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DETERMINANTS OF IMPULSE BUYING BEHAVIOR: IN THE CASE OF NEW PRODUCTS IN ADDIS ABABA, ETHIOPIA

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Abstract
The objective of this survey was to examine antecedents for buying intention and buying behavior of new products. The main objective of this study is to examine determinants of impulse buying behavior consumers in buying new products. A total of 385 consumer surveys were collected and these were analyzed using correlation, regression and structural equations modeling. Excitement, Esteem, New product knowledge, and compliance to social norms are positively and significantly correlated with the impulse buying behavior. Excitement, Esteem, New product knowledge, Word of mouth and compliance to social norms significantly influenced Impulse buying intention significantly at 95% confidence interval. On the other hand, Excitement, Esteem, New product knowledge, Word of mouth and compliance to social norms influence Impulse buying behavior significantly at 95% confidence interval. from the Amosanalysis Consumers' esteem is negatively related to impulse buying behavior while all other antecedent variables are positively related to impulse buying behavior and impulse buying intention. However, Impulse buying intention does not significantly mediate the relationship between impulse buying behavior and its antecedents. The findings of this survey will be used to make recommendations to New product marketers to enhance their level of insight about buying behavior of impulse buyers.

Keywords: Buying behavior, New Products, Consumer Psychology, Self Esteem.

1. Introduction

Substantial research on innovations has appeared in the consumer behavior, marketing and management literatures over the last 30 years (Rogers, 1976; Olshavsky and Spreng, 1996; Moreau et al., 2001; Mukherjee and Hoyer, 2001; Steenkamp and Gielens, 2003). The effects of product innovation on a firm's performance can be massive and long lasting, thus innovative products are viewed as the source of competitive advantage to the innovator (Chandy and Tellis, 1998). However, new product development (NPD) is inherently a high risk and difficult venture because there is a high degree of uncertainty concerning customers' needs (Raju, 1979; Wind and Mahajan, 1997). Only a small portion of the new product ideas chosen for market development meet consumers' expectations and become commercially successful. Hence, it is imperative to understand how consumers react to new products and what drives their purchases.

2. Literature Review

Previous research defined innovation on adoption and diffusion of innovations highlighted the role of the individual's perceptions. The idea of relying on consumer perception for defining an innovation has its roots in the sociology literature (Lowrey, 1991). Rogers (1976), one of leading scholars of the field, has defined innovation as "an idea perceived as new by the individual". In the same vein, Rogers and Shoemaker (1971) emphasized the subjective and the perceived "newness" of an idea. They indicated that "the idea becomes an innovation when it is perceived as new". Thus, researchers should rely on consumer perception and accept majority consumer opinion of what is and what is not an innovation (Robertson, 1967).

For highly innovative products, however, individuals generally lack existing knowledge, and thus confront difficulties in attempting to simplify their cognitive processes (Ziamou and Gregan-Paxton, 1999). Hence, we predict that some consumers purchase new products on impulse, which may be influenced by individual characteristics and their prior knowledge. Customers lack information stored in their memories. This is particularly true for highly innovative products. Therefore, word-of-mouth and opinions of others should play a significant role in structuring their knowledge regarding new products.

Consumer Characteristics: Excitement: Among the consumer characteristics examined in studies of consumers' evaluations of new products are novelty, variety, and surprise (Hirschman, 1980; Holbrook and Hirschman, 1982). Similarly, impulse buying may satisfy hedonic desires and create the desire for fun and excitement (Piron, 1991; Hausman, 2000). In addition, such needs may also be nurtured by the social interaction inherent in the shopping experience (Cobb and Hoyer, 1986; Rook, 1987). For instance, Hausman's (2000) findings indicate that a shopping experience may encourage emotions such as feeling uplifted or energized. These notions support a link between excitement and impulse buying motives and behavior.

Consumer Characteristics: Esteem: Rook (1987, p. 191) posits: Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences.

Rook and Fisher (1995) found that consumers attempted to suppress their innate impulsive tendencies because they desire others' respect and do not want to be perceived as immature or irrational. Spontaneous and uncontrolled spending on unplanned purchases is likely to receive negative normative evaluations. Hence, due to the unplanned and uncontrolled nature of impulse purchases, consumers with high need and desire for esteem may try to control or avoid such behavior.

On the other hand, Hausman (2000) found that the efforts to satisfy esteem and self-actualization needs drive consumers to make impulse purchases that provided satisfaction for such needs. We argue that the inconsistent views in the literature may be explained by the distinction between impulse intentions and purchase behavior: one's esteem may foster impulse intentions, but hinder impulse purchase behavior. Accordingly, it is assumed that consumers need to satisfy their self-esteem and desire to gain others' respect will have a positive impact on their impulse buying intentions, but an adverse effect on their impulse buying.

New Product Knowledge: Flynn and Goldsmith (1999) hold that there are three basic types of consumer knowledge: subjective; objective; and experience. Subjective knowledge is the information that a consumer believes he/she possesses about a firm or its products. Objective knowledge is the information that a consumer actually possesses about a firm or its products. Experience consists of knowledge that the consumer has gained through actual interactions with a firm or its products. According to these authors, too many previous studies focus only on objective knowledge, while ignoring subjective knowledge and experience. Too many past studies, in Flynn and Goldsmith's (1999, p. 57) opinion, have measured subjective knowledge only in an ad hoc manner. Accordingly, subjective knowledge is the focus of Flynn and Goldsmith's study.

Opinion Leadership and Social Norms: Scholars have analyzed the adoption and the diffusion of innovation according to Rogers' (1976) scheme, which defines diffusion as the process by which members of a social system communicate about innovation over time. Accordingly, the social system (i.e. consumers' relevant others) plays a significant role in their reactions to and purchase behavior of new products. Scholars have devoted considerable effort to understanding how consumers influence – and are influenced – by others. Opinion leaders are people who try to influence other consumers' purchasing. Opinion seekers pursue information about products or companies from others (Flynn et al., 1996). Research reveals much about the dynamics of word-of-mouth and opinion leadership. Opinion leadership does not tend to be a trait that generalizes across many situations; opinion leaders tend to have influence only in specific domains (Goldsmith et al., 1996). Opinion leadership also carries tremendous managerial significance; scholars find that word-of-mouth and opinion leaders exert considerable influence over consumers' decision making to purchase (or not purchase) new products (Flynn et al., 1996). Ajzen and Fishbein (1980) define consumers' normative beliefs as their perceptions of significant others' preferences about whether one should engage in a behavior.

Impulse Buying Intention: The inclusion of the construct of intention in Ajzen and Fishbein's (1980) model suggests that behavior is under control of intention (Eagly and Chaiken, 1993). The model only predicts the class of behavior that can be termed volitional, i.e. behaviors that people perform because they decide to perform them under their own will (Sheppard et al., 1988). Impulse buying behavior is voluntary, however, it is also spontaneous, unanticipated and unplanned (Hodge, 2004). Rook (1987, p. 191) states: "Buying impulses are often forceful and urgent; contemplative purchasing is less so".

Impulse Buying Behavior: Impulse purchases (Hodge, 2004, p. 11) are unplanned, decided "on the spot", stem from reaction to a stimulus and involve a cognitive reaction, an emotional reaction, or both. Hausman (2000, p. 405) argues that Rook's (1987) results might have been an anomaly since he studied individual consumers' motivation for a particular impulse purchase, rather than their attitudes toward impulse buying in general. Overall, these assertions corroborate the notion that consumers' inherent traits as well as the opinions of others influence impulse buying behavior. As Hausman (2000, p. 404) points out, earlier literature on impulse buying behavior focused on bringing about a definition of the phenomenon, as opposed to scrutinizing the underlying reasons for consumers' buying impulses. Beatty and Ferrell's (1998) study, in which they provide a comprehensive overview of the impulse buying process, is an exception in the extant literature. Accordingly, this study will focus on individual consumer characteristics (i.e. excitement and esteem) as well as opinions of others (i.e. word-of-mouth and compliance to social norms) as antecedents of impulse buying behavior.

3. Conceptual Framework and Hypothesis of the Study

Among the most prevalent frameworks employed in the innovation adoption literature to study individual adoption and usage behavior is the theory of reasoned action (Ajzen and Fishbein, 1980), a theory borrowed from other fields. Fishbein and Ajzen's (1975) Theory of Reasoned Action explains the underlying psychological process by which attitudes might serve as causes of behavior. The basic proposition underlying this theory is that in order to predict a specific behavior (e.g. the purchase of a particular product) one must measure the person's intentions to perform that behavior. The theory suggests that the proximal cause of the behavior is one's intention to engage in behavior, which is determined by attitude towards the

behavior (attitudinal belief structure) and the subjective norm (normative belief structure). Therefore, attitudes and social norms influence behavior through intentions, which are decisions to act in a particular way. In other words, intentions mediate the relationship between the particular behavior and its antecedents. Based on the discussion of the above theoretical framework the following hypothesis were formulated and tested using correlation, regression and Amos.

Hypothesis of the Study

H1: Impulse buying intention does not significantly mediate the relationship between impulse buying behavior and its antecedents.
H2. Consumers' excitement is positively related to impulse buying intention.
H3. Consumers' excitement is positively related to impulse buying behavior.
H4. Consumers' esteem is positively related to impulse buying intention.
H5. Consumers' esteem is negatively related to impulse buying behavior.
H6. New product knowledge is positively related to impulse buying intention.
H7. New product knowledge is positively related to impulse buying behavior.
H8. Word-of-mouth is positively related to new product knowledge
H9. Compliance with social norms is positively related to new product knowledge.

4. Sampling Design

The data was collected by distributing 400 surveys to a convenience sample of customers in the central Addis Ababa, Ethiopia. In order to qualify; respondents were asked whether they have bought at least two times in the least once during the past six months. A mall intercept method was used to distribute the surveys. the mall intercept survey was used in 10 prestigious malls in Addis Ababa. In total, 384 completed surveys were analyzed for this study.

5. Data Analysis Method

Data was analyzed using Correlation to determine the relationship between determinants of and impulse buying intention and impulse buying behavior. Regression analysis was also used to determine the predictive value of antecedent variables on impulse buying intention and impulse buying behavior respectively.

5.1 Demographic Profile

When we analyze the demographic characteristics of the respondents, about 92 % the respondent' earns less than 10,000 birr. 92.2 % of the respondents were below 45 years of age. About 64 percent of respondents had a college degree.

5.2 Reliability Test

The Reliability Statistics show that the scale exhibits a high degree of reliability. The Cronbach alpha value of Consumers' excitement=0.702; Consumers' esteem=0.905; New product knowledge=0.737; Word of Mouth=0.718; Compliance with social norms=0.751; Impulse buying intension=0.708 and OverallCronbach alpha value=.824. A Cronbach's Alpha coefficient of 0.70 is a commonly suggested threshold of reliability test. With a minimum value of 0.702, the Cronbach's Alpha coefficient of all variables lies well above the commonly suggested threshold of 0.70. All variables together gave a value of 0.824Cronbach's Alpha coefficients. So, in general all items of the variables are reliable.

5.3 Correlational Analysis

A correlation is a measure of how strongly two variables relate to each other. Correlation coefficients are frequently used to describe data because they are relatively easy to use and provide a great deal of information in just a single value (Mooi&Sarstedt, 2011).Karl Pearson's coefficient of correlation or simple correlation is the most widely used Method of measuring the degree of relationship between two variables (Kotari, 2004). The calculated value of the correlation coefficient ranges from -1 to 1, where -1 indicates a perfect negative relation (the relationship is perfectly linear) and 1 indicates a perfectly positive relationship. A correlation coefficient of 0 indicates that there is no correlation (Mooi & Sarstedt, 2011).

When we see the correlation of Consumer characteristics – Excitement, Consumer characteristics – Esteem, New product knowledge, and Word of mouth with Impulse buying intention they have a significant Pearson correlation of 0.245, 0.491, 0.311, and 0.251, respectively at 0.01confidence interval.

On the other hand, Consumer characteristics – Excitement, Consumer characteristics – Esteem, New product knowledge, and compliance to social norms have a Pearson Correlation of 0.254, 0.322, 0.279, and 0. 279 respectively at 0.01confidence interval have a significant correlation with Impulse buying behavior variables. From this result we can conclude that all the independent variables and dependent variables are significantly correlated.

5.4 Regression Analysis
Model Specification

$$Y_1 = a + b1X1 + b2X2 + b3X3 + b4X4 + e$$
$$Y_2 = a + b1X1 + b2X2 + b3X3 + b5X5 + e$$

Where;
Y_1: Impulse buying intension
Y_2: Impulse buying behavior
X_1: Consumers' excitement
X_2: Consumers' esteem
X_3: New product knowledge
X_4: Word- of -mouth
X_5: Compliance with social norms

In its simplest form, regression analysis allows market researchers to analyze relationships between one independent and one dependent variable. In marketing applications, the dependent variable is usually the outcome we care about, while the independent variables are the instruments we have to achieve those outcomes with. It can also help make predictions (Mooi and Sarstedt, 2011).

Determinants of Impulse Buying and Impulse Buying Intension
The following tables are extracted from SPSS in order to perform a regression analysis between independent variables and dependent variable. the adjusted R square value =. 309.The model for this regression was: $\mathbf{Y_1 = a + b1X1 + b2X2 + b3X3 + b4X4 + e}$. From the model summary result, we can see that independent variables explain the dependent variable with a percentage of 30.9. In cross-sectional designs, values of around0.30 are common while for exploratory research, using cross-sectional data; values of 0.10are typical (Mooi&Sarstedt, 2011).

Table 2below shows the constant, beta, and significance level of each variable. It indicates that five variables which are; Excitement, Esteem, New product knowledge, Word of mouth and compliance to social norms influence Impulse buying intention significantly at 95% confidence interval with a sig. level of 0.040, 0.000, 0.017, 0.041 and 0.000respectively. As the constant and B values are known the model will be: Y_1= 0.534 + 0.096X1 + 0.258X2 + 0.1X3 + 0.079X4+ 0.05.

Table 2: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.534	.242		2.210	.028		
	Cons. Cxs. Exitmt	.096	.047	.096	2.059	.040	.835	1.198
	Cons. Cxs. Estm	.258	.043	.314	6.040	.000	.676	1.480
	New Prod. Know	.100	.042	.114	2.394	.017	.811	1.234
	WOM	.079	.039	.097	2.053	.041	.816	1.226
	Comp. To. Socl. Norm	.216	.061	.181	3.534	.000	.695	1.439
a. Dependent Variable: Imp. Buy. Int								

Determinants of Impulse Buying and Impulse Buying Behavior
The following tables are extracted from SPSS in order to perform a regression analysis between independent variables and dependent variable.

Impulse Buying Behavior
From the model summary result, **impulse buying-**independent variable **explain and Impulse buying behavior-**the dependent variable by 16.9%. In cross-sectional designs, values of around0.30 are common while for exploratory research, using cross-sectional data; values of 0.10are typical (Mooi & Sarstedt, 2011). Moreover, The ANOVA tables showed a collective significant predictive value (F= 16.591, .000), P<.05 on **Impulse buying behavior**, the dependent variable.

Table 3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.320	.244		5.403	.000		
	Cons.Cxs.Exitmt	.146	.047	.158	3.093	.002	.835	1.198
	Cons.Cxs.Estm	.106	.043	.140	2.465	.014	.676	1.480
	NewProd.Know	.112	.042	.137	2.649	.008	.811	1.234
	WOM	.077	.039	.102	1.977	.049	.816	1.226
	Comp.To.Socl.Nor	.144	.062	.130	2.329	.020	.695	1.439
a. Dependent Variable: Imp.Buy.Behvr								

Table3 above shows the constant, beta, and significance level of each variable. It indicates that five variables which are; Excitement, Esteem, New product knowledge, Word of mouth and compliance to social norms influence Impulse buying behavior significantly at 95% confidence interval with a sig. level of 0.002, 0.014, 0.008, 0.049 and 0.020 respectively. As the constant and B values are known the model will be: The model for this regression was: $Y_2 = a + b1X1 + b2X2 + b3X3 + b5X5 + e$ $Y_2 = 1.320 + 0.146X_1 - 0.106X_2 – 0.112X_3 + 0.144X_5 + 0.05$

AMOS Analysis for Mediation

To identify the existence of mediation, a path diagram is drawn as a model for depicting a causal chain by using AMOS.

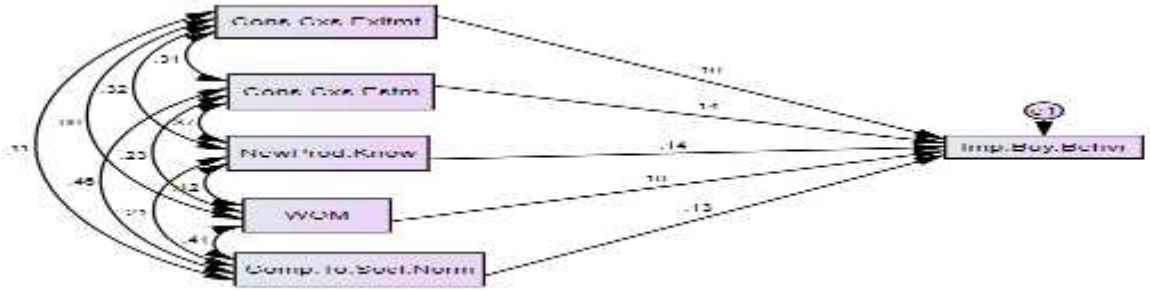

Table 4: Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
WOM	.668	.048	13.856	***
Comp.To.Socl.Norm	.314	.023	13.856	***
NewProd.Know	.568	.041	13.856	***
Cons.Cxs.Estm	.656	.047	13.856	***
Cons.Cxs.Exitmt	.443	.032	13.856	***
e1	.314	.023	13.856	***

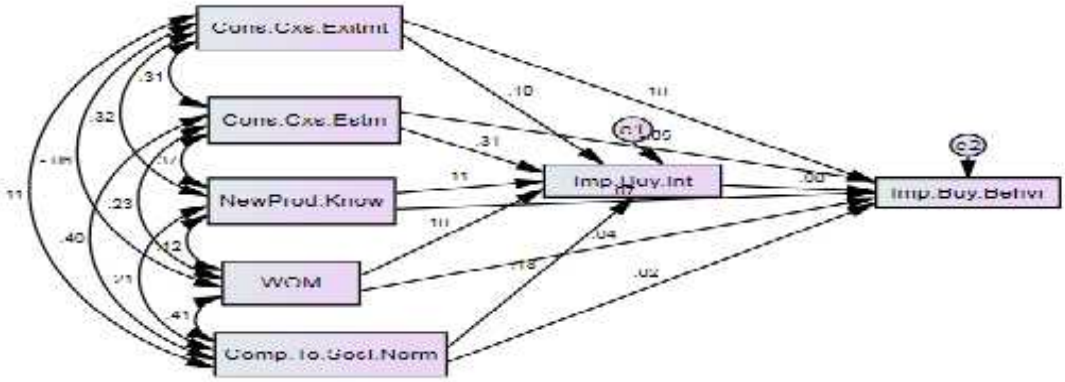

Table 5: Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P
WOM	.668	.048	13.856	***
Comp.To.Socl.Norm	.314	.023	13.856	***
NewProd.Know	.568	.041	13.856	***
Cons.Cxs.Estm	.656	.047	13.856	***
Cons.Cxs.Exitmt	.443	.032	13.856	***
e1	.307	.022	13.856	***
e2	.217	.016	13.856	***

From a theoretical perspective, a significant reduction on the path demonstrates that a given mediator is indeed potent. Perfect mediation holds if the independent variable has no effect when the mediator is controlled (Reuben and David, 1986).What we can conclude from the above graphs and tables is that the mediation of Impulse buying intention on impulse buying behavior and its antecedents is partial.

Table 6: Results of Hypothesis Test

Hypothesis	Accepted /rejected
H1. Consumers' excitement is positively related to impulse buying intention.	**Accepted**
H2. Consumers' excitement is positively related to impulse buying behavior.	**Accepted**
H3. Consumers' esteem is positively related to impulse buying intention.	**Accepted**
H4. Consumers' esteem is negatively related to impulse buying behavior.	**Rejected**
H5. New product knowledge is positively related to impulse buying intention.	**Accepted**
H6. New product knowledge is positively related to impulse buying behavior.	**Accepted**
H7. Word- of -mouth positively related to impulse buying intention.	**Accepted**
H8. Compliance with social norms leaders positively related to impulse buying behavior.	**Accepted**
H9. Impulse buying intention does not significantly mediate the relationship between impulse buying behavior and its antecedents{SEM)	**Accepted**

Conclusion

Planned purchases have been described as being typically the product of extensive information search and rational decision making. On the contrary, any detailed planning is absent when impulse buying occurs. The relative swiftness in which planned and impulse purchases are carried out is therefore often cited as the most significant difference between the two behaviors demonstrated by consumers. The results of this study substantiate author expectations with regard to buyer's intention and buyer's behavior in relation to antecedents. All antecedent variables (Consumers' excitement, New product knowledge, Word- of –mouth and Compliance with social norms) were positively correlated with buyer's intentions and buyer's behavior. However, there is one notable exception here is Consumers' esteem is negatively related to impulse buying behavior. The negative relationship between Consumers' esteem impulse buying behavior result mirrors the conflicting evidence in the extant literature. Such consumers may be afraid of being perceived as spontaneous or irrational if they are engaged in impulse buying behavior. On the other hand, Consumers' esteem is positively related to impulse buying intention. This provides an indication of the dilemma impulse buyers face. The result of this study further demonstrated that all antecedent variables (Consumers' excitement, Consumers' esteem, New product knowledge, Word- of –mouth and Compliance with social norms) were found significant predictors of both buyer intentions and buyer's behaviors mirroring a conflict free evidence in the extant literature.

Recommendations and Future Research

Marketers aiming to stimulate impulse buying desire and behavior among consumers should create promotional activities with a focus on fun, excitement, as well as advance how consumer's esteem is being met by the variety of products being launched recently into the market. One suggestion is to portray fun-loving individuals whose desires are fulfilled through the purchase of new products. Marketing managers are also recommended to convey a message via various medias by giving more emphasis as to how consumers with an impulse buying drive can improve their self-esteem and are regarded as "contemporary and innovative" by others. This can help transform intent into action while also suppressing negative perceptions of impulse buying behavior. The author believes that marketers need to exert maximum effort to Inform potential consumers regarding the benefits and exclusivity of the latest innovations. Future research could further explore the relationship between intention and behavior to ascertain whether or not the findings are applicable to other settings. Using alternative study methods and considering different contextual factors, consumer characteristics or degrees of product newness may also be informative.

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