

ANALYSIS OF CUSTOMER IMPULSE BUYING

by Student's name

Course name

Professor's name

University name

City, State

Date

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From the viewpoint of buyers, making insignificant purchases is a process that does not require much planning and analysis, and as a result, the majority of buyers make purchases spontaneously and impulsively. Marketing specialists, on the other hand, approach the process of making purchases from a scientific perspective in an effort to understand how people buy, why they buy, and how to encourage them to buy. The analysis of consumer impulse buying is, thereby, crucial for marketing specialists who attempt to increase sales rates of a particular product and ultimately encourage customers to buy a product without thinking about it much.

Impulse buying can be defined as purchasing a particular item without planning ahead. According to a study by CNBC, an average consumer in the US spends as much as \$5,400 a year making impulse purchases (O'Brien, 2018). These purchases are usually insignificant; for instance, people often buy a redundant t-shirt, a bag of snacks, or a beverage because they spontaneously wanted it and did not try to resist this urge. Marketing specialists know this well and frequently use this feature of consumers to sell certain goods.

Discounts, bonus value packs, and special offers are major reasons many people buy impulsively. As a study by Xu and Huang suggests, discounts and special offers increase sales to up to 85% when it comes to insignificant and cheap goods (Xu and Huang, 2014). People often buy things they would not consider buying because they are on sale; consumers react impulsively to such special deals and justify these purchases by low prices or benefits. This finding touches on both online and real-life purchases people make, and it is possible to state that most people spend more on what they did not plan to buy than on useful goods.

Some people also make major purchases impulsively; however, there are not so many people who would buy a car spontaneously; hence, the approach with discounts might not work in the case of major goods. On the other hand, most people make plans for buying such

major goods as cars, furniture, or other costly possessions, and for some people, a special offer might be a reason to choose between two products in the same category (Nishanov and Ahunjonov, 2015). That is why the same approach with discounts and special offers might work for major purchases too, yet it is also crucial to understand that people rarely make spontaneous decisions when they make plans for a particular purchase.

Talking about minor purchases, marketing specialists can influence how many impulsive purchases buyers complete on a regular basis by building up efficient advertisements, placing products strategically on shelves, offering discounts, and providing special deals. The analysis of how customers make purchases and what drives them to buy impulsively is the major goal of marketing specialists, who aim at increasing sales rates for a particular product or a brand name. From the viewpoint of marketing specialists, it is essential to create conditions that increase the chances of the buyer to notice a product and make a quick decision to buy it. Placing the product in the right place and giving the buyer a good offer is the best way to do so, it seems.

Creating conditions to increase the chance of a buyer making a spontaneous purchase depends on what is being sold and in which environment. For instance, malls usually place such products somewhere around the most popular goods so buyers notice them in most cases. When it comes to online purchases, the best way to sell a product is to send notifications to customers informing them about special offers or discounts (Nishanov and Ahunjonov, 2015). Thus, sending notifications and emails with special offers are the most efficient ways to ensure the growth of sales rates for minor goods.

In conclusion, impulse buying is the major reason people buy unnecessary goods and spend much more than they plan to. Marketing specialists, on the other hand, benefit from people's impulsive decisions to buy products they do not need. The majority of people do not think much about the purchases they make, especially when these purchases are cheap and

easy to make. Hence, the best way to ensure the growth of sales rates is to lower prices or give buyers a special offer that visually increases the value of the product. Creating the right conditions is also crucial; hence, marketing specialists constantly work on making impulse purchases quicker, more impulsive, and spontaneous so that buyers do not think much about how they spend their money.

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