

HOW DO BRANDS EXPLOIT IMPULSIVE BUYING?

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About 70 percent of buyer's purchase decisions are mainly made in the store. This marks an ideal channel for various brands to promote impulse buys. Impulsive buying is the act of a customer buying a particular product or a service within a spur of a moment. In other words, the buyer had not planned at all to purchase the product or a service but then, they decide to do so without any premeditation. Therefore, impulsive buying is mainly about feelings and emotions rather than planning and logic. Impulsive buying may be as well as a result of a strong promotional message (Tifferet and Herstein, 2012.) This paper highlights some of the effective practices implemented by brands to promote impulsive buying of their products.

Brand managers will normally tend to engage their customers when they are significantly ready to spend. This is by optimizing store layout by displaying relevant items and their corresponding accessories closely together. The brand managers also place strategically product's ambassadors at the store for impulse buys. The ambassadors are skilled enough to know the right product to suggest to the customer on basis of customer's interest and needs. It is essential to note that customers really expect highly personalized experience while purchasing at the store or online. The brand managers also understand the need to think globally and act locally. They closely monitor what products the customers buy most, hence easily figuring out which impulse product they are likely to pick up as well (Mihic and Kursan, 2010).

Social media platform and mobile apps mark one of the most successful tools used by brand manager to encourage shoppers make unplanned visits to stores for purchases. In the

current digital world, many shoppers are more than willing to share their preferences and interests with the retailers. This gives retailers ideas and clues on what impulsive buys to suggest next (Sun and Wu, 2011). It is therefore certain that impulse buying is basically a common behavior and brands are doing what it takes to leap out any potential benefit associated with it.

References.

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