

## IMPACT OF NEW PRODUCT KNOWLEDGE AND PROMOTIONAL SIGNAGE ON CONSUMERS' IMPULSE BUYING INTENTION AND BEHAVIOUR: A MEDIATED MODEL

**Kalsoom Yaseen**

Graduate, Department of Business Administration  
Fatima Jinnah Women University, Rawalpindi  
[kalsoom.yaseen786@gmail.com](mailto:kalsoom.yaseen786@gmail.com)

**Sohail Kamran**

Associate Professor, Department of Business Administration  
Fatima Jinnah Women University, Rawalpindi  
[sohail@fjwu.edu.pk](mailto:sohail@fjwu.edu.pk)

**\*Fozia Malik**

Assistant Professor, Department of Business Administration  
Fatima Jinnah Women University, Rawalpindi  
[drfmalik@fjwu.edu.pk](mailto:drfmalik@fjwu.edu.pk)  
[fmalik1980@gmail.com](mailto:fmalik1980@gmail.com)

### ABSTRACT

*Customer research has paid a lot of attention to consumer impulse buying. The phenomena is intriguing since it is influenced by both external, market-related inputs and a number of internal psychological elements. The research attempts to comprehend the factors affecting impulse buying behaviour of consumers typically when they consider purchasing new products. Furthermore, the effects of different concepts on the impulse buying are discovered, such as impulse buying intention, new product knowledge and promotional signage in the Pakistani context. This study uses a survey method to test a theoretically grounded set of hypotheses. Using a 22 items questionnaire, the data were obtained from 200 respondents and the data were analysed using SPSS. This study findings reveal that new product knowledge and promotional signage has positive and significant influence on consumers' impulse buying behaviour as well as impulse buying intention, similarly our mediator that is impulse buying intention also has a positive significant influence on consumers' impulse buying behaviour. There lies a partial mediation between the promotional signage and impulse buying behaviour in the presence of mediator but impulse buying intention has no significant mediating impact between new product knowledge and impulse buying behaviour. The paper supports the importance of new product knowledge and promotional signage as key drivers of consumer's impulse buying behaviour. It further underlines the importance of consumer's impulse buying intention with a mediating effect between new product knowledge, promotional signage and consumer's impulse buying behaviour. Marketers, retailers, executives and managers can have advantage from these findings for future marketing strategies and can acquire new customers by retaining the old ones to achieve long-term performance objectives.*

**Keywords:** Impulse Buying, Behaviour, Purchase Intention, Product Knowledge, Promotional Signage.

### 1. INTRODUCTION

In today's era and historical facts described that to understand consumer's behaviour many attempts are carried out. It is the most important aspect in the marketing as also stated by American Marketing Association that "consumer behaviour is considered as dynamic association of effect and cognition; conduct

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\* Corresponding Author

and environment by which people direct the trade parts of their lives” (also see Dholakia, 2000). According to this definition consumer behaviour consists of essential aspects such as dynamic, intelligent nature and the of trade relations in the context of consumer behaviour.

As stated by Bettman and Park (1980), it accomplishes the thoughts, feelings, and emotions of consumer in respect to their past experience and other related activities keeping in view the market atmosphere factors, such as products information, informal or formal sources which influence the consumer behaviour.

The consumer behaviour researches have mainly been involved in the preferences and consumer decision making route as the choices made by consumer are the most important indicator of purchasing decision (Engel & Blackwell, 1982). It is also noted that some of the areas of research interests are how those purchase decisions are made and promptly develop. Therefore, in this research the most vital category of purchase decision which is “impulse buying behaviour” is scrutinised. In the consumer societies of developed countries, impulse buying decision is a significant phenomenon. It is also examined in previous research (Parakh, Bindal, & Saldanha, 2016) that impulse buying behaviour generates a positive emotions in an individual and kind of products are resulted for such actions. In past research (Jeffrey & Hodge, 2007), the study of impulse buying behaviour is supported by a theory of “unplanned buying behaviour”.

According to Kollat and Willett (1967), if shoppers have more than 15 product in a catalogue which they want to purchase, they do more efforts and when it requires more time then impulse buying behaviour increases. Such phenomenon turns marketers and researchers to establish products in terms of whether they were likely to for to make their purchase impulsively (Applebaum, 1951). These days for improving impulse buying behaviour many store managers are continuously doing efforts in terms of promotional activities to increase their store profits (Park, Lyer, & Smith, 1989). It is also stated by Dholakia (2000) that in order to activate the impulse purchases the retailers have started to change and develop strategies, for example, giving more importance to the stores layout, increasing store promotions and distinguishing products packaging etc.

Over the last five decades, the research studies on consumers buying behaviour keep on struggling for better defining the impulse buying behaviour of consumers (Alireza & Hasti, 2011). Another research (Sharma, Vijay, Philips, & smith, 2010) indicated that the consumers are inspired and they like to engage with impulse buying behaviour as they want to change their lifestyle taste to become more happy and they act impulsive to due positive emotions. The same research of impulse buying behaviour when carried out with demographic variables such as gender, age, income etc. it was noticed that Baby boomers were more involved in impulse buying as compare to Generation X and Y who were born between mid-1960’s to 2000 which shows that new generation is more towards such behaviour (Pentecost & Andrews, 2010).

It is noticed in previous research that impulse buying has gain vital consideration in consumer buying decisions. This happens when if consumer sees the product in as shelf then strong feeling urge to purchase that product. The buyer does not have any plan or intention to purchase that product but purchase is made. It could be said that consumers’ impulse buying intention may or may not sometimes lead to impulse buying behaviour. Here intention to buy impulsively might play a mediating role between different factors that might lead to impulse buying behaviour (Engel & Blackwell, 1982). Therefore, intention and behaviour are the important factors to consider for studying the phenomenon of impulse buying decisions. Intention to purchase any product will lead towards purchase decision. New product knowledge can play an important role as consumer is always curious about new products. Promotional signage are also play critical role in many buying decisions. According to Engel and Blackwell (1982), there are numerous factors which could influence the buying behaviour and incite customers to embrace impulse buying. Some of those important factors are new product knowledge, promotional signage which might be effected by consumers’ impulse buying intention. Many studies are carried out with respect to identifying different factors to impact impulse buying behaviour of consumers but very limited focus is paid to examine the mediating character of impulse buying behaviour in connection among product knowledge as well as promotional signage on consumer’s impulse buying behaviour.

So in the current study, impulse buying intention and impulse buying behaviour of customers is under study with the support of theory of planned behaviour (Ajzen, 1985; 1987; 1991; 2011) which is an

extension of theory of reasoned action. In this theory perceived behavioural control has an effect on intentions and then these intentions lead to buying behaviour of consumers. According to (Ajzen, 1987), it is forecasted that intentions are there to show attitude towards online buying behaviour. There are also other factors that have an impact on intention and then on behaviour or action. Intention is a factor which influences the behaviour of consumers to buy impulsively. If consumers have intentions to buy, then definitely action to perform that intention is also there. According to Ajzen and Fishbin (1980), the relationship between intention and action has been explained.

Considering the latest trends of shopping behaviour, markets need to pay attention on such factors which influence consumers to go towards impulse buying intention and behaviour. They must focus on providing knowledge of their products to consumers and their promotional efforts such as signage on departmental stores to involve consumers towards impulse buying intention and behaviour ultimately (Cobb & Hoyer, 1986). Consequently, the purpose of this research is to unpack that whether both product knowledge and promotional signage within a store influence consumers with a mediating role of impulse buying intention and impulse buying behaviour or not.

## **2. REVIEW OF LITERATURE**

### **2.1. Impulse Buying Behaviour:**

A considerable body of research has been conducted to better understand the consumers' impulse buying conduct, which is visible as a subdivision of consumer behaviour (Kollat & Willet 1967; Cobb & Hoyer 1986). To outline impulse shopping, the researchers benefited from the terminologies of planned and unplanned shopping. Unplanned buying is described as "a buying action undertaken without a problem having been previously recognized or a buying intention formed previous to getting into the store" (Engel & Blackwell 1982, p.483). Contrarily, the delineation of planned buying is simply the alternative when there is an identified problem and earlier intention to shop for. It is worth mentioning that impulse purchases are some type of unplanned buying state of affairs or an advanced shape of unplanned buying (Stern, 1962, Kollat & Willet 1967).

The place of decision making associated with the item is quite vast for this sort of purchasing. The purchasing action is on the whole considered as impulse buying whilst the choice is made while buying and because of this feature, it's also referred to as unplanned buying behaviour (Cobb & Hoyer, 1986). While the customers are requested to make an evaluation between their purchase plans or intentions before shopping and the consequences of their purchases; more often than not the distinction between them well-known shows the impulse purchases (Kollat & Willet, 1967). Later, the definition is evolved with the concept of purchasers' instant urge to buy and redefined as "impulse buying takes place while a purchaser experiences an unexpected, regularly effective and persistent urge to shop for something immediately. The impulse to purchase for is hedonically complex and might stimulate emotional war" (Rook, 1987). In other words, the keywords which can be associated with impulse buying can be listed as unexpected enjoy, unexpected and deviant conduct together with the presence of emotional element in preference to rational ones. In addition studies reviewed the prevailing definitions and after criticizing the lack of potential to provide an explanation for the time period, it's been mentioned that for an impulse purchase to manifest the acquisition act have to be effected via a stimulus, the choice have to be made at the location and the time of the purchase have to be unplanned (Piron, 1991). In the course of the years, numerous research and researches were carried out and they came up with exceptional definitions for impulse buying. Some of them maintained the equal elements but a few extended and improved the means of the time period. Rook (1987) and Piron's (1991) conceptualizations had been guiding a similarly definition wherein situational elements which includes availability of money and differences in individual variables related to clients' tendency to impulse buying has played a critical role for in-store activity, unexpected urge to purchase intention and purchasing selection (Beatty & Ferrell, 1998).

### **2.2. New Product Knowledge and Impulse Buying Behaviour:**

A new product is defined as "an awesome, service, or idea this is perceived by way of a few ability clients as new" (Kotler & Armstrong 2008). Customer behaviour studies are interested in how consumers heard approximately the new products and decide to buy for them.

Without a doubt, its miles by and large associated with the adoption manner. Know-how about the new products may act as a mediating factor for the customers' adoption manner. The effect on behaviour may be fantastic via increasing the willingness of adoption or poor with the aid of diminishing the aim with exposure to an excessive amount of know-how (Lai, 1991).

Consumers are exceptional in their interests to new products, trial rates and their adoption durations range from each other because of the information that is held. Besides, they've distinctive levels of product know-how that they can use inside the purchasing decision of a new product. Those tiers of product expertise are dependent by using the one of a kind facts and meanings (Peter & Olson 2008). The examine of Flynn and Goldsmith (1999) suggests that so as to examine and to make buying impulsive about a brand new product, subjective knowledge will be used by purchasers due to the fact it's miles plenty greater associated with the incentive of the impulse buying conduct. Clients may also get information approximately a new product from their social surroundings or through the remark of others that use the product (Bettman et al., 1991). As it is said through Kotler and Keller (2012), most of the time the information is accumulated through commercial sources but the most effective ones are previous reviews, public resources and, friends and households or so known as private sources. For this reason keeping in thoughts the above dialogue, we are able to hypothesize that;

H1: *New product knowledge has a positive significant impact on impulse buying behaviour.*

### **2.3. New Product Knowledge and Impulse Buying Intention:**

New product knowledge performs a considerable function in designing the consumers' impulse buying goal. During the buying system of customers, the quantity of expertise client has of approximately a product could no longer best affect his/her records search conduct (Brucks, 1985; Rao & Sieben, 1992), but also, at the same time, affect his/her intentions and selection-making. It immediately affects the customers' purpose to buy. In the previous research of Harmancioglu et al. (2009), it is also proved that new product knowledge has a positive and significant impact on impulse buying intention. Abbasi (2017), also suggested that new product knowledge has a positive and significant impact on buying intention. Therefore, from the above review of literature, we can hypothesized that;

H2: *New product knowledge has a positive significant impact on impulse buying intention.*

### **2.4. Promotional Signage and Impulse Buying Behaviour:**

Promotional activities inside the store are used by the outlets to attract interest of the customers (Levy & Weitz, 2001). Therefore, properly-designed promotional activities are considered as beneficial technique to draw the attention of new customers as well as the present customers and motivate them to purchase. Consequences of the research performed by way of Mehta and Chugan, (2014; 2019) have shown that there lies a positive relationship between promotional signage and impulse buying intention. In keeping with Levy and Weitz (2001), promotional signage affords information about special fee reductions supplied by way of the store. Yu and Bastin (2010) investigated the impact of factor of buy (POP) posters in supermarkets and said that during store promotion techniques consisting of in-store settings, decreased rate promotions and coupons increase customers' impulse buying intentions. Consequently, it is hypothesized that:

H3: *Promotional signage has a positive significant impact on impulse buying behaviour.*

### **2.5. Promotional Signage and Impulse Buying Intention:**

Intentions to purchase or shop for impulsively is a situation which is experienced while selecting an item in the buying environment which involved promotional activities e.g., price reductions or discounts offers, coupons, buy one get one free and so forth (Rook, 1987; Dholakia, 2000). It's far sudden and clear that it results in the real impulse buying behavior (Beatty & Ferrell, 1998). As a consumers moves around in a store, he or she will be able to enjoy different promotional activities going within a store, and their intentions of getting concerned in impulse buying increases (Beatty & Ferrell, 1998). There lies a positive relationship between promotional signage and intentions to buy impulsive.

Promotional campaigns going within a store makes consumers to stay longer in a store, spends more time and money than normal (Milliman, 1982; 1986); for this reason it is probably that a number of this spending can be unplanned and possibly effects in impulse buying. These promotional activities impacts shoppers' pleasure and satisfaction (Morrison et al., 2011). Prior research have shown a positive

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association between promotional signage and impulse shopping behaviour. Donovan et al. (1994) determined that promotional activities going within a store contributed to more time and unplanned buying because it will increase impulse intentions. Beatty and Ferrell (1998) also found a positive relationship between promotional signage and intentions to purchase impulse. As a result we are able to hypothesize that;

H4: *Promotional signage has a positive significant impact on impulse buying intention.*

### **2.6. Impulse Buying Intention and Impulse Buying Behaviour:**

As in line with Fishbein and Ajzen's (1975) theory of reasoned action, purchase practices are because of states of mind of buyers and a few mental processes. Similarly, a person's expectation is connected with their practices but this hypothesis for the maximum element centres at the volitional practices which might be performed deliberately. Notwithstanding, there are some angles that impact the impact of expectancies on practices, for example, startling events inside the acquiring situation or difference between arranged occasions and circumstances on the season of procurement (Peter & Olson 2008, 153). Within the writing, drive purchase aim is portrayed as unconstrained, sudden, impromptu and sudden experiences (Rook, 1987; Piron, 1991). Subsequently, one may say that goals prompt practices but their effect isn't always so stable close to drive impulse buying intention. Consequently, it is hypothesized that;

H5: *Impulse buying intention has a positive significant impact on impulse buying behaviour.*

### **2.7. Mediating Role of Impulse Buying Intention between New Product Knowledge and Impulse Buying:**

As new product knowledge performs a significant role in designing the customers' impulse buying intention therefore these intentions further results in the shopping behaviour of consumers. During the buying process of consumers, the amount of information/knowledge consumer has of approximately a product might no longer handiest affect his/her statistics search conduct (Brucks, 1985; Rao & Sieben, 1992), but also, on the same time, affect his/her intentions and decision-making for you to ultimately would result in the buying behaviour of consumers. Intentions to buy impulsively without delay influences the customers to go towards impulse behaviour. A customer's knowledge about a product could determine customer buy decisions, and would have an indirect effect on his/ her intentions to purchase which trigger customers' behaviour to purchase impulsively. So from the above discussion, we can hypothesized that;

H5a: *Impulse buying intention positively mediates the relationship between new product knowledge and impulse buying behaviour.*

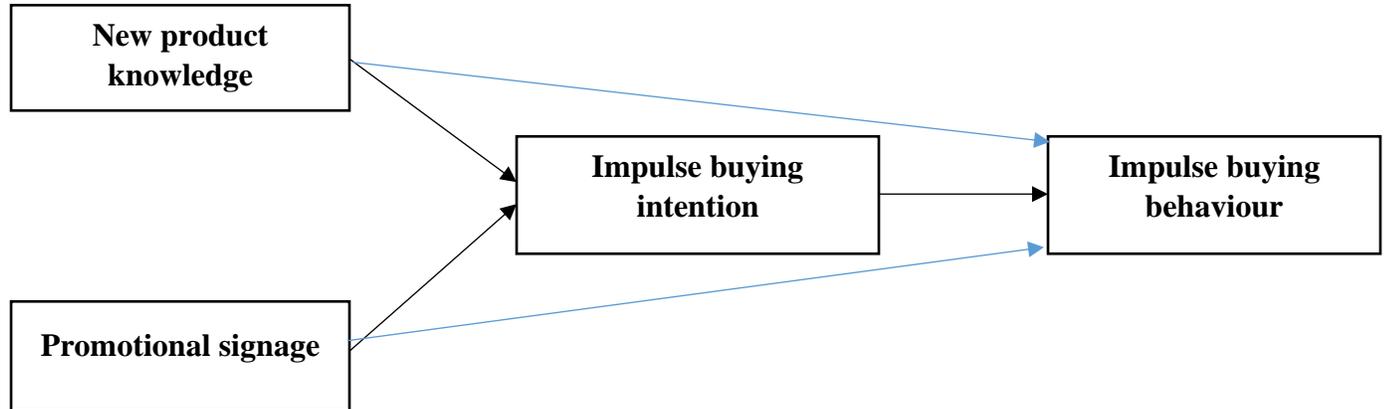
### **2.8. Mediating Role of Impulse Buying Intention between Promotional Signage and Impulse Buying:**

In retail shops, there regularly have in-store promotional activities to cause need recognition and consequently has an impact on consumers' intentions to buy. Those promotional activities consist of price-off promotions, sampling, coupons, and in-store demonstrations (Abratt & Goodey, 1990). Price-off promotions and coupons can rationalize intentions of purchase selection for a patron and result in impulse shopping for behaviour (Blattberg et al., 1981), while sampling can resulted at the hedonic values of a customer by using stimulating the feel of flavour and as a result also cause impulse buying behaviour (McGoldrick, 2002).

Salesperson can also have an energetic and distinguished function in encouraging the customers' impulse buying intentions which then leads to impulse buying behaviour. In line with the theory of planned behaviour, there are positive intentions which facilitates in triggering the behaviour toward buying a certain product. Via such techniques as suggestive selling, a salesperson can suggest a complementary object/items further intended to purchase product. Therefore from the above dialogue, we are able to hypothesize that;

H5b: *Impulse buying intention positively mediates the relationship between promotional signage and impulse buying behaviour.*

### 3. THEORETICAL FRAMEWORK



### 4. METHODOLOGY

#### 4.1. Sample and Data Collection

The population for this study are the consumers and data was collected online as well as from the students of Fatima Jinnah University, Rawalpindi because of more approachability. The data was collected using convenience sampling. Instruments used for data collection was online survey and physical distribution of questionnaire. 150 questionnaires were distributed online but only 90 were received back out of which 65 were usable. The response rate for online distribution was 43.34%. Whereas 170 questionnaires were self-administered and 150 were received back out of which only 135 were usable. Therefore, the total respondents for this study were 200. The response rate for self-administered questionnaire was 79.11%.

A cover letter was attached with the questionnaire explaining purpose of the study, while ensuring confidentiality and anonymity of the respondents. The research was administered on 200 respondents in total. 17% of them were males while remaining 83% were females. 9% of the respondents were of the age below 18, 46% between 18-25, while 34% of the respondents were of the age between 26-30, however, remaining 11% were above 30. Whereas, 62.5% of respondents were post-graduates, 17.5% were graduates while the remaining 20% of the respondents are under-graduate. 24% respondents have the household income ranging 20,000-30,000, 21.6% respondents have household income level ranging 30,000-40,000 while 54.4% are the respondents having above 40,000 household income level.

#### 4.2. Measures Used:

All study variables were measured using 5-point Likert scale where 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree.

**4.2.1. Impulse Buying Behaviour:** This variable was measured from 5-item scales (Rook & Gardner, 1993) One sample item was “Generally speaking, I would consider myself to be an impulse shopper.” The Cronbach Alpha of this scale was 0.679 which shows moderate reliability.

**4.2.2. New Product Knowledge:** This variable was measured from 5-item scales (Darden & Perrault, 1976) One sample item was “I am often among the first people to try a new product.” The Cronbach Alpha of this scale was 0.781 which shows high reliability.

**4.2.3. Promotional Signage:** This variable was measured from 5-item scales (Rook & Fisher, 1995) One sample item was “I tend to stop and browse products with promotional offers.” The Cronbach Alpha of this scale was 0.668 which shows moderate reliability.

**4.2.4. Impulse Buying Intention:** This variable was measured from 7-item scales (Rook & Fisher, 1995) One sample item was “For the most part, I tend to shop on impulse when there are sales.” The Cronbach Alpha of this scale was 0.608 which shows moderate reliability.

**4.3. Control Variables:**

One way ANOVA is used to identify the control variables on the basis of demographic factors used in the study. One-way ANOVA was performed to control the variation in dependent variable i.e. impulse buying behaviour and mediator i.e. impulse buying intention based on demographic variables used in the study. Table 1 shows that there is significant difference in the impulse buying intention (mediator) across gender ( $F=$ ,  $p<0.05$ ) while no significant difference was found in mean value of impulse buying intention on basis of age, income level and education. Similarly, the results of one-way ANOVA shows that there is significant difference in the impulse buying behaviour (dependent variable) across gender ( $F=$ ,  $p<0.05$ ) while no significant difference was found in mean values of impulse buying behaviour based on age, income level and education.

**Table no. 1: One Way ANOVA**

Source of variation	IBI		IBB	
	F-statistics	P-value	F-statistics	P-value
Age	3.43	0.06	0.39	0.53
Gender	3.53	0.000*	3.74	0.000*
Income	3.32	0.08	2.75	0.28
Education	1.75	0.18	0.84	0.36

IBI= impulse buying intention, IBB= impulse buying behaviour \*significant level is 0.05

**5. Results**

**5.1 Correlation Analysis**

**Table no. 2: Mean, Standard Deviation, Correlation and Reliability**

	Mean	S.D	IBB	NPK	PS	IBI
IBB	3.45	0.81	(0.679)			
NPK	3.82	0.78	0.78**	(0.781)		
PS	3.56	0.89	0.75**	0.80**	(0.668)	
IBI	3.47	0.79	0.54**	0.71**	0.61**	(0.608)

IBB= impulse buying behaviour, NPK= new product knowledge, PS= promotional signage, IBI= impulse buying intention. \*\*Correlation is significant at 0.01 level.

Table no. 2 shows the correlation analysis. Reliabilities of the variables are indicated in parenthesis. The values 0.54, 0.61 shows that there is moderate positive correlation. Whereas the values 0.78, 0.75, 0.81 and 0.71 shows that there is high positive correlation between the variables. The values are less than .8 and there is no issue of multicollinearity. P-value .000 is less than .05 which shows that there is significant association/correlation between the variables. There lies a positive association between new product knowledge as ( $r= 0.78$ ,  $p<0.05$ ), so this association is in line with our first hypothesis. Similarly, there lies a positive correlation between promotional signage and impulse buying behaviour as ( $r= 0.75$ ,  $p<0.05$ ) which is in line with our second hypothesis. There lies a moderate positive association between impulse buying intention and impulse buying behaviour as ( $r=0.54$ ,  $p<0.05$ ) which is also in line with our hypothesis.

**5.2 Mediation Analysis**

**Table no. 3: New Product Knowledge**

Steps	Coefficient	t-value	P-value	R-square	P-value(model)
1	0.1310	2.9127	0.004	0.0411	0.004
3	0.0586	1.1388	0.2561	0.0065	0.2561
4	0.3885	5.0641	0.000	0.1209	0.000
	0.0077	0.1561	0.8761		

**Normal theory tests for indirect effect**

Effect	Se	Z	P
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0.0609	0.0204	2.4886	0.0828
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**Table no. 4: Promotional signage**

Steps	Coefficient	t-value	P-value	R-square	P-value(model)
1	0.3478	6.2359	0.000	0.1649	0.000
3	0.3582	5.6266	0.000	0.1385	0.000
4	0.2666	3.3637	0.000	0.1855	0.000
	0.2654	3.9091	0.000		

**Normal theory tests for indirect effect**

Effect	Se	Z	P
0.0327	0.0316	2.9314	0.0034

Table 3 indicates mediation analysis, there lies significant positive impact of new product knowledge on impulse buying behavior ( $B=0.32$ ,  $p<0.05$ ) so hypothesis 1 is supported. There lies significant positive impact of new product knowledge on impulse buying intention as ( $B=0.38$ ,  $p<0.05$ ), hence hypothesis 2 is supported. There is significant positive impact of promotional signage on impulse buying behavior as ( $B=0.73$ ,  $p<0.05$ ) therefore hypothesis 3 is also supported. Similarly promotional signage has a significant positive impact on impulse buying intention as ( $B=0.78$ ,  $p<0.05$ ) so hypothesis 4 is also supported. There is also a positive significant impact of impulse buying intention on impulse buying behavior as ( $B=0.25$ ,  $p<0.05$ ) so our hypothesis 5 is also supported. In mediation analysis, as the direct and the indirect effect is significant so there is partial mediation. But from the normal theory test, mediation is insignificant as the p-value is greater than 0.05. Therefore, our hypothesis (H5a: Impulse buying intention significantly mediates the relationship between new product knowledge and impulse buying behaviour) is not supported. As the direct and the indirect effect is significant so there is partial mediation. And from the normal theory test, mediation is significant as the p-value is less than 0.05. Therefore, our hypothesis (H5b: Impulse buying intention positively mediates the relationship between promotional signage and impulse buying behaviour) is supported.

## 6. DISCUSSION

The current study was carried out to comprehend those factors which influence impulse purchasing behaviour mostly when consumers consider acquiring new products. Moreover, the influence of numerous conceptions on the impulse buying are examined, which include impulse purchase intentions, new product information or knowledge and promotional signage in Pakistani context. The data was gathered using 22-item questionnaire from a sample of 200 consumers. 17% of the total sample was males while remaining 83% were females. The Cronbach's alpha of consumer impulse buying behaviour, impulse buying intention and promotional signage are above 0.6 which shows that the data is moderate reliable whereas Cronbach's alpha of new product knowledge is above 0.7 which shows that data is highly reliable. Data was normally distributed as the  $p$ -value= 0.01. There is significant and moderate positive correlation between the variables, and there is no issue of multicollinearity. There is a positive significant impact of promotional signage and new product knowledge on impulse buying behaviour and impulse buying intention as the  $p$ -value is below 0.05. Similarly, impulse buying intention holds a positive significant effect on impulse purchasing behaviour as  $p$ -value<0.05. Mediation analysis is done by using process by Hayes. There lies a partial mediation between promotional signage and impulse buying behaviour in the presence of impulse buying intention (mediator of the research study). But the effect of impulse buying intention (mediator) is insignificant between new product knowledge and impulse buying behaviour.

Prior researchers have illustrated a positive substantial impact of new product information or knowledge on impulse buying behaviour. It has also been proved by the results of our research. Flynn and

Goldsmith (1999) research also indicated that to assess and to make buying impulsive regarding new product, subjective knowledge is used by individuals as it is greatly related with the consumers' motivation of the impulse buying behaviour. Individual Consumers could obtain information regarding a new product from their respective social environments or by observing other individuals who consume the product (Bettman et al., 1991). And when a consumer has a knowledge about any new product, then he/ she is likely to buy that product impulsively thus leading to impulse buying behaviour.

The results of this study has also shown that new product knowledge has a positive significant impact on impulse purchase intentions. An individual's information or knowledge regarding a given product determines their purchase decisions, and it indirectly influence their intentions to buy. As when a consumer has a knowledge of a certain product or brand, the consumer uses that cognitive knowledge in order to evaluate the new product that leading to an intention to buy impulsively. Many prior researches also have been carried out to investigate positive impact of promotional signage on impulse purchasing behaviour. Mehta and Chugan (2014) research findings illustrate that a positive association among promotional signage and impulse purchasing. Levy and Weitz (2001), study highlighted that promotional signage offers information to consumers regarding the special price rebates which are offered by retail outlets. As when a consumer sees something on sale, he/ she unintentionally buy that product which was not planned. So from this research it has also been proved that there lies a positive significant effect of promotional signage on consumers' impulse purchasing behaviour.

From the results of this paper, it has been shown that promotional signage has a positive significant impact on impulse buying intention. Individuals' intentions to purchase impulsively is a situation when consumer experience various motivations to buy in the shopping environment and one example is promotional activities e.g. discounts offer, coupons etc. (Rook, 1987; Dholakia, 2000). It is sudden and clear that effects the real impulse purchasing behavior (Beatty & Ferrell, 1998). As a consumers moves around in a store, he or she will experience different promotional activities going within a store, and their intentions of getting involved in impulse buying increases (Beatty & Ferrell, 1998). There lies a positive correlation between promotional signage and intentions to buy impulsively.

From the results of this paper, it could be seen that new product information or knowledge has a positive significant impact on impulse purchasing behaviour as well as impulse buying intention. But intentions to buy impulsively does not mediates the association among new product knowledge and impulse buying behaviour. This is not always necessary that new product knowledge can also leads to intentions to buy impulsively. When a consumer has a knowledge about a new product, relevant to the subjective knowledge, he/ she without forming intentions just buy that product impulsively. This study has also proposed that impulse buying intention considerably mediates the association between promotional signage and impulse buying behaviour. But there lies partial mediation. There are frequently in-store promotional activities in retail outlets with an aim to trigger consumers need or problem recognition and therefore has an impact on consumers' intentions to purchase. The promotional strategies within retail outlets could comprise of straight reduction in prices, coupons, sampling, and demonstrations in retail outlets (Abratt & Goodey, 1990). Discounts and price reduction and coupons could streamline intentions of purchase decision for a consumer and these lead to impulse purchasing behaviour (Blattberg et al., 1981). However, sampling could work on the hedonic values of an individual by motivating their sense of taste and therefore this also leads to impulse purchasing behaviour (McGoldrick, 2002).

## **7. MANAGERIAL IMPLICATIONS**

The paper supports the importance of new product knowledge and promotional signage as key drivers of consumer's impulse buying behaviour. It further underlines the importance of consumer's impulse buying intention with a mediating effect between new product knowledge, promotional signage and consumer's impulse buying behaviour. If companies wants to create impulse intention of consumers towards their products then they must focus of new product knowledge as it is going to help consumer to take impulse buying behaviour. Same is with the promotional signage on retail outlets to inform consumer about the available products for creating intention of consumers which will further lead towards buying behaviour. Therefore, from the present research avenue, industry experts can gain

advantage for designing future marketing strategies and can acquire new customers by retaining the old ones to achieve long-term performance objectives.

## 8. LIMITATIONS AND FUTURE RECOMMENDATIONS

Like other studies, this research also has some limitations related to sample size and time constraint. Future research may be carried out with a larger sample size and longitudinal data can be collected to evaluate the impulse buying behaviour. In this research only new product knowledge and promotional signage are considered as independent variables which are going to impact consumer's impulse intention and then impulse buying behaviour. In future studies, impact of other variables may also be studied on consumer's impulse intention and buying behaviour e.g. perceived usefulness, perceived risk, trust, demographical factors, or opinion leadership. Further, future research can be carried out by comparing different cultural perspectives that how consumer take impulse decision is taken in different cultures. In future research, gender based comparison can also be drawn that whether male or female consumers are involved in impulse buying behaviour.

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