



FACULTY OF JURIDICAL SCIENCES

COURSE: B.B.A.LL.B. IInd Semester

SUBJECT: CONSUMER BEHAVIOUR

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Lecture-35



Models of Consumer Behavior

Consumer Behavior Models

Contemporary Models

3. Hawkins Stern Impulse Buying Model

The Impulse Buying theory is an alternative to the Learning Model and EKB, as it claims that purchases aren't always a result of rational thought. When we think of impulse buying, we typically imagine picking up a candy bar or a pack of gum right before checking out. These are certainly impulse purchases, but Hawkins Stern categorizes them into four different types:

- **Escape Purchase:** Sometimes called pure impulse, this involves purchasing an item that isn't a routine item or on a shopping list. Consumers are drawn to these items through appealing visuals.
- **Reminder Purchase:** A consumer makes a reminder impulse purchase when they come across a product through in-store setups, promotional offers, or a simple reminder that a product exists, like a strategically placed ice cream scoop in the freezer aisle of a grocery store.
- **Suggested Purchase:** Suggested impulse purchases occur when a consumer is made aware of a product after a recommendation or suggestion from an in-store salesperson or online algorithms. For example, seeing an ad that says, "Other people who bought this shoe you're about to buy also purchase these socks." The consumer didn't know the socks existed, didn't plan to buy them, but now the suggestion has told them that they need them.
- **Planned Purchase:** Although planned is the opposite of impulse, these purchases occur when a consumer knows they want a particular product but will only buy it if there is a deal involved. An unexpected price drop could lead a customer to make a planned impulse purchase.

The Hawkins Stern Model applies to most businesses, as there are no limits to what a customer with this purchasing behavior will buy. Create a tailored customer experience by putting care into product displays, creating AI algorithms for online shopping, or placing items on sale to appeal to your shoppers who are planned purchase impulse buyers.

