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# A Study on Impulse Buying Behavior of Consumers towards D-Mart in Amravati City

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**Abstract:** Impulse buying is an important aspect of consumer behavior, especially in the context of modern retail formats like D-Mart. This study aims to analyse the impulse buying behavior of consumers in Amravati city with a specific focus on D-Mart. The objective is to understand the psychological, social, and environmental factors that influence consumers to make unplanned purchases. A structured questionnaire was used to collect data from a sample of 150 customers visiting D-Mart stores in Amravati. The study investigates the role of factors such as in-store promotions, product display, store ambiance, peer influence, and emotional state of the consumer in triggering impulse purchases. The findings indicate that promotional offers, organized layout, and appealing visual merchandising significantly impact the impulse buying tendencies of consumers. Demographic factors such as age, gender, and income also show a moderate influence on buying behavior. Additionally, time availability and mood were found to be important situational variables. The research provides valuable insights for retailers to optimize store design and marketing strategies to effectively tap into the impulse buying potential of customers. This study contributes to a better understanding of consumer behavior in the retail sector and offers practical implications for enhancing customer experience and increasing sales.

**Keywords:** Impulse buying behavior, Purchase Decision, Demographic Analysis, Retail shopping, Consumer behavior.

## 1. INTRODUCTION

Impulse buying is a significant aspect of consumer behavior, characterized by spontaneous, unplanned purchases triggered by various internal and external stimuli. In today's dynamic retail environment, especially with the growth of large retail chains like D-Mart, impulse buying has gained increased attention from marketers and researchers alike. Unlike planned purchases that involve careful thought and comparison, impulse purchases are driven by emotions, attractive displays, promotional offers, and situational factors that influence consumers at the point of sale. D-Mart, a leading retail chain in India, offers a wide variety of products at competitive prices and is known for its customer-friendly store layout and frequent promotional deals. In cities like Amravati, where D-Mart has established a strong presence, understanding the impulse buying behavior of customers can provide valuable insights for improving marketing strategies and enhancing customer engagement. This study focuses on identifying the key factors that lead to impulse purchases among D-Mart shoppers in Amravati city. It seeks to explore the role of demographic factors such as age, gender, and income, as well as marketing elements like in-store promotions, product placement, and visual merchandising. The study also looks into how mood and social influence impact consumer decisions. The study aims to fill a gap in local consumer research and provide actionable recommendations based on real consumer data from Amravati city.

### Objectives

- To understand the behavior of consumer who make impulse purchase.
- To understand emotional influence on impulsive buying.

### Scope of The Research:

- Analyzes psychological, social, and environmental factors influencing consumers' unplanned buying behavior at D-Mart in Amravati.
- Explores the effect of emotional states like happiness and excitement on impulse purchases.
- Studies the impact of social dynamics, such as shopping with friends or family, on buying decisions.
- Investigates how D-Mart's store layout, promotional strategies, and shopping environment affect consumer behavior.
- Examines demographic factors (age, gender, income) and the cultural context of Amravati to identify local shopping trends.

**Limitations of The Study:**

- Time and cost are the major limitations of the study.
- The study is limited only to Amravati city.
- As the findings are drawn only on the basis of information collected or provided by the respondent's personal bias of the respondents may affect the study.

**2. METHODOLOGY**

This study employs an exploratory research design to explore the phenomenon of impulse buying behaviour among D-Mart customers in Amravati city.

- Research Design: Exploratory
- Sampling Technique: Random sampling was used to select participants to eliminate bias and enhance the generalizability of the findings.
- Sample Size: The study surveyed 100 respondents.
- Data Collection Method: Data were collected using a structured questionnaire, which included close-ended questions to gather insights on consumer behaviour and attitudes.
- Data Analysis Tools: The collected data were analysed using percentage analysis and graphical representation through charts to derive meaningful interpretations.
- Study Area: D-Mart outlets in Amravati city, Maharashtra.

**Review of Literature:**

Ronald E. Milliman (1982) found that the tempo of background music in retail stores can significantly influence customer flow and sales volume. Howard Smith (2004) highlighted how multistore firms benefit from cross-elasticity between their outlets, strengthening market power. Krishnaveni (2006) emphasized quality as a key factor in building consumer loyalty, noting that modern consumers prioritize essentials and gadgets. Muhammad Sabbir Rahman (2012) revealed a strong link between consumer perception and supermarket choice, where age, gender, and income notably influence buying behavior, with age having the most significant effect.

**Hypothesis of The Study:**

- **Null Hypothesis (H<sub>0</sub>):** There is no significant impact of emotions on impulsive buying.
- **Alternative Hypothesis (H<sub>1</sub>):** There is significant impact of emotions on impulsive buying.
- The following two aspects are considered for conducting the chi- square test to examine the association with the topic and its impact.
- Emotional and Non- Emotional Factor
- Purchase made and Purchase Not Made

**TABLE 1.** Observed Table (O)

Influence Type	Purchase Made (O <sub>1</sub> )	Purchase Not Made (O <sub>2</sub> )	Row Total
Emotional Factors	10	2	12
Non-Emotional Factors	65	23	88
			100

**TABLE 2.** Expected Table (E)

Influence Type	Purchase Made (E <sub>1</sub> )	Purchase Not Made (E <sub>2</sub> )
Emotional Factors	9	3
Non-Emotional Factors	66	22

**TABLE 3.** Chi-Square Test

Observed (O)	Expected (E)	(O - E)	(O - E) <sup>2</sup>	(O - E) <sup>2</sup> / E
10	9	1	1	0.111
2	3	-1	1	0.333
65	66	-1	1	0.015
23	22	1	1	0.045
Chi Square Total				0.504

The calculated Chi-Square value is 0.505, which is less than the critical value is 3.841 at 1 degree of freedom and 0.05 significance level. This indicates that there is significant relationship between emotional influence and purchase behavior.

Degrees of Freedom (df) = (2 - 1) (2 - 1) = 1

Critical Value @ 0.05 = 3.841

$$X^2=3.841>0.505$$

**Result:**

- Since  $X^2 < \text{Critical value}$ , so we Reject Null Hypothesis (H0)
- Accept Alternative Hypothesis (H1)
- There is significant relationship between the type of influence (emotional vs non-emotional) and whether a purchase was made.

**Findings:**

- Younger consumers (16–25) dominate impulse buying.
- Discounts and offers are the leading influencers.
- Visual merchandising and store ambiance significantly impact decisions.
- Shopping with companions increases impulse tendencies.
- Emotional states and moods often lead to unplanned purchases and regret.
- Many consumers return impulse purchases, though satisfaction levels remain high.

### 3. CONCLUSION

The study concludes that impulse buying behavior among D-Mart consumers in Amravati is significantly influenced by marketing tactics, store ambiance, and consumer psychology. Understanding these factors can help retailers like D-Mart to better engage customers and increase sales.

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