

Ma Toan Thang Turnitin

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Submission date: 20-Feb-2024 03:30PM (UTC+0800)

Submission ID: 2299473967

File name: Ma_Toan_Thang_Turnitin.doc (256.5K)

Word count: 5038

Character count: 28637

Factors affecting consumers' impulse buying behavior in Thai Nguyen city, Vietnam

| Ma Toan Thang |

PhD candidate at Thai Nguyen
University of Economics and
Business Administration

thangmatoan@gmail.com

ABSTRACT

The study uses primary data collected from a structured survey of 300 customers at supermarkets and shopping malls in Thai Nguyen city, Vietnam. Using the exploratory factor analysis and a multiple regression model, the study analyzed factors affecting consumers' impulse buying behavior. Results show that five main factors having significantly positive impacts on impulse buying behavior of customers in Thai Nguyen city include availability of time and money, music and promotions, shopping enjoyment tendency, in-store factors, and surroundings. However, the findings on impulse buying tendencies and personality traits are inconclusive, as they show the expected positive signs but do not have a statistically significant impact. This means that while these factors may have a theoretical impact on impulse buying, their practical significance in this specific context remains uncertain. Understanding factors affecting consumers' impulse buying behavior helps the enterprises to design strategies and measures to encourage impulse buying among their customers.

KEYWORDS

Impulse buying behavior; consumers; multiple regression model; impact; Vietnam

INTRODUCTION

Since promoting international economic integration, the number of Vietnamese people in the middle-income class has increased sharply. This results in an increasing demand of goods consumption, expanding the market demand for retail industry. According to the report of Deloitte (2019), the retail industry has reached the highest annual growth rate of 10.97 percent in the period from 2013 to 2018. The total retail sales of goods in Vietnam was 4,202.5 trillion VND in 2021 (GSO, 2022). The increasing consumer demand along with government policies encouraging the attraction of foreign investors in this industry are among the major motivations to compete toughly between domestic businesses and foreign-own business to gain customers' market share. They ought to implement simple marketing strategies, including enhance service quality and product quality, but they also conduct comprehensive researches on consumers' interests and psychology to set up suitable business strategies and to achieve the highest profit. One of a widely discussed and recognized phenomenon is impulse purchasing behavior of consumers. Since impulse purchasing is reactive behavior as well as a significant aspect when planning marketing strategy, it is necessary for retail businesses to know the factors that motivate the behavior of impulse purchasing of consumers to enhance their competitiveness.

Impulse buying has been widely considered as a widespread style of consumption. Impulse buying happens when a consumer buy something without intention to buy that item before going to the shopping centers (Rook, 1987). Results from a research conducted by Dawson and Kim (2010) reveal that half of all consumers usually purchase goods without their initial intention. With the boom of e-commerce, the convenience of credit cards,

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