

ABSTRACT

The aim of this research was to examine the relationship between marketing stimuli (price promotion, mass distribution, self service, prominent store display, small size), customer characteristics (excitement, esteem), customers' product awareness from word of mouth, social norms, and impulse purchasing behavior of hypermarket customers in Bangkok.

There are currently 87 branches of key hypermarkets in and around Bangkok paving the way for customers to make easy and perhaps impulsive purchases. There is an increase in the number of hypermarkets in Bangkok and also an increasing number of people shopping at these hypermarkets in recent years.

Data was collected from 400 participants using questionnaires. An analysis of the data proved that all the independent variables except self service had a positive relationship with impulse purchasing behavior of hypermarkets customers. The strongest relationship was between social norms, word of mouth and impulse purchasing behavior. Conversely, a relatively weak relationship was found between price promotion, mass distribution and impulse purchasing behavior while no relationship was found between self service and impulse purchasing behavior of hypermarket customers.

These findings indicate that marketers have yet to find the relevant in-store stimuli and implement wherever it is needed to further promote customers' impulse decisions. On the other hand, these findings illustrate that customers should be cognizant of in-store stimuli present in hypermarkets to trigger impulsive behavior.