativeness are found very low. These consumers are impulse buyers but they buy irrespective of any of the discussed personality trait. For such type of consumers it is very difficult to plan any strategy for marketing so that these types of consumers compel to buy impulsively. These consumers could be called congenial impulse buyers.
- 2) From the second cluster it can be seen that approx. 28% consumers are high on all the three personality types i.e. Materialism, Uniqueness and Consumer Innovativeness (Tech savvy innovators). These consumers are high on every personality trait that we have discussed and for such kind of consumers a marketing strategy can be planned so that they buy more and more impulsively. The third cluster has almost 37% of the consumers and they buy impulsively because of their Tech savvy trait or Consumer innovativeness. This trait has been found high in this cluster while other traits are found negligible. For such kind of consumers more and tech products should

SUGGESTIONS AND PRACTICAL IMPLICATIONS:

28% of the consumers in the retail sectors exhibit impulse buying and these consumers are exhibiting the traits of tech savvy innovators i.e. they always look for new innovative and technological featured products as well as these tech

savvy people are also high in materialism and uniqueness. There is a window of opportunity for retail managers or the practicing managers that they address these consumers by adopting suitable marketing communications so that this group of consumers compels to buy more and more impulsively. Managers can eye upon such consumers who are high on all these three traits and should assort the products according to these Unique Materialistic Innovators so as to generate more and more revenue. The retail managers should focus on such characteristics of the consumers and should keep novelty products that are unique as well as high on technological aspects or innovativeness. Though these consumers are somewhat small in numbers but these types of consumers are the main sources of revenue generation for the retail store. There is also a group of consumers which almost exists for 37% in the market and their uniqueness trait is high. Such consumers consider themselves unique and purchase such items impulsively that are unique. An example may be unique dress on the shelf or may be unique watch. These consumers could be named as Unique Impulse Buyers. Managers in the outlets should focus on placing such type of products at place in order to lure the impulsive consumers from where the access to unique items is easy, it may be near the entrance in the outlet. They could also try by creating a section named as "Only Unique Products" inside the outlet so that the consumer with high uniqueness could get attracted and purchase the products impulsively. Among the impulse buyers a group of consumers about 35% do not reflect any trait whether it is materialism, need for uniqueness and consumer innovativeness. Their exhibit of impulse buying is not influenced dominantly by any of the personality traits considered in this article. The managers in this case are helpless. The retail managers should focus on a market communications strategy for luring such type of consumers who are low on the personality traits and buys irrespective of their personality. Hence 35% is not a small number and is one of the major sources of the revenue generation.

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