

## **PROJECT MANAGEMENT – DEALING WITH IMPULSE BUYING**

Glennard Yale

### **ABSTRACT**

A whole new understanding in the area of social commerce has been introduced recently. It is more commonly known as daily deals. A lot of new studies and research have been established for over 50 years regarding the idea of impulse buying. However, there have been subsequent studies on the concept behind impulse buying, as viewed in the particular aspect of every day deals. This research digs deeper on the additional element to the understanding behind impulse buying, particularly focusing on searching answers to some of the most intriguing questions involving the customers' motivations in purchasing offers daily out of impulse. The procedures that are used in this process is considered as self-administered, which means that the research questions are answered regarding the motivations of customers on daily deals. This is applicable on both the cognitive and affective motivation for purchase. This also applies as a valid comparison in between the involved behaviors in the manner of traditional purchasing as well as those that are directly involved in the daily deals. The consumers are encouraged to save money by receiving discounts as compared to experiencing the enjoyment they actually feel when taking advantage of daily deals. More importantly, there are also creative links that exist in between the standard buying behaviors among the different

consumers, including those that involve the daily deals, most especially when it comes to impulse buying.

## INTRODUCTION

Taking the situation on a literal level, walking around a shopping district filled with stores that offer interesting items exposes customers to a whole lot of offers. There are a lot of offers that are presented in these store options, including 'buy one get one', 'buy one get the other half the price', 'everything must go' and 'end of the year sale'. The moment an individual enters the store, it is easy to see that one item which can really attract the attention of your eyes. However, because everything inside the store has a 'sale' mark, you may end up buying another one, and not the one that you initially laid your eyes on. The cycle continues forward and you just keep on purchasing other items that you may not actually like in the first place. A single purchase can easily lead to another useless one. You then analyze what just happened. It all began with a single visit at a particular store. Before you even knew it, you end up finding items that you can easily carry as compared to the amount of money that you planned to spend.

The act of impulse buying serving as a marketing tool is a great idea which has been discovered back in the 1950s. As time passed by, different scholars have studied on the different aspects which qualify a particular incident of impulse buying, looking at the said incident in different points of view. One incident in particular, Gracy (1976) steps into the possibility of doing early study regarding the aspect on impulse buying. In that particular study, he mentioned a research that was done earlier, offering the foundation for the earliest available research that has been recorded. There in that study, impulse buying was defined as a

specific type of purchase which was unplanned prior to the actual purchase. This definition has become the basis setting the difference between the actual purchases that has been performed by a customer towards the end of a shopping trip, in comparison to those that were originally listed as planned purchases before they even entered a store.

## **LITERATURE REVIEW**

The concept surrounding impulse buying has already been accounted for under the radar of different research for a period of more than 50 years. All throughout these years, the researchers have also added new elements on the definition. For instance, it becomes quite challenging to differentiate the purchases which build up the concept behind impulse buying. Therefore, the several conceptualizations and enhancements of the definition will be examined even further. This can definitely result to getting accurate definition with the goal of completing this paper. Grobley (1993) makes good use of the original aspect regarding unplanned purchases, completely adding exposure to various stimuli. This only means that impulse buying only happens with purchases that are unplanned as well as consumers' exposure to different stimuli.

### **Impulse Buying Online**

As what has been presented in previous research, purchasing from the so-called 'traditional' stores has already become the standard way of purchasing. With the introduction of the internet and technology, the possibility of succumbing to impulse buying has greatly increased. As a matter of fact, there has been a very obvious increase in the aspect of e-commerce. Alterra and Bayer (2011) mentioned that the estimate of the e-commerce retail sales during the first quarter of 2010 has reached approximately \$35 billion which was actually

five times higher as compared to a similar period ten years back. During the previous years, purchases of everything, as well as common household items, including daily deals can now be done online, improving the rate even better.

### **CONCLUSION**

The research offers the hallmark behind the motivation with the consumers' purchasing power, as well as the link between impulse buying options in the new media field. When looking at the buying motivations of consumers, they are motivated generally by hedonic and utilitarian elements. The researchers have also explained that a lot of the factors motivate consumers to purchase become the items are available in a good deal or price, simply for enjoyment and fun. The same set of reasons can also play a very big role in the influence of consumers in buying out of impulse, particularly regarding daily deals.

### **REFERENCES**

Gracy, C. (1976). The factors that are involved in purchasing goals: the trend involved. *Journal of Project Management*, 57, 213-214.

Grobley, H. (1993). The concept behind the impulse. *Journal of Business Management*, 15, 156-167.

Alterra, B. and Bayer, W. (2011). Determining factors behind the possibility of impulsive buying: the easier approach. *Journal of Business Theory and Practice*, 21, 345-356.