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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 Quantus 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 behavior 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. OBJECTIVE OF THE STUDY

- The primary objective of impulse buying is to increase unplanned purchases and drive-up revenue.
- To know if the impulse buying really influence the buying behaviour.
- To find the relationship between income of the respondent and impulse buying.
- To find the relationship between gender of the respondent and impulse buying.
- To provide overall suggestion about the impulse buying 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 can occur simply because the consumer needs to purchase a product, but for whatever reason has not been place on the shopping list 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

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyse data to answer research questions or test hypotheses.

This paper has employed a descriptive research method. This study aims to analyse the customer's perception of the dimension of service quality. Thus, a descriptive research design is adopted to analyse the overall perception of a customer on theJaya Suzuki showroom.

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 andAppealing packaging influence my impulse buying behavior

	Value	df	AsymptoticSig.(2-tailed)
PearsonChi-Square	21.06	12	0.049
LikelihoodRatio	15.85	12	0.198
Linear-by-LinearAssociation	.03	1	0.856
NofValidCases	115		

Inference

From the above Table No: 4.4.1, it was found that the Pearson Chi-Square significant value is 0.049 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significance relationship between the age of the respondent and Appealing packaging influences my impulse buying behaviour.

Gender and I feel guilty after making impulse purchases in showrooms

	Value	df	AsymptoticSig.(2-tailed)
PearsonChi-Square	14.41	8	.072
LikelihoodRatio	15.78	8	,046
Linear-by-LinearAssociation	.03	1	.858
NofValidCases	115		

Inference

From the above Table No: 4.4.2, it was found that the Pearson Chi-Square significant value is .072 which is greater than 0.05. Hence Null hypothesis (H0) is accepted and Alternative hypothesis (H1) is rejected. Therefore, it is inferred There is no significant relationship between Gender and I feel guilty after making impulse purchases in showrooms.

Occupationand the presence of salespersons influences my impulse buying decisions

	Value	df	AsymptoticSig.(2-tailed)
PearsonChi-Square	22.36	9	0.034
LikelihoodRatio	20.96	9	0.051
Linear-by-LinearAssociation	12.09	1	0.001
NofValidCases	115		

Inference

From the above Table No: 4.4.3, it was found that the Pearson Chi-Square significant value is 0.034 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significance relationship between the occupation and the presence of salespersons influences my impulse buying 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	PearsonCorrelation	1.000	.606
	Sig.(2-tailed)		.000
The ambiance of the showroom affects my likelihood of impulse purchasing	PearsonCorrelation	.606	1.000
	Sig.(2-tailed)	.000	

Inference

From the correlation table 4.3.1, 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	PearsonCorrelation	1.000	.385
	Sig.(2-tailed)		.000
The novelty of products encourages me to make impulse purchases	PearsonCorrelation	.385	1.000
	Sig.(2-tailed)	.000	

Inference

From the correlation table 4.3.2, it can be seen that the correlation coefficient value is 0.385 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 the novelty of products encourages me to make impulse purchases and I tend to make impulse purchases when I'm feeling bored.

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	**PearsonCorrelation**	1.000	0.364
	Sig.(2-tailed)		.000
the appearance and aesthetics of the bike influence my impulse buying decisions	**PearsonCorrelation**	0.364	1.000
	Sig.(2-tailed)	.000	

Inference

From the correlation table 4.3.3, 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 aresatisfied 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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