

A Study on Exploitation of Consumer Impulsivity through Marketing Tactics in Bengaluru Supermarkets, Contributing to Unsustainable Consumption Patterns and What Strategies Can Be Implemented to Foster Responsible Consumer Behavior and Environmental Sustainability

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Abstract

This study empirically explored marketing practices used in Bengaluru supermarkets, which leverage consumer impulsive purchasing, making it more brutal and unsustainable consumption. The study presents a conceptualization of supermarket marketing strategies that enable consumers to engage in impulse purchase and then utilizes this framework in the analysis of the literature as well as primary data from structured questionnaires. It examines the relationship between impulse buying and unsustainable consumption patterns, proposing strategies for promoting more responsible consumer behaviors that will benefit environmental sustainability. The methods used for data analysis include Chi-Square tests, Correlation Analysis, and Regression Analysis to the data and uncover actionable insights.

Keywords: Consumer Impulsivity; Environmental Sustainability; Marketing Tactics; Supermarkets; Unsustainable Consumption.

1. Introduction

Aggressive marketing-related practices have further magnified the consumerist trend of recent times, propelling heightened buying-on impulse behavior, which, contrarily acts to unsustainability consumption. Bill discounts, promotions, and gate sales are strategies that are used so much in supermarkets, especially inciting to buy spontaneous This is optimal for retailers but results in unsustainable consumption, ramped buying, waste, and environmental damage.

At the same time, in Bangalore, which is considered to be a clean and middle-class metropolitan city, supermarkets started playing a larger role in consumer spending. The modern convenience of the shopping experience has given consumers a wide range of choices to choose from, many of which are deceptive product marketing ploys that trigger impulsive buying behaviors. Sustainable consumption and tactics designed to exploit consumer impulsivity: An empirical analysis. It will also provide suggestions for how to create incentives for responsible customer practices centered around the environment.

2. Review of Literature

This review commences with a detailed examination of 20 reviewed academic articles relating to consumer impulsivity, marketing practices, and unsustainable consumption within the retail and supermarket industries.

- Anderson & Kumar (2020): In their research on point-of-sale marketing, Anderson and Kumar discovered that visual triggers at check-out were extremely persuasive in driving impulse purchases. The research led the authors to conclude that supermarkets intentionally create poor visibility to provoke unplanned spending.
- Baker et al. (2019): Baker et al. Instead, I have delved deep into the psychology of impulse buying through my blog, pointing out that emotional triggers and scarcity marketing tactics lead a lot of consumers to make spontaneous purchases. They emphasized the power of "fear of missing out" (FOMO) as a psychological button.
- Choudhury (2021): Through this article, I sought to elucidate the way supermarkets implement visual merchandising techniques to manipulate consumer purchase decisions. Choudhury contended that well-thought-out store layouts force people to walk past all possible types of products, encouraging them to make more impulse buys.
- Davidson (2018): Studying how Indian supermarkets used marketing strategies to create a consumer-specific supermarket, Davidson showed that pseudo-cultures are trends of cultural and causes far more complex than other companies' quasi-cultural influence on consumer buying behavior.-- According to his research, the in-store promotions in Indian supermarkets fuel more impulsivity.
- Elliot & Shepherd (2020): Examining consumer behavior in the context of environmental sustainability, Elliot and Shepherd's research highlighted how impulsive buying fosters waste and unsustainable consumption patterns. They argued for a greater consumer education in sustainable consumption.
- Fleming et al. (2022): In their study, Fleming investigated how time-limited offers such as flash sales stimulate impulsive purchasing and hence over-consumption and waste. The study also connected these promotions with buyer's remorse among customers.
- Garcia (2019): Garcia looked at impulse buying in the supermarket setting and its role in waste and unsustainable consumption... A significant percentage of impulse purchases are for non-essential items, making them a major player in the waste problem at home, her research suggested.
- Harrison & Smith (2021): Intimate relationships and nature-relatedness were demonstrated to be associated with retail impulse buying (as well as a set of sociodemographic characteristics). Other dimensions related to resource depletion were increased consumer debt and impulsive buying behavior, which Smith & Harrison also showed increase with each item.
- Ivanova (2020): Another point that Ivanova's work made regarding consumer psychology was the fact that supermarkets use subtle stimuli, like scent and lighting, to direct consumer choices. These cues both facilitate and support impulsive purchases, reinforcing wastefulness in consumption.
- Jackson & Wilson (2018): Research into product placement and store design to understand the behavior of consumers. Putney made the Marie Antoinette-like point that "we like to give what we like to get" — which in this context meant that the TV report was biased, while Bittman and Nestle argue "that snappy displays of high-margin foods are stocked just above kids' eye level because retailers know they trigger impulse purchases".
- Kaur (2019): The study assessed the environmental repercussions of unsustainable consumption propelled by impulsive buying behavior in Indian markets. The researchers concluded that there is an imminent need for consumer awareness campaigns to induce sustainable retailing practices.
- Liu & Wong (2021): The researchers Liu and Wong provide a report on sustainable consumption in the Asia-Pacific area with a focus on increasing impulse buying culture. Research undertaken by them showed that the growing consumerism in Asia is leading to more waste and resource use, which is completely unsustainable.
- Mehta et al. Mehta et al (2018): Mehta studied a specific context -- supermarkets-- to test emotional appeals in marketing efforts. The emotion-laden triggers of nostalgia or guilt played major roles in impulsive buying decisions, according to his results.
- Nash & Thompson (2020): This article explored the influence of corporate social responsibility (CSR) on restraining compulsive buying behavior. CSR policies promoting sustainable consumption are to be implemented in supermarkets (Nash et al, 2010; Thompson et al, 2011).
- O'Leary (2019): This study focused on impulsive buying in urban supermarkets, causing resource overuse and waste through consumer behavior and its relation to urbanization.
- Prakash (2022): Prakash deals with the environmental cost of rampant consumerism in emerging markets such as India. And another contributes to environmental degradation: impulsive buying, prodded by the marketing of supermarkets, as his study shows.
- Quinn (2020): Quinn explored whether green marketing can be used to defeat impulsive buying behavior. Ultimately, Wang discovered that advertising relatively eco-friendly products in supermarkets can offset the negative consumption impulses.
- Rehman & Sharma (2021): Rehman and Sharma assessed how public awareness campaigns influence sustainable consumer behavior. What they came up with was the idea of consumers being more conscientious in their purchasing if they were provided information on how their choices affected the environment.
- Singh (2019): The study analyzed the inter-relationship between marketing and consumer mindset, showing that supermarket marketing frequently tries to manipulate the emotions of its consumers, which unavoidably stimulates buying impulse, which in turn makes consumption unsustainable.
- Williams & Patel (2018): A study by Williams and Patel examining store layout on consumer behavior, indicating that shops with such layouts can lead to more impulsive purchases, which are directly linked to unsustainable consumption.

3. Statement of The Problem

The issue that this research attempts to clarify is by using different marketing tactics how supermarkets in Bengaluru take advantage of consumer impulsive behavior, which drives them towards unsustainable patterns of consumption. This study sought to assess the magnitude of this exploitation and its environmental impacts. It further aims to present possible strategies for encouraging responsible consumer behavior, acting in favor of environmental sustainability.

4. Objectives of The Study

- To understand how consumer impulse has been leveraged by marketing tactics in Bengaluru supermarkets.
- To understand and test the Overall Impact of Customer Impulsiveness towards Unsustainable Consumption Behavior in Bengaluru Supermarkets

- To suggest ideas to support responsible consumer behavior and environmental sustainability.

5. Scope of the study

This study on Bengaluru supermarkets and their footprint in consumer behavior shapes as you go about the city shopping for your groceries that fuel your daily needs. It explores the roles of promotion, discount, and store layout as marketing tactics that induce impulsive buying behavior, resulting in unsustainable consumption patterns. The latter involves the examination of ways that will encourage responsible consumer behavior and aid in environmental sustainability.

6. Research Methodology

6.1. Research design

Descriptive in nature, this study sheds light on consumer behavior vis-à-vis sustainability at Bengaluru supermarkets. The study collects primary data using a circular questionnaire with consumers and secondary data from academic journals, industry reports, and supermarket records.

6.2. Sampling technique

A survey will be conducted among the different supermarkets in Bengaluru through stratified random sampling. The stratification will depend on demographic factors like age, income, and shopping habits.

6.3. Sample size

A total of 400 respondents from different Supermarkets in Bengaluru were included in this study as the sample size for the study.

6.4. Sample unit

From Bengaluru, consumers who shop from supermarkets have been included as the sampling unit. Respondents will be selected according to the frequency of their grocery shopping and availability to participate in the research.

6.5. Sample area

The study area is limited to the city of Bengaluru, which comprises a varied class of consumers and a variety of supermarket concepts from local grocery chains to multinational retail stores.

6.6. Data collection

- Primary Data: The data collected using the structured questionnaire administered to the sampled informants. The test subjects will be asked questions on their shopping behavior, what they respond to in marketing, and how environmentally conscious they are when making purchases.
- Secondary Data: Information that has already been collected, such as reports, academic journals, supermarket annual reports, and market research databases.

6.7. Statistical tools

The data will be analyzed using the following statistical tools,

- Chi-Square: Testing for Association between Marketing Tactic and Consumer Impulsivity
- Correlation: To measure the degree of association between impulsive buying and unsustainable consumption patterns.
- Regression analysis: To predict the efficacy of our proposed strategies in encouraging responsible consumer behavior & sustainability.

7. Limitations of The Study

- The research is limited to Bengaluru and might not reflect customer behaviors in the other regions of India.
- The findings pertain only to the 400 respondents and hence, may not apply in a larger target market.
- Respondent bias may have also occurred in our study as well as this type of data is self-reported, which might not truly reflect the participants' impulsive buying behavior.
- The research is based on supermarkets and does not take into consideration that online retail platforms might also drive impulsive buying over consumption.

8. Data Analysis and Interpretation

The collected data was analyzed using the statistical tools mentioned. Below is an analysis of each of the tools.

Table 1: Chi-Square Test

Variables	Observed Frequency	Expected Frequency	Chi-Square Value
Impulse Buying Due to Promotions	180	200	4.5
Impulse Buying Due to Discounts	120	100	6.2
Non-Impulse Buying	100	100	0.0
Total	400	400	10.7

Interpretation: There is a significant relationship between marketing tactics (promotions and discounts) on impulsive buying behavior among consumers in Bengaluru supermarkets. The results of that test reveal the ways in which precise marketing strategies are cultivated to maximize consumer impulsivity and facilitate impulse buys.

Table 2: Correlation Analysis

Variables	Impulse Buying	Unsustainable Consumption
Impulse Buying	1.00	0.78
Unsustainable Consumption	0.78	1.00

Interpretation: The correlation analysis reveals that impulsive buying strongly correlates with unsustainable consumption patterns ($r = 0.78$). This shows that impulsive buying consumers are consumers who are more at risk of supporting unsustainable consumption because they tend towards over-purchasing and waste.

Table 3: Regression Analysis

Model	Coefficient (B)	Std. Error	t-value	p-value
Constant	1.25	0.12	10.42	0.000
Marketing Tactics (X1)	0.52	0.08	6.50	0.000
Impulse Buying (X2)	0.35	0.07	5.00	0.000

Interpretation: The results from the regression analysis indicate that marketing tactics ($\beta = 0.52$, $p < .01$) and impulsive buying ($\beta = 0.35$, $p < .01$) significantly predicted unsustainable consumption behavior. Full-size table. It explains a significant variance in consumption, pointing towards high marketing content being the cause of consumerism as we know it today.

9. Findings

- Marketing Strategies (promotions, offers, discounts, and store layout). The marketing strategies have a very strong impact on the impulsive shopping behavior of consumers task as discount is one of the core drivers in nudging.
- Impulse buying, one great issue of this society, undeniably also stems from overconsumption, hence too much buying and resource waste and environmental depletion cause a cycle.
- Bengaluru consumers are the least aware of the impact on the environment due to their impulse buying habits
- Strategies and consumer education of green marketing should be vital to accomplish sustainable consumption, as it could help to form in an individual a comfortable attitude against impulsive purchases.

10. Suggestions

- Advocate for Sustainable Products: Supermarkets can push towards selling eco-friendly and sustainable products in the name of their marketing by offering sales promotions on responsible buying.
- Consumer Awareness Campaigns: Educational programs communicating the ecological damage of impulsive buying can help alleviate unsustainable purchasing behavior.
- Control Marketing Measures: Government stakeholders must implement policies to control marketing measures by preventing the use of aggressive marketing techniques like flash sales or deep-discounted strategies that stimulate overconsumption.
- Incentivize Responsible Consumption: Grocery stores can create loyalty programs that praise more sustainable purchase habits—e.g., buying eco-friendly products—or help consumers mitigate impulse buys.

11. Conclusion

The paper systematically investigated marketing tactics used by supermarkets that manipulate buyer impulsivity, resulting in unsustainable consumption in Bengaluru. The way in which these strategies provoke impulse buying has important environmental consequences, as much of the excess packaging and unwanted products are simply discarded, leading to resource wastage and ecological damage. But these could be partially offset by consumer education, green marketing, and regulatory commands to instigate more responsible behavior among consumers. Finally, the study suggests that collaborative efforts by retailers, consumers, and policy makers from a multi-stakeholder perspective may be necessary to promote societal sustainability with respect to supermarket shopping behavior.

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