

RETAIL MANAGEMENT: GENERATION Z AND THEIR IMPULSIVE BUYING BEHAVIOR IN NON-FOOD RETAILS

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Abstract: Paper is focusing on post-covid19 impulsive buying behavior and generation Z in a case of Central European transitional economies. Important is, that generation Z will be become full-fledged consumers with their own income. The aim of the paper is, how they are sensitive on impulsive buying behaviour. Previous research has not yet investigated impulsive buying behaviour on generation Z in the post-covid19 era in Central Europe.

Based on literature review, four hypotheses identifying relationships were sets. Research design consists of survey-based quantitative research. The data (n=119) were obtained in 2023 through an online questionnaire survey. For statistical analyses were used p-value and the Pearson Chi-square Test.

It was found, there is relationship between reason of impulsive purchase and impulsive buying behavior and relationship between gender and impulsive buying behavior, and it wasn't found relationship between free funds to spend and impulsive buying behavior. Research was looking into product category which was bought impulsively by generation Z in last 6 months. Most sold product category impulsively were clothes and entertainment.

This paper helps marketers with fresh information on which type of products are most impulse purchased in post-covid19 era. With the right marketing tools, it will then be easy for marketers to convince customers to buy these products.

Key words: impulsive buying, generation Z, buying behavior, product categories, retail management

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Introduction

The Retail management is focusing on processes that improve shopping experiences of customers. These processes include bringing the customer into the store and persuade them to make a purchase (Rastogi, 2022). These purchases can be a result of impulsive buying behavior (Pradhan, 2016; Domokos and Baracscai, 2021; Bagh et al., 2023), so it is important that marketers are thinking about strategic and tactic aspects of retail, which can lead to impulsive purchases. Mulhern (1997) and Hariga et al. (2007) stated that aspects such as store location, store image, physical environment, services, pricing strategies, supplier selection, products and brand selection can lead to impulsive purchases. Nishanov and Ahunjonov (2016), Mattila

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and Wirtz (2001), Dabija et al. (2022) and Akram et al. (2016) stated that store environment can lead to impulsive purchases. Muruganantham and Bhakat (2013) stated that not only the store environment, but personal traits, situational factors or cultural factors can lead to impulsive purchases. Coley and Burgess (2019) found out there are gender differences, women are more affected by impulsive buying than men. In the last twenty years, there has been an increase in impulse buying due to economic and social improvements, especially due to higher personal income (Park, 2011; Thirakulwanich et al., 2020).

Nicholls et al. (2001) stated that strategies focused on impulsive behavior are important because impulsive purchases are made in almost 60 % of the time, Bell et al. (2013) in his research found out, that impulsive purchases are made in 70 % of the time.

At the present is very important to focus on young people – Generation Z. This generation Z is now maturing and they are becoming common customer (Simangunsong, 2018) and generation Z can be described as a generation living in online world (Grigoreva et al., 2021; Victor et al., 2019; Kahawandala, Peter and Niwunhella, 2020; Khalid et al. 2023).

Generation Z needs to be brought back to stores and persuaded to make a purchase, especially an impulsive purchase.

The fact, that retail sector is very important to a country's economy stated Hariga et al. (2007) and goes on to say that there are many competitors (differences in quality, prices and services), usually low profit margins and customers with specific demands, so marketers need to focus on these strategies which can lead to differentiate from other competitors and lead to impulsive buying behavior.

The main objective of this article is to find out if there are relations in impulsive purchase and generation Z. Another aim is to find out the reason for buying these products and whether there is a relationship between impulse purchases and product type, economic activity or place of sale.

Literature Review

At the present retailers must find new ways to attract and retain customers, because there is a lot of competitors (Kotler and Armstrong, 2018; Kamarudin et al., 2024). Mulacová et al. (2013) add, when company earn customer's attention, company need to persuade them to make a purchase. Schreier et al. (2012) added that selling products are main objective of companies to earn profit, so companies can survive on market and invest these earned money to improvements in their companies.

If customer is not yet decided to make a purchase in store, we need persuade them. If customer is successfully persuaded, we can say, he made impulsive purchase. Rook (1987) and Piron (1991) stated impulsive purchase is if customer don't have need to make a purchase immediately, but customer is persuaded to make an unplanned purchase as a result of stimulus.

Customers are not influenced same impulsively for different type of products. For example, Utama et al. (2021) compared in their research which types of products are

the most impulsively purchased in shopping center. From the results of research, it was found that the most impulsive purchased products are foods, home appliances and fashion. Pradhan (2016) and Dukic and Stankovic (2021) have similar results of his research, but instead home appliances there was personal care products. Coley and Burgess (2019) agreed with fashion (t-shirts and sweaters), personal care products and add another category – impulsive spending for entertainment. Parsad, Prashar and Vijay (2021) stated, that respondents bought in 2021 mostly fashion products. Shukla (2020) agree with results of researches. Bell et al. (2013) agreed that the most impulsively purchased products were foods, followed by personal care products.

Karbasivar and Yarahmadi (2011), Xu (2007), Kacen and Lee (2002), Matilla and Wirtz (2008), Akram et al. (2016) define these factors, which can influence impulsive behavior:

- internal (everything what is connected to customer),
- external (environment),
- situational (store location, specific time, purchasing habits),
- cultural factor.

An alternative perspective was explored by Pacana et al. (2023), who found that managers of businesses do not think like their customers in the context of pro-environmental improvement of product quality.

Chowdhury and Mehjabeen (2021) found out, that cultural factor is the most powerful from these factors. Youn and Faber (2000) stated that impulse buying is influenced by personal characteristics as is level of impulsive tendencies (bigger impulsive tendency = more impulsive purchases), shopping pleasure or level of self-control.

From cultural factors it can be age, gender, employment, what can have influence on impulsive buying behavior. Tifferet and Herstein (2012) research found out, that women touch product more than men and that lead to more impulsive purchases, than men. With statement that women buy products more impulsively than men agree Coley and Burgess (2019) and Utama et al. (2021). Coley and Burgess (2019) add in their research, men are buying impulsively products as Music CDs or DVDs and they are spending more money impulsively in Entertainment, while women are spending money impulsively for fashion (shirts, sweaters, pants, skirts, shoes), for magazines/books and for products focused health and beauty. They were led to make an impulsive purchase by positive buying emotion.

Akram et al. (2016) and Matilla and Wirtz (2008) researched if age has influence on impulsive behaviour. Brewis (2020) stated that Generation Z is the most influenced by impulsive purchase behavior compared to other generations. Chowdhury and Mehjabeen (2021) agreed and find out in research that Gen Z tend more to impulsive purchasing than Generation Y.

If employment has an impact on impulse buying behavior has been investigated by several researchers. For example, Ruiz et al. (2004) figured out that employed people tend to make unplanned purchase. Hausman (2000) and Prasad and Mangipudi

(2021) has same result of their research, employed people are influenced more by impulse buying than unemployed. Halim et al. (2023) agreed with them, and employment has impact on impulsive purchase behavior.

Another factor was researched by Pollák et al. (2021) and Ogruk et al. (2018). They agreed perfectly set store environment and salesman with positive mood can positively influence customer mood. Positive mood of customer lead to impulsive purchase. With statement that store characteristic can influence mood of customer and perception of products and quality of services in store agree Baker et al. (1994). An interesting aspect is the influence of social media on impulsive buying behavior, where Rizwan et al. (2020) found that fake news on social media had a strong impact on impulsive purchases as mediating factors.

Dukic and Stankovic, (2021) and Akram et al. (2016) stated in their research, that showcase of products (shelves, wobblers, posters) and store atmosphere (music, light, colors) has influence on impulsive purchase behavior too.

Baker et al. (1994) divided store environment into three categories:

- environment – music, light, smell,
- appearance – floor, walls, colors, cleanliness, ceiling, wide aisle, product layout, brands,
- social factor – how salesman is behaving to customer and other employees.

Another influence on impulsive buying behavior can have time spend in store or prices. Bell et al. (2013) stated, if customers are longer in store, they make unplanned – impulsive purchases more, than customers who don't have time.

Dukic a Stankovic (2021) stated, if products are discounted, customers are more likely to make impulsive purchases. Discounts are powerful motive for impulsive purchase. Halim et al. (2023) said that price has impact on impulsive purchase behavior, if product is cheaper, they tend to impulsive purchase more.

Generation Z

Simangunsong (2018) stated, that companies should focus on generation Z, because generation Z is maturing and their become common customer.

Kuperschmidt (2000) and Kahawandala et al. (2000) define generation as group of people with specific age with similar factors, technologies, life events (crisis, wars, etc.), conditions, habits, opinions, and motivation to buy something.

Different authors define born age of Generation Z differently. Rahayu (2020) define year of born 1994 – 2004. Kahawandala et al. (2020) define 1995 - 2000, Bharadwai (2020) define 1994 - 2015 and Pham et al. (2021) define 1995 – 2003.

Generation Z is described by Grigoreva et al. (2021), Kahawandala, Peter and Niwunhella (2020) as generation which has similar signs as high computer literacy and they are using lot of social media (Facebook, WhatsApp, etc.). On these sites they spent around 5 hours per day. They watch movies online and their dream is work online and enjoy fun in online world.

Thanks to the fact, that generation Z is living mostly in online world. marketers need to figure out, how to impress this generation. They need to try different strategies in business (Simangunsong, 2018). Vojvodic (2019) add, that generation Z should be

persuaded to take them back to physical stores by improving services and satisfying generation Z need by using new innovative technologies in store. These new innovative technologies should have influence on impulsive purchase behavior of generation Z (Priporas et al., 2017).

Zhao et al. (2019) state in their study that low-involvement products stimulate consumers' online impulse buying tendencies. It is also important to determine whether product type plays a role in impulse buying behavior, similar to the impact of the place of sale, especially as Generation Z tends to shop online more frequently. And therefore hypothesis *H1 is: There is relationship between product type and impulsive buying behaviour.*

In Rodrigues, et al. (2021) study on factors affecting impulse buying behavior of consumers, these authors investigated various influences on consumer behaviour at place of sale, including advertising, sales promotions, and the effects of advertising on purchase intentions. Almahdi, et al. (2023) research suggests that physical shopping environments are more likely to encourage impulse buying due to their immediacy and ability to stimulate the senses and foster hedonic motivations. Based on these literature reviews is *The hypothesis H2: There is relationship between place of sale and impulsive buying behavior.*

A relationship with impulsive purchase behavior is seen from the theoretical background for generation Z. But is there relationship between economic activity and impulsive purchase behavior as stated Ruiz et al. (2004) Hausman (2000) and Halim et al. (2023) accordingly *H3: There is relationship between economic activity and impulsive buying behavior* is assumed.

Lastly, there is an important question associated with this issue: And what reason motivates customers to spend? this question was addressed by Salim (2017) in his study. He found that physical, environment, personality, and culture partially and positively affected impulsive purchases. And therefore, were set the last hypothesis *H4: There is relationship between reason of impulsive purchase and impulsive buying behavior.*

Research Methodology

For this paper, primary data were obtained through a questionnaire survey conducted in the period 30th March to 20th April 2023. This survey was aimed at identifying subjective responses to questions asked about impulsive buying behavior on generation Z. Data collection was conducted online by sharing a link to Google Forms and in person for individuals (students on university). Questionnaire was shared through Discord App (App for chatting for younger people). Respondents are from Czech Republic and Slovakia.

Before data collection questionnaire was pretested by group of people to earn feedback, that questionnaire is understandable and does not contain double questions and misleading questions.

Research focuses on samples because it would be difficult and expensive in time and money to study the entire population. Sample analysis allows us to draw conclusions about the entire population based on a limited amount of data.

The original sample (obtained through an online questionnaire survey) consists of 148 respondents. Subsequently the verification mechanism found that part of the samples did not correspond to generation Z, it was necessary to discard 29 records. After verification there is representative valid sample of 119 respondents used. Three quotas were used to identify respondents. The structure of the sample is presented in table below.

Table 1. Sampling frame

Gender		
Male	61.34 %	
Female	38.66 %	
Occupation		
Full-time employee	18.49 %	
Entrepreneur, self-employed	2.52 %	
Unemployed	0.84 %	
Student	39.50 %	
Household (parental or maternity leave)	0.00 %	
Average monthly free funds to spend for self		
< 42 EUR	12.61 %	
42 to 105 EUR	5.88 %	
105 to 211 EUR	20.17 %	
211 to 422 EUR	9.24 %	
422 to 845 EUR	5.04 %	
> 845 EUR	8.40 %	

Based on literature review there were set hypotheses and research question (Akram et al., 2016; Coley and Burgess, 2019; Park, 2011; Utama et al., 2021; Dukic and Stankovic, 2021; Pradhan, 2016; Parsad et al., 2021; Shukla, 2000; Salim, 2017; Rodrigez et al., 2021; Almahdi et al., 2023):

According mentions found in the literature above were set Research question: Are there any relations why generation Z buy impulsively? Variables for testing of relations were following: product type, place of sale (on-line, offline) and economic activity of respondent.

and furthermore, as already mentioned in the theoretical background, the following hypotheses were established.

H1₁: There is relationship between product type and impulsive buying behavior.

H2₁: There is relationship between place of sale and impulsive buying behavior.

H3₁: There is relationship between economic activity and impulsive buying behavior.

H4₁: There is relationship between reason of impulsive purchase and impulsive buying behavior.

Statistical tests will be used to disprove these hypotheses. Product types (variables) regarding to hypotheses H1 are the following: fashion, shoes, accessories, electronics, hardware products, home furnishing, software, music/movies (CD/DVD), sport equipment, entertainment (theatre, cinema, toys, hairdresser, etc.), health and beauty, magazines/books/paper products, transportation (car, bicycle). These product types were chosen by research of Coley and Burgess (2003). Respondents could choose product types more than one, but it should be product bought impulsively in last 6 months.

Place of sale regarding to hypotheses H2 are the following: Store, E-shop, Other. Respondents reported the intensity of being influenced by impulse buying in the last 6 months. Economic Activity regarding to hypotheses H3 are described in table 1. Respondents as a reason of impulsive purchase could choose from mood, discount, store environment, family/friends, product, advertisement.

By these categorial variables were looked dependence with frequency of impulsive purchase behavior in last 6 months. Hypotheses were analysed by Pearson Chi-square Test. Alpha level for hypothesis testing was set to 0.05.

Research Results

The sample survey made it possible to work with a data set of 61 % of male and 39 % of female. 20 % of all respondents have 105 to 211 EUR free funds to spend after paying important expenses (food, rent etc.), 13 % have just less than 42 EUR to spend for self. More than 9 % of respondents has 211 to 422 EUR to spend for self. Rest respondents are split into the rest groups.

From the result of questionnaire 52 respondents answered that the most impulsive purchased product type were clothes. 42 respondents answered that they spend impulsively for entertainment.

The most impulsively purchased product type shows that clothes are primarily responsible by women (36 respondents), while electronics and software products are more impulsively bought by men (28).

Reason why is the most purchased electronics in men group can be justified by Grigoreva et al. (2021) and Kahawandala et al. (2020) as generation living on social media or watching streaming services (which can be accessed through computer or phone).

Table 2. Product types bought most impulsively

Category	Men	Women	Summary
Clothes	16	36	52
Entertainment (cinema, theatre, hairdresser, toys etc.)	25	17	42
Electronics	28	3	32
Software	26	1	27
Shoes	13	12	25
Accessories	7	17	24

Health and beauty	3	21	24
Magazines, books, paper products	3	9	12
Sport equipment	5	6	11
Home furnishing (furniture, lightning, kitchen accessories)	5	5	10
Music, movies – CD, DVD	5	2	7
Hardware products	4	0	4
Transportation (car, bicycle, etc.)	3	0	3

The relationship between product type (impulsively purchased) and impulsive buying behavior was investigated for the first hypothesis (H1). Respondents could choose in questionnaire different types of products (options are in table above). For impulsive buying behavior respondents chose how often they were influenced by impulsive buying behaviour in last 6 months. Hypotheses 1 testing results: Chi-square= 72.5; DF=60; p-value=0.13. So null hypothesis is not rejected. There is no relationship between product type and impulsive buying behavior. DF is 60 (= 13 options to choose place of sale and 6 options of frequencies of impulsive buying behavior).

The relationship between place of sale and impulsive buying behaviour was investigated for the second hypothesis (H2). Respondents could choose in questionnaire place of sale as store, e-shop or both. For impulsive buying behavior respondents chose how often they were influenced by impulsive buying behavior in last 6 months. Hypotheses 2 testing results: Chi-square= 10.2; DF=5; p-value=0.07. So null hypothesis is not rejected. There is no relationship between place of sale and impulsive buying behavior. DF is 5 (= 2 options to choose place of sale and 6 options of frequencies of impulsive buying behavior).

The relationship between economic activity of respondent and impulsive buying behaviour was investigated for the third hypothesis (H3). Economic activity of respondent is shown in table 1. And for impulsive buying behavior respondent chose how often they were influenced in last 6 months. Hypotheses 3 testing results: Chi-square= 17.65; DF=20; p-value=0.61. So null hypothesis is not rejected. There is no relationship between economic activity and impulsive buying behavior. DF is 20 (= 6 options of frequencies of impulsive buying behavior and 5 options of economic activity).

The H4 hypothesis (There is relationship between reason of impulsive purchase and impulsive buying behaviour) achieved these results when tested: Chi-square= 26.6; DF=20; p-value=0.15. So null hypothesis is not rejected. There is no relationship between reason of impulsive purchase and impulsive buying behavior. DF is 20 (= 6 options of frequencies of impulsive buying behavior and 5 options of reasons of impulsive purchase).

Conclusion and Discussion

The relationship between product type (impulsively purchased) and impulsive buying behavior was not found to be statistically proven. The most bought product impulsively by generation Z is clothes, followed by investing money in entertainment such as cinema, theatre, hairdresser, toys, etc.

Research of Utama et al. (2021), Coley and Burgess (2019), Dukic, Stankovic (2021), Shukla (2020) and Pradhan (2016) stated that the most impulsively purchased items are home furnishing, clothes, health and beauty and entertainment. It can be agree with all of them with Clothes and Entertainment. This is important information for people having their shop with clothes or are focusing on selling different types of entertainment. But there is need to find out reasons why people are buying impulsively, if there is big role in environment factors, appearance factors, social factors or in the behavior of the individual?

Hypotheses H2 focused on place of sale and impulsive buying behavior. The relationship between place of sale and impulsive buying behaviour was not found to be statistically proven. So, there isn't difference if people buy impulsively online or in store. But there is important to find out, how to impress customer to make an impulsive purchase. Dukic and Stankovic (2021) stated that some kind of product advertisement can lead to impulsive purchase of adverted product. So online it could be adverts like banners for last searched items or social media promotions (specially focused on generation Z). In store it could be wobblers, banners, testing the product, examining the product or product demonstration.

Third hypotheses focused on economic activity and impulsive buying behavior. A statistically proofed relationship between economic activity and impulsive buying behavior was not found from the results. The results of the research by Ruiz et al. (2004), Hausman (2000) and Halim et al. (2023) are not agreed with. It isn't important if people are employed or not, to make impulsive purchase behavior. There may be a difference in our research due to conducting research in another country and in people's preferences.

Last hypotheses focused on reason of impulsive purchase and frequency of impulsive purchases. From results it was found out that there isn't relationship between these two variables. A relationship was found out by Dukic and Stankovic (2021) and Akram et al. (2016), but their results of research are not agreed with.

Findings which factors could influence impulsive buying behavior can be useful for retail management to increase profit in retails. And profit is main reason why people are making business.

Main limitation of research is that respondents are mainly students. It can influence result for last hypotheses. Another limitation is that questionnaire was distributed by social media on platform Discord, where they gather groups of people with the same characteristic (gaming trait).

Future studies could focus on specific type of impulsive purchase product such as clothes (reason is lot of research found out that clothes are most impulsively

purchased) and factors that influence impulsive buying behavior (in stores or in online shops).

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ZARZĄDZANIE HANDLEM DETALICZNYM: POKOLENIE Z I ICH IMPULSYWNE ZACHOWANIA ZAKUPOWE W SKLEPACH NIESPOŻYWCZYCH

Streszczenie: Artykuł koncentruje się na impulsywnych zachowaniach zakupowych po pandemii Covid19 i pokoleniu Z w przypadku gospodarek przejściowych w Europie Środkowej. Ważne jest, aby pokolenie Z stało się pełnoprawnymi konsumentami posiadającymi własne dochody. Celem artykułu jest zbadanie, w jaki sposób są oni wrażliwi na impulsywne zachowania zakupowe. Wcześniejsze badania nie dotyczyły jeszcze impulsywnych zachowań zakupowych pokolenia Z w erze post-covid19 w Europie Środkowej. Na podstawie przeglądu literatury postawiono cztery hipotezy identyfikujące zależności. Projekt badania obejmuje badania ilościowe oparte na ankietach. Dane (n=119) uzyskano w 2023 r. w drodze ankiety internetowej. Do analiz statystycznych wykorzystano wartość p oraz test Chi-kwadrat Pearsona. Stwierdzono, że istnieje zależność między powodem impulsywnych zakupów a impulsywnymi zachowaniami zakupowymi oraz zależność między płcią a impulsywnymi zachowaniami zakupowymi, natomiast nie stwierdzono zależności pomiędzy wolnymi środkami do wydania a impulsywnymi zachowaniami zakupowymi. Badanie dotyczyło kategorii produktów, które pokolenie Z zakupiło impulsywnie w ciągu ostatnich 6 miesięcy. Najczęściej sprzedawaną kategorią produktów impulsywnie były ubrania i rozrywka. Artykuł dostarcza marketerom świeżych informacji na temat tego, jakie rodzaje produktów są najczęściej kupowane pod wpływem impulsu w erze po pandemii Covid19. Dzięki odpowiednim narzędziom marketingowym marketerom będzie łatwo przekonać klientów do zakupu tych produktów.

Słowa kluczowe: zakupy impulsywne, pokolenie Z, zachowania zakupowe, kategorie produktów, zarządzanie handlem detalicznym