



24. Exploring Consumer Impulsive Buying Behaviour in Food Retail Chains in Chennai City - (A Study with Special Reference to KFC and Domino's Retail Food Outlets)

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ABSTRACT

This study delves into consumer impulse buying behavior in KFC and Domino's outlets in Chennai.

It examines emotional triggers, product display, brand loyalty, social influence, decision-making processes, social context, experience-driven decisions, and brand value assessment. By investigating these factors, the study uncovers the drivers behind impulsive purchases.

Findings offer valuable insights for marketers and managers to tailor strategies that resonate with consumer preferences, thereby enhancing sales effectiveness in the dynamic landscape of food retail chains.

KEYWORDS

Impulse buying, Food retail chains, Consumer behavior, KFC, Domino's.

Introduction:

In the dynamic landscape of consumer behavior research, understanding impulsive buying behavior stands as a crucial pillar in decoding consumer preferences and tendencies. Impulsive buying, characterized by sudden, unplanned purchases driven by emotions or situational cues, holds significant implications for marketers and retailers, particularly in the context of the food industry (Tirelli, C., & Pilar Martinez-Ruiz, M. (2014)). As consumer preferences evolve and retail environments become increasingly competitive, comprehending the intricacies of impulsive buying behavior becomes imperative for sustaining and enhancing business performance.

In this study, we delve into the realm of consumer impulsive buying behavior within the food retail chains of Chennai City, focusing specifically on two prominent players: Kentucky Fried Chicken (KFC) and Domino's Pizza. Chennai, the capital city of Tamil Nadu in India, serves as a compelling backdrop for this research due to its diverse consumer demographics, rapidly growing urbanization, and burgeoning food retail sector. By examining impulsive buying behavior in these establishments, we aim to shed light on the underlying factors that drive spontaneous purchases in the realm of fast-food consumption.

The choice of KFC and Domino's Pizza as focal points for this study is strategic, considering their widespread presence, established brand recognition, and varied menu offerings catering to diverse consumer preferences. These multinational chains have not only penetrated deep into the urban fabric of Chennai but also exert significant influence over consumer choices in the fast-food segment. By dissecting impulsive buying behavior within these establishments, we aim to uncover nuanced insights that can inform marketing strategies, operational decisions, and consumer engagement initiatives.

The phenomenon of impulsive buying is deeply intertwined with psychological, sociocultural, and situational factors, making it a multifaceted subject of inquiry. Psychological theories such as the arousal theory, the affect-as-information theory, and the self-regulation theory offer valuable frameworks for understanding the cognitive processes and emotional triggers that underpin impulsive purchasing decisions (Elfenbein, H. A. (2007)). Moreover, socio-demographic variables, including age, gender, income, and cultural background, play a pivotal role in shaping consumer responses to impulsive buying cues within retail environments (Nguyen, H. P., & Youssef, E. (2006)).

Chennai City, with its vibrant blend of tradition and modernity, provides a fertile ground for exploring the interplay of these factors in influencing impulsive buying behavior. As consumers navigate through the bustling streets adorned with food outlets, they encounter a myriad of stimuli ranging from tantalizing aromas and vibrant displays to promotional offers and social influences. Understanding how these stimuli interact with individual predispositions and situational contexts to spur impulsive buying decisions is paramount for both academic inquiry and practical applications in the marketing domain.

In essence, this study seeks to contribute to the existing body of knowledge on consumer behavior by offering empirical insights into the phenomenon of impulsive buying within the context of food retail chains in Chennai City. By unraveling the complexities of impulsive buying behavior and its determinants, we aim to provide actionable

recommendations for marketers, retailers, and policymakers to enhance consumer experiences, optimize business strategies, and foster sustainable growth in the fast-paced world of food retailing.

Review of Literature:

Anisa, N. A., Arifin, S., Setyowati, L., Hidayah, N., and Megasari, A. D. (2020): Examined how financial literacy impacts impulsive buying among young adults in the Y generation. Analyzing data from 142 university students, it finds a negative relationship between financial literacy and impulsive buying behavior. Higher financial literacy correlates with lower impulsive buying, emphasizing the significance of financial education in reducing impulsive purchases among young adults.

Ayub, R., and Zafar, M. (2018): Analyzed how different store tactics, like window displays and sales promotions, influence impulse buying. It finds that these tactics have a big impact on shoppers' impulse buying behavior. This information is useful for stores and policymakers to create strategies to attract and keep customers. In the future, more research could explore impulse buying in other cities in Pakistan to understand shoppers better.

Darmawan, D., and Gatheru, J. (2021): Evaluated in understanding impulsive buying behavior in the marketplace. Analyzed that in Indonesia the e-commerce platform has been growing rapidly and online trading transactions are also increasing and becoming a trend. The study included 100 participants selected through purposive sampling, all of whom were online shoppers. Examined how security, convenience, and confidence impact impulsive purchasing options and concluded that security strongly influences impulsive buying behavior, while ease of use and trust and collectively these three factors impact impulsive buying behavior on Shopee.

Farid, D. S., and Ali, M. (2018): The research is about the effects of personality on impulsive buying behavior: Evidence from a developing country. The review explores personality traits' influence on impulse buying in Pakistan, a relatively under-researched area. With data from 400 participants, it highlights significant impacts of Openness, Extraversion, Conscientiousness, and Neuroticism, while Agreeableness shows no effect. These findings offer practical insights and theoretical advancements, concluding that personality plays a crucial role in understanding impulse buying behavior.

Imam, F. (2013): Diagnosed gender differences in impulsive buying and post-purchase cognitive dissonance with incentives. 72 customers from the Metro shopping center participated in two phases of data collection. Female customers experienced greater post-purchase cognitive dissonance with marketer-provided incentives. Notably, working women reported lower post-purchase regrets compared to non-working women. These findings align with cognitive dissonance theory.

Iram, M., and Chacharkar, D. Y. (2017): The study addresses the rise of impulse buying driven by technological advancements, emphasizing the importance of examining diverse factors beyond mere purchasing actions. By developing a model that connects consumer behavior patterns, urge management, decision-making processes, and external influences, it offers a comprehensive understanding of impulse buying dynamics.

Shahpasandi, F., Zarei, A., and Nikabadi, M. S. (2020): This study surveyed 635 Iranian Instagram users to explore how hedonic browsing and flow impact their cognitive and affective experiences, as well as impulse buying behavior. Results showed that hedonic browsing positively affects flow, which enhances cognitive and affective shopping experiences. These, in turn, positively influence impulse buying. The findings suggest strategies for improving online customer engagement through cognitive and affective factors.

Sirisha, B., Babu, M. K., and Rao, K. M. (2015): Conducted research on Impulsive Buying Behavior which is an unplanned decision-making process executed just before purchasing a product. Focused on identifying the impulsive purchasing behavior of consumers towards fast foods. The study focused on the influence of display, menu cards, fast-food environment, money, and time on the consumer's purchasing behavior and concluded that all the factors mentioned above correlate with impulsive buying.

Sofi, S. A., and Nika, F. A. (2016): This study investigates how personality affects impulsive buying behavior in consumers. Analyzing data from 630 participants in Jammu and Kashmir, it finds that personality significantly influences both positive and negative aspects of impulsive purchases. Additionally, specific personality dimensions are identified as positive or negative influences of buying tendencies. These findings provide valuable insights into understanding consumer behavior in impulsive buying contexts.

Research Gap:

The existing body of knowledge exhibit that there are many studies has been conducted on impulse buying behaviour in various industries. There is a gap need to be fulfilled that, exploring the factors contributing for the impulse buying behaviour of selected retail food outlets in the Chennai city.

Objectives of the Study:

To determine the underlying dominant dimensions that Influencing Impulsive Buying behavior of consumers in food retail outlets with reference to KFC and DOMINOS in Chennai.

Research Methodology of the Study:

The present study adopted empirical research design to investigate the perception on impulse buying behavior of selected retail food outlet customers residing in Chennai city. The non-probability convenience sampling technique was adopted to gather the primary respondents from selected retail food outlets in Chennai city of Tamil Nadu using online survey.

The sample size of 201 was finalized after the elimination of incomplete responses and responses not suitable for empirical investigation. The results of the pilot study helped to eliminate the variables secured less Cornbach's Alpha Values (i.e.< 0.500).

Results and Discussion:

The primary data collected were subjected to data collection using SPSS Version 27.0 and the statistical tools such as, simple frequency distribution and factor analysis has been applied to understand the underlying dimensions of impulsive buying behavior.

The frequency distribution shows that several key insights into consumer demographics, preferences, and behaviors regarding food retail outlets, specifically focusing on KFC and Domino's. The data indicates a predominant male presence among respondents, with a significant portion falling below the age of 30. Furthermore, a majority of respondents are unmarried, belong to nuclear families, and hold undergraduate degrees. In terms of income, a notable proportion earns between Rs. 10,000 to Rs. 30,000 per month, and a significant portion are students. Cash remains the preferred mode of payment, and most respondents reside within a 1–2-mile radius from the outlets, where parking availability is limited. Despite navigation challenges, KFC emerges as the preferred food retail shop, followed closely by Domino's. Additionally, the frequency of visits to these outlets varies, with a substantial portion visiting rarely, indicating a diverse consumer engagement pattern.

Table 1: Reliability Statistics

Cronbach's Alpha	No of items
.856	28

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.791
Bartlett's test of sphericity Approx. Chi-Square	1251.943
df	378
Sig.	.000

The table 2 shows KMO and Bartlett's test value of 0.791 and Chi-Square value of 1251.943 of Bartlett's test of Sphericity at df—378 with Sig. A value of 0.000 indicates that the factor analysis can be applied to 28 IBB variables.

Table 3: COMMUNALITIES and MSA

VARIABLES	COMMUNALITIES	MSA
Frequency of promotional campaigns.	.635	.562
The magnitude of discounts offered.	.774	.696
Reach and effectiveness of advertisements (e.g., TV, social media, billboards).	.643	.737

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VARIABLES	COMMUNALITIES	MSA
Timing of promotions (e.g., lunch specials, happy hour deals).	.607	.790
The perceived value of promotional offers compared to competitors.	.678	.758
Proximity of impulse items to checkout counters.	.512	.858
Visibility of promotional displays or signage.	.520	.843
Positioning of high-margin items on menu boards or in-store displays.	.659	.786
Rotation of featured products or specials.	.542	.811
Accessibility of impulse items compared to regular menu items.	.758	.756
Several peers were present during the dining experience.	.594	.804
Peer pressure tactics are employed by friends or family members.	.596	.846
Social media influence (e.g., viral trends, influencer endorsements).	.559	.894
Perceived social norms related to indulgence or treat consumption.	.693	.834
Group dynamics and the influence of group decisions on individual behavior.	.407	.866
Mood state of the consumer (e.g., happy, stressed, bored).	.509	.774
Emotional triggers from advertising or sensory cues (e.g., smell of food).	.661	.763
Level of impulse control or self-regulation.	.624	.865
Perception of scarcity or urgency (e.g., limited-time offers).	.763	.744
Cognitive biases such as loss aversion (Pain of losing) or anchoring (relying too heavily on the first piece of information) effects.	.682	.748

VARIABLES	COMMUNALITIES	MSA
The frequency of past purchases at KFC and Domino's forces me to buy different foods.	.698	.756
Degree of emotional attachment to the brand.	.769	.754
Willingness to pay a premium for branded products.	.729	.778
Perception of brand reliability and consistency.	.728	.726
Dietary restrictions or preferences (e.g., vegetarian, gluten-free) are made to buy impulse food.	.618	.835
Preference for certain flavors or ingredients.	.522	.818
Willingness to try new menu items or specials.	.622	.827
Perceived value-for-money of different food options.	.608	.801

Extraction Method: Principal Component Analysis

The table 3 reveals that IBB variables have communalities and MSA ranging from 0.407 to 0.774 and 0.696 to 0.866.

Table 4: Factor Loading of Impulsive Buying Behaviour Variables

Factors	Rotated Component Matrix	
	IBB variables	Factor Loading
	Provoke of Emotional Factors (PEF) (8.104)	Emotional triggers from advertising or sensory cues (e.g., smell of food).
	Level of impulse control or self-regulation	.665
	Mood state of the consumer (e.g., happy, stressed, bored).	.628
Display of products factor (DPF) (7.484)	Positioning of high-margin items on menu boards or in-store displays.	.720
	Rotation of featured products or specials.	.638
Brand Loyalty and Preferences Factor (BLPF) (7.268)	Willingness to pay a premium for branded products.	.803
	Degree of emotional attachment to the brand.	.801
	Preference for certain flavors or ingredients.	.544
Social influence factor (SIF) (6.893)	Perceived social norms related to indulgence or treat consumption.	.737

Factors	Rotated Component Matrix	
	IBB variables	Factor Loading
	Perceived Value Factor	Perceived value-for-money of different food options.
	Social media influence (e.g., viral trends, influencer endorsements).	.532
Consumer decision-making factor (CDMF) (6.193)	Timing of promotions (e.g., lunch specials, happy hour deals).	.759
	Cognitive biases such as loss aversion (Pain of losing) or anchoring (relying too heavily on the first piece of information) effects.	.616
Social context and availability factor. (SCAF) (5.987)	Several peers were present during the dining experience.	.618
	Accessibility of impulse items compared to regular menu items.	.617
	Frequency of promotional campaigns.	.538
Experience purchase decision factor (PEPDF) (5.802)	Dietary restrictions or preferences (e.g., vegetarian, gluten-free) are made to buy impulse food.	.701
	The frequency of past purchases at KFC and Domino's forces me to buy different foods.	.628
Novelty and urgency factor (NUF) (5.774)	Perception of scarcity or urgency (e.g., limited-time offers).	.816
	Willingness to try new menu items or specials.	.625
Brand value assessment factor (BVAf) (4.875)	Perception of brand reliability and consistency.	.812
	The magnitude of discounts offered.	.786
	The perceived value of promotional offers compared to competitors.	.565
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 27 iterations.		

Tables 1 to 4 shows that KMO measure of Sampling Adequacy Value of 0.791 and Chi-square value of 1251.943 at degrees of freedom of 378 with P-Value of <0.001 in Barlett's Test of Sphericity proves that factor analysis can be applied for all the twenty-seven Impulsive Buying Behaviours (IBB) variables. Ten factors have been extracted out of Twenty-seven variables and they explain 63.145% of the variance in the Impulsive Buying Behaviours (IBB) variables. Thus, all the perception variables have been reduced to ten independent factors and the most dominant factor is Provoke of Emotional Factors (PEF) (8.104), followed by Display of Products Factor (DPF) (7.484), Brand Loyalty and Preferences Factor (BLPF) (7.268), Social Influence Factor (SIF) (6.893), Perceived Value

Factor (PVF) (5.143%), Consumer Decision-Making Factor (CDMF) (6.193), Social Context and Availability Factor (SCAF) (5.987), Experience Purchase Decision Factor (PEPDF) (5.802), Novelty and Urgency Factor (NUF) (5.774), and Brand Value Assessment Factor (BVAf) (4.875) in their order of dominance.

Implications and Conclusion:

Impulse buying typically arises from a combination of external and internal stimuli. External stimuli are tactics employed by food establishments to prompt impulse purchases, such as enticing menu displays, well-decorated stores, and prominently showcased promotional offers. The aim of this study is to ascertain whether visual cues, enticing aromas, and the availability of funds significantly influence impulse buying behavior.

The findings of this study indicate that various elements of visual display, including menu cards, product displays, and overall store presentation, play a pivotal role in steering customers towards impulse purchases rather than planned ones. Furthermore, sensory cues, such as tantalizing aromas emanating from food items, contribute significantly to the likelihood of impulse buying. Additionally, the availability of disposable income or ready access to funds emerges as another influential factor, further facilitating impulsive spending behaviors among consumers.

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