



Unveiling the Power of Persuasion: Analysing the Impact of Contemporary Advertising Strategies on Spontaneous Purchases in the Suzuki Showroom Experience

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ABSTRACT

This research paper “Unveiling the Power of Persuasion: Analysing the Impact of Contemporary Advertising Strategies on Spontaneous Purchases in the Suzuki Showroom Experience”. Type of this research is descriptive type using Likert scale, 120 samples were collected from Quintus tech solution, Namakkal. In this research simple random sampling is used and the tool used here is percentage, Correlation, Chi Square. After collecting the data from the people, it was verified and analysed by using the above-mentioned techniques to study how customers are buying the bikes in showroom. Key variables such as emotions, cognitive biases, situational cues, and demographic factors are examined to understand their impact on impulse buying tendencies. Additionally, the role of showroom layout, product placement, and sensory marketing techniques in influencing impulsive purchasing behaviour is explored. Findings from this research provide valuable insights for showroom managers and marketers to optimize strategies aimed at stimulating impulse buying and enhancing the overall retail experience. Moreover, the study contributes to the broader literature on consumer behaviour by advancing our understanding of the intricacies involved in showroom-based impulse buying.

Keywords: *impulse buying, consumer behaviour, retail environment, psychological triggers.*

I. INTRODUCTION

Impulse buying, the impromptu purchase of goods or services, is a common consumer behaviour that often occurs without forethought or deliberate planning. This spontaneous decision-making is typically influenced by emotions, advertisements, or peer pressure, rather than rational evaluation of need or budget constraints.

Understanding the psychology behind impulse buying is crucial for both consumers and businesses seeking to navigate the complexities of modern retail environments. Impulse buying refers to the act of purchasing items spontaneously, without prior planning or consideration.

II. OBJECTIVES OF THE STUDY

- Incentive buying is primarily aimed at increasing spontaneous purchases and driving up revenue.
- This will give us a clue as to whether buying impulsively has any effect on purchasing behaviour.
- To determine whether the respondent's income is correlated with impulse purchasing.
- In order to determine the relationship between the respondent's gender and impulse purchasing.
- To provide general information on the impulse purchase of Jaya Suzuki.

III. REVIEW OF LITERATURE

Gogoi and Shillong (2021) identified that impulsive shopping in addition to having an emotional content can be triggered by several factors, including: the store environment, life satisfaction, self-esteem, and the emotional state of the consumer at that time They believed that impulse purchases can be stimulated by an unexpected need.

Sohn and Ko (2021) argued that although all impulse purchases can be considered as unplanned, not all unplanned purchases can be considered impulsive. Unplanned purchases may be made simply because the consumer needs to buy a product, but for any reason, the shopping list has not been drawn up in advance.



Park, S. (2019) Examining the role of online reviews and word-of-mouth communication in shaping impulse buying behaviour, this research explores how consumer opinions and recommendations influence purchasing decisions in two-wheeler showrooms.

IV. RESEARCH METHODOLOGY

The plan or framework used to carry out the research study shall be defined as a research design. The overall approach and methods used to collect and analyse data for the purpose of answering research questions or testing hypotheses shall be defined. A descriptive research method has been used in this paper. The purpose of this

study is to analyse the customer's perception on the dimension of service quality. In order to analyse the overall perception of customers at the Jaya Suzuki showroom, it is therefore necessary to adopt a Descriptive Research Design.

V. DATA ANALYSIS & INTERPRETATION

The data analysis about the demographic variable is majority of the respondent's gender are Male and the majority of the respondents age group falls under 26- 35 years, the majority of the respondents are Private Employee, the majority of the respondent's income are 31000-40000.

5.1 CHI-SQUARE ANALYSIS

Age and Appealing packaging influence my impulse buying behavior

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	21.06	12	0.049
Likelihood Ratio	15.85	12	0.198
Linear-by-Linear Association	.03	1	0.856
N of Valid Cases	115		

Inference

According to the table below: 5.1.1, it was found that Pearson Chi Square's significance is 0.049 which is lower by 0.05). Therefore, null hypothesis H0 is rejected and alternative hypothesis H1 has been accepted. Accordingly, it is concluded that my impulse buying behaviour was influenced by the age of the respondent and appealed packaging.



Gender and I feel guilty after making impulse purchases in showrooms

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	14.41	8	.072
Likelihood Ratio	15.78	8	.046
Linear-by-Linear Association	.03	1	.858
N of Valid Cases	115		

Inference

The Pearson Chi Square significant value was found to be.072, which is higher than 0.05, according to Table 5.1.2. Therefore, the null hypothesis. H₀ is accepted and an alternative hypothesis H₁ is dismissed. Accordingly, it is inferred that when I make impulse purchases at the shops, there is no strong correlation of gender to feelings of guilt.

Occupation and the presence of salespersons influences my impulse buying decisions

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	22.36	9	0.034
Likelihood Ratio	20.96	9	0.051
Linear-by-Linear Association	12.09	1	0.001
N of Valid Cases	115		



Inference

The Chi Pearson Square significant value was found to be 0.034, which is less than 0.05 in Table No: 5.1.3. Therefore, the null hypothesis H0 and an alternative hypothesis H1 have been ruled out. Consequently, a significant relationship between employment and the presence of sales representatives was found to influence my impulse purchasing decisions.

5.2 CORRELATION

The layout and organization of the showroom influence my impulse buying behaviour and the ambiance of the showroom affects my likelihood of impulse purchasing

		The layout and organization of the showroom influence my impulse buying behaviour	the ambiance of the showroom affects my likelihood of impulse purchasing
the layout and organization of the showroom influence my impulse buying behaviour	Pearson Correlation	1.000	.606
	Sig. (2-tailed)		.000
The ambiance of the showroom affects my likelihood of impulse purchasing	Pearson Correlation	.606	1.000
	Sig. (2-tailed)	.000	

Inference

From the correlation table 5.2.1, it can be seen that the correlation coefficient value is .606 which lies in the Moderate correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between the layout and organization of the showroom influence my impulse buying behaviour and the ambiance of the showroom affects my likelihood of impulse purchasing.



The novelty of products encourages me to make impulse purchases and the novelty of products encourages me to make impulse purchases

		The novelty of products encourages me to make impulse purchases	The novelty of products encourages me to make impulse purchases
The novelty of products encourages me to make impulse purchases	Pearson Correlation	1.000	.385
	Sig. (2-tailed)		.000
The novelty of products encourages me to make impulse purchases	Pearson Correlation	.385	1.000
	Sig. (2-tailed)	.000	

Inference

The correlation coefficient is 0.385 in the low correlation area since P value $0.00 < 0.05$, and we are going to accept an alternate hypothesis from Table 5.2.2. It is concluded that I tend to make impulse purchases when I feel bored, and statistically significant correlation exists between the novelty of products and my propensity for making impulse buys.

I feel guilty after making impulse purchases in showrooms and the appearance and aesthetics of the bike influence my impulse buying decisions

		I feel guilty after making impulse purchases in showrooms	the appearance and aesthetics of the bike influence my impulse buying



			decisions
I feel guilty after making impulse purchases in showrooms	Pearson Correlation	1.000	0.364
	Sig. (2-tailed)		.000
the appearance and aesthetics of the bike influence my impulse buying decisions	Pearson Correlation	0.364	1.000
	Sig. (2-tailed)	.000	

Inference

From the correlation table 5.2.3, it can be seen that the correlation coefficient value is 0.364 which lies in the low correlation region Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between I feel guilty after making impulse purchases in showrooms and the appearance and aesthetics of the bike influence my impulse buying decisions.

VI. CONCLUSION

The study aimed to analyse the customer buying behavior and impact of impulse buying on them. 120 samples were taken for the researchh and data was collected through a self-administrated questionnaire across the customers of Jaya Suzuki showroom by simple random sampling method. It was found that customers are satisfied with the services and products offered by the showroom that showroom to its customers. Also, it was evident from the study that the impulse buying has a major impact on customers buying products.

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