

FACTORS AFFECTING IMPULSE BUYING BEHAVIOUR

Consumer behavior is interesting, since all people have many roles in individual stages of life and are consumers from the earliest age. Therefore, people in the role of consumers can, from their own experience, carry out a number of conclusions and thus better understand their own and other behavioral behaviors when buying. Studying behavior of consumers, as a separate marketing discipline, began when manufacturers realized that consumers were not behaving and did not always respond in accordance with their expectations. Instead of persuading consumers to buy their products, marketing-oriented companies have concluded that it is a much simpler solution to produce only those products that they previously found through research that consumers want them. The needs and wants of consumers became the main object of their interest. Consumer psychology today is one of the main areas of applied psychology, and its development is closely related to the very beginning of the development applied psychology in the United States.

At the beginning of development, consumer psychology was an integral part of business and industrial psychology, and then differentiated and separated. Today, this branch studies the behavior of a man as a consumer, and considers it two-way communicating the exchange of consumers and producers on the basis of which the producer finds out wishes and needs of consumers.

The relationship with the customer thus acquires partner quality, which becomes a model of behavior in the 21st century. Consumer behavior makes a series of psychological and physical activities undertaken by an individual or a household in the process of selecting, purchasing and consuming products and / or services. This statements refers to the conclusion that consumer behavior involves pre-sale, buying and post-sale psychic and physical activities aimed at meeting specific needs, that is, they are working about behavior that is directed towards a goal. The roles that the consumer has in the process of purchasing are: the buyer, the user and the payer. These roles are of great importance in order to identify consumer's motives and desires.

The first and most important role is that of the user of the products and services to which the product characteristics should match the requirements and expectations of. The payer's role today makes it easy to pay by cards or buy through leasing. The meaning of a buyer is reflected in finding and choosing a product, purchasing or delaying the purchase of its final rating and making a decision. Therefore, the range of factors influences stimulus or restriction on the buyer. These factors are related to one another in three groups: personal

factors, social factors and psychological processes.

Five personal factors are of special significance for consumer behavior. These are: (1) motives and motivation, (2) perception, (3) attitudes, (4) characteristics of personality, value and lifestyle, and (5) knowledge.

Consumers whose primary goals of entering the trade are finding and buying products, feel a higher level of pleasure and excitement than those who do not have such motivation. Although emotions mediate in a number of pre-emptive reactions, they have a lesser impact on initiating purchases, which is much more susceptible to motives than feelings. Also, many examples of manipulation of perceptive marketing processes are known. Sensory characteristics such as color, design, pattern and visual impression make it possible for consumers to create an image of a brand of a product. This picture influences the selection of a particular brand, brand faith or decision to test a new product. Consumer behavior is influenced by numerous external factors that are classified as social, as the consumer lives in a complex environment that affects his behavior. The decision-making process for purchasing is influenced by the following groups of social factors: culture and subculture, social stocks, reference groups, family and situational factors. Consumer decision on how to dress and to behave openly, largely depends on the specificity of the cultural context in which it is born and lives in. The desire for the product concerned can arise from the consumer's observation or contact with other people. The situation factors affecting the behavior of consumers include: the purchase task (the reason why an individual is engaged in the purchase), the social and physical environment, the time of purchase, and the psychological and physical condition of the consumer at the time of making a purchase decision.

Psychological processes that affect consumer behavior include information processing, learning, personal attitudes, and changing attitudes and behaviors. Variables of attitudes and personalities, taken independently, are relatively weak predictors of consumer behavior, while others, often overlooked, and influence consumer choice from the environment rather than the psychological profile of consumers. Therefore, marketing experts must use all available knowledge and skills techniques in order to devise sales strategy, promotion, stimulate perceptive environment, an attractive image of the product, and in that way motivate the consumer behavior. All the situations in which the consumer makes the decisions do not require of the same level of customer engagement.

If all purchasing decisions require intense engagement, purchasing decisions would be an exhaustive process that would not leave much time for other activities. From the ends, from completely pronounced to almost nonexistent product engagement, three specific levels of consumer decision-making are differentiated:

1) Completely planned purchase - the consumer knows exactly what he wants and is willing to buy until he does not satisfy his need (the products and brand are pre-selected). Visit of the store then mostly includes routine browsing of shelves.

2) Partially planned purchase - there is an intention to purchase a particular product, but the choice of the brand is made when purchasing. The final decision now depends on promotional impacts such as lower prices or special looks and packaging.

3) Unplanned shopping - both, and the product and brand are selected at the place of purchase. Purchase can be planned in thought, although the ultimate intention to buy is not verbally or in writing (shopping lists). The appearance of the product itself is a reminder for need and encourages a purchase.

There are cases when the buying happens due to the consumer's strong sense that the product must be purchased. An affectionate state leads directly to behavior, without the person forming an attitude or thinking deeply about the purchase and its consequences. This array of affect through behavior to the attitude is characteristic of a phenomenon called impulsive shopping. Impulsive shopping has spurred the interest of researchers in consumer behavior in the middle of the last century. In response to this interest, significant efforts have been made to define it as best as possible. Early studies considered impulsive shopping as a very similar unplanned shopping. The type of impulsive purchase that is easiest to distinguish is pure impulsive shopping. It is a real impulsive shopping that breaks the normal pattern of buying behavior and rarely appears.

The planned impulse purchase is equal to Nesbit's understanding of the phenomenon, that is, it occurs when the buyer enters the trade with some specific with the goal, but also with the expectation and the intention to make other purchases that depend on special ones prices and amenities. After the customer sees a product and reminds the need behind him, there comes a subtle impulse purchase. Finally, incentive impulsive shopping occurs when the customer sees the product for the first time and reflects the need for it. Incentive shopping is different from being reminded that the customer has no prior knowledge of the product that would help him in the purchase.

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