

Factors Influencing Customers Impulsive Buying Behaviors at City Mart in Yangon

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Abstract: This study aims to examine the factors influencing customers impulsive buying behavior at City Mart in Yangon. The study focuses on five key variables: store environment, sale promotion, friendly employee, visual merchandising and product diversity as the main influencing factors of impulsive buying behavior. The objectives of the study are to identify the factors influencing customers' impulsive buying behavior and to analyze the influence of these factors on impulsive buying behavior. A quantitative research method is employed in this study. Primary data were gathered through a structured questionnaire based on a five-point Likert scale. Data collected from 385 customers is selected using a systematic sampling method. The collected data were analyzed using descriptive statistics and multiple regression analysis with SPSS software. Secondary data was obtained from textbooks, journals, previous research papers, and relevant internet sources. The descriptive statistics revealed that visual merchandising recorded the highest mean value, followed by friendly employee, product diversity, store environment, and sale promotion. The findings indicated that sale promotion had the strongest influence on customers impulsive buying behavior, followed by product diversity, friendly employees, visual merchandising, and store environment. Based on these findings, it is recommended that City Mart strengthen its sales promotion activities, maintain a diverse range of products, provide friendly customer service, improve visual merchandising, and maintain a comfortable store environment to encourage customers' impulsive buying behavior. This study provides useful information for City Mart and contributes to a better understanding of the factors influencing customers' impulsive buying behavior in the retail sector in Yangon.

Keywords: Store environment, Sale promotions, Friendly employee, Visual merchandising, Product diversity, influencing factors, buying behaviors

INTRODUCTION

The retail industry plays an important role in the global economy by connecting producers and consumers. In recent years, urbanization, rising income levels, and changing lifestyles have led to significant changes in the retail sector. Modern retail formats such as supermarkets focus not only on providing products but also on creating shopping experiences that influence consumer behavior. Therefore, understanding consumer buying behavior is important for retailers to attract customers and improve sales performance.

In recent years, researchers have increasingly focused on impulsive buying behavior. Impulsive buying refers to unplanned purchases made without carefully evaluating the product. It is influenced by consumers' feelings and shopping situations. Supermarkets provide various stimuli, such as product displays, store design, packaging, and sales promotions, which can increase the possibility of impulse purchases.

Several factors can influence impulsive buying behavior, including store environment, sales promotions, friendly employees, visual merchandising, and product diversity. Store environment refers to the physical and psychological setting of a store, while sales promotions include discounts and limited-time offers. Friendly employees are polite and helpful, visual merchandising involves attractive product presentation, and product diversity refers to the variety of products available to customers.

In Myanmar, the supermarket industry has grown steadily, particularly in Yangon and Mandalay, as consumers increasingly shift from traditional markets to modern retail stores. City Mart is one of the leading supermarket chains in Myanmar, offering a wide range of products, customer services, and a pleasant shopping environment. Therefore, this study focuses on these factors to examine their influence on customers' impulsive buying behavior at City Mart in Yangon.

PROBLEM

The rising occurrence of impulsive purchasing behavior within the retail sector, encompassing modern supermarkets, has had a substantial influence on sales, customer behavior, and purchasing patterns. Supermarkets play a crucial role in providing daily essential goods, groceries, and household products, thereby necessitating a comprehensive grasp of consumer decision-making processes within this context. The phenomenon of impulse buying behavior has the potential to generate higher sales and enhance profitability for supermarkets, particularly when the store features and marketing methods employed differ from those of their

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competitors. Comprehending the impact of impulse buying behavior on customer spending patterns is crucial for achieving sustained success in the competitive retail sector.

APPROACH

This study employs a quantitative research method to systematically measure and analyze the relationships and impacts of factors influencing consumers' impulse buying behavior at City Mart supermarket using numerical data. The research was conducted at the Junction Square City Mart supermarket branch in Yangon, with primary data collected during June 2026. The conceptual framework examines five independent variables. They are Store Environment, Sales Promotions, Friendly Employees, Visual Merchandising, and Product Diversity and their direct effect on the dependent variable, consumers' Impulsive Buying Behavior.

The target population consists of customers who completed their shopping at City Mart supermarket, representing an unknown population size. To determine the required sample size, Cochran's (1977) formula was applied assuming a 95% confidence level and a 5% margin of error ($e = 0.05$).

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}$$

$$n = 384.16 \sim 385$$

Primary data was collected directly using a structured questionnaire designed with a 5-point Likert Scale (\$1 = Strongly Disagree to \$5 = Strongly Agree) and administered via Google Forms. In addition, secondary data was gathered and referenced from academic research journals, textbooks, previous research papers, library resources, and the official City Mart website.

RESULT

Table (1) Demographic Profile of Respondents

Particulars		No. of Respondents	Percent (%)
Gender	Male	134	34.80
	Female	251	65.20
Age	Under 20 Years	42	10.90
	20-30 Years	225	58.40
	30-40 Years	92	23.90
	Above 40 Years	26	6.80
Education	High School	9	2.30
	Undergraduate	163	42.30

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	Graduate	179	46.50
	Others	34	8.80
Occupation	Student	105	27.30
	Self-Employed	88	22.90
	Government Employee	72	18.70
	Company Employee	94	24.40
	Others	26	6.80
Marital Status	Single	305	79.20
	Married	80	20.80
Monthly Income	Under 200,000	35	9.10
	200,001-400,000	113	29.40
	400,000-600,000	137	35.60
	Over 600,000	100	26
Total no. of respondents		385	100

Based on the table (1), the survey collected data from 385 respondents. A significant majority of the participants were female, comprising 65.2% of the total, while only 34.8% were male. The age distribution shows that most respondents fall between the ages of 20 and 30, with 58.4% aged 20-30 and 23.9% aged 30-40. Only a small fraction (6.8%) were aged 40 and above, and 10.9% were under 20.

Educationally, 46.5% of respondents were graduated, while only 42.3% had undergraduate, 2.3% of respondents were high school and 6.8% held others. Regarding occupation, students accounted for the highest percentage of respondents at 27.3%. Company employees made up 24.4% of the sample, followed by self-employed individuals at 22.9% and government employees at 18.7%. The remaining 6.8% were classified under other occupations.

With respect to marital status, the majority of respondents were single, comprising 305 respondents 79.2% of the total sample, whereas only 80 respondents 20.8% were married.

Regarding monthly income, the largest proportion of respondents earned between 400,000 and 600,000 MMK, accounting for 35.6% of the total sample. This was followed by respondents with a monthly income of 200,001 to 400,000 MMK, representing 29.4%. Meanwhile, 26% of the respondents reported earning over 600,000 MMK, while only 9.1% had a monthly income below 200,000 MMK. These findings indicate that most respondents belonged to the middle-income group.

Overall, the findings indicate that the respondents were predominantly female, aged between 20 and 30 years, highly educated, and mostly single. In addition, students and company employees represented the largest occupational groups in the survey, while most respondents belonged to the middle-income category.

Table (2) Summary of Overall Mean Value

No.	Factors	Overall Mean Value
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1.	Store Environment	4.15
2.	Sale Promotion	4.14
3.	Friendly Employee	4.22
4.	Visual Merchandising	4.26
5.	Product Diversity	4.2

A summary of the overall mean values for each variable is presented in Table (4.9). According to Table (2), visual merchandising recorded the highest overall mean value of 4.26, followed by friendly employees with 4.22, product diversity with 4.20, store environment with 4.15, and sales promotions with 4.14. Overall, the results indicate that all variables have high-level mean values, reflecting positive customer perceptions across the board.

Table (3) Correlation between Influencing Factors and Impulsive Buying Behavior

No.	Factors	Correlation Coefficient	P-value
1.	Store Environment	.275**	0.000
2.	Sale Promotion	.712**	0.000
3.	Friendly Employee	.453**	0.000
4.	Visual Merchandising	.589**	0.000
5.	Product Diversity	.703**	0.000
** Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis results presented in Table (3) show varying degrees of association between the factors influencing customer impulsive buying behavior at City Mart. Among these factors, Sale Promotion demonstrates the strongest positive correlation with impulsive buying behavior at the 1% significance level ($r = 0.712$, $p = 0.000$), which falls within the range of a strong positive correlation (0.6 to 0.8). Product Diversity also shows a strong positive correlation with impulsive buying behavior ($r = 0.703$, $p = 0.000$). This is followed by Visual Merchandising ($r = 0.589$, $p = 0.000$) and Friendly Employee ($r = 0.453$, $p = 0.000$), both of which fall within the moderate positive correlation range (0.4 to 0.6). Lastly, Store Environment shows a weak yet statistically significant positive correlation ($r = 0.275$, $p = 0.000$), falling within the range of 0.2 to 0.4.

Table (4) Analysis of Factors Influencing Customers Impulsive Buying Behavior at City Mart in Yangon

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.119	0.220		.540	.589	

Store Environment	0.090**	0.034	0.088	2.652	.008	1.081
Sale Promotions	0.320***	0.044	0.346	7.204	.000	2.258
Friendly Employee	0.111**	0.038	0.107	2.930	.004	1.304
Visual Merchandising	0.151**	0.056	0.119	2.697	.007	1.919
Product Diversity	0.306***	0.048	0.319	6.370	.000	2.460
R ²	0.613					
Adjusted R ²	0.608					
F Value	120.277***					
Durbin-Watson	1.993					

Model Fit & Validity: The five independent variables account for **60.8%** of the variance in customer impulsive buying behavior (Adjusted R square = 0.608). The regression model is statistically significant ($F = 120.277$, $p < 0.001$) and free from issues of multicollinearity ($VIF < 2.460$) or autocorrelation (Durbin-Watson = 1.993).

Universal Positive Significance: All five studied factors have a statistically significant positive impact on customer impulsive buying behavior at the 1% significance level ($p < 0.01$).

Top Impact Drivers ("Somewhat" Level of Effect):

- **Sales Promotions** is the single strongest factor, having the highest impact score ($\beta = 0.346$, effect score = 0.2104, $p < 0.001$).
- **Product Diversity** ranks as the second strongest factor ($\beta = 0.319$, effect score = 0.1940, $p < 0.001$).

Secondary Drivers ("Few" Level of Effect):

- **Visual Merchandising** ($\beta = 0.119$, effect score = 0.0724, $p = 0.007$).
- **Friendly Employees** ($\beta = 0.107$, effect score = 0.0651, $p = 0.004$).
- **Store Environment** ($\beta = 0.088$, effect score = 0.0535, $p = 0.008$).

CONCLUSION

1. Discussion

The multiple regression analysis demonstrated that all five independent variables had a statistically significant positive effect on Impulsive Buying Behavior. Among these variables, sales promotion emerged as the strongest predictor, followed by product diversity, friendly employees, visual merchandising, and store environment. This indicates that promotional activities and product variety had relatively greater influence on customers' unplanned purchasing decisions. Sales promotions may encourage customers to purchase immediately by creating a sense of urgency and perceived savings, while product diversity provides more

opportunities for customers to discover products they did not originally intend to buy. Friendly Employees may increase customer comfort and trust, whereas attractive visual merchandising can capture customers' attention. In addition, a comfortable store environment may encourage customers to spend more time in the store and become more exposed to products. Therefore, all five factors contributed positively to customers' impulsive buying behavior, with Sales Promotion and Product Diversity having relatively stronger influences.

2.Suggestions

City Mart should implement a strategic cross-category impulse display strategy that combines high-value promotional bundling with high-visibility placement at key store traffic zones such as entrances and checkout counter aisles. Because sales promotions and product diversity represent the two strongest statistical drivers of unplanned purchases, while visual merchandising currently exerts a lesser direct effect, combining promotional offers like "Buy 1 Get 1 Free" or discounted cross-category bundles with eye-level promotional signage directly captures customer attention at critical decision-making points. Given that the majority of City Mart shoppers are young, single, urban consumers who exhibit heightened price sensitivity amid broader economic conditions, positioning trendy imported snacks, beverages, and limited-time deals along checkout queuing lines creates an immediate perception of savings and urgency, effectively converting routine store visits into spontaneous purchases.

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