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A Study of Factors Having Impact on Impulse Buying Behavior for Candy Bars - With Special Reference to Students Aged Between 4 To 14 Years in Indore City

Article History:

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How to cite this article:

Soni V *et al.*, A Study of Factors Having Impact on Impulse Buying Behavior for Candy Bars - With Special Reference to Students Aged Between 4 To 14 Years in Indore City. *J Int Commer Law Technol.* 2025;6(1):1513-1516.

Received: 13-10-2025

Revised: 22-11-2025

Accepted: 02-12-2025

Published: 08-12-2025

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Abstract: Impulse purchase or impulse buying describes any purchase which a customer makes without making and planning in advance. This study is an attempt to find out the factors that have impact on consumer impulse buying behavior for candy bars in Indore. The impact of various variables like discount offer, various schemes, festival season, etc. on consumer impulse buying behavior was analyzed. The study is based on primary data collected in Indore city with the help of a structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Reliability analysis. After the reliability analysis, Multiple regression was applied through SPSS.

Keywords— Impulse Buying Behavior, Consumer Behavior, Candy Bar Market, Confectionery.

INTRODUCTION

Global Candy Bar Market Scenario

Candy bar industry analysts predict the global candy bar market will be valued at USD 52.8 billion in 2023 and is anticipated to reach USD 74.4 billion by 2032—the result of an annual growth rate approaching 3.8 percent. Demand in Asia is a major source in the growth of sales, and is expected to rise to a significant share in the global market. The Asia-Pacific region is projected to witness the highest growth rate during

the forecast period (2025-2035), driven by factors such as increasing population, rising disposable income, and a growing retail sector[1].

The global candy and chocolate manufacturing market is projected to exceed USD 314.5 billion by 2035, growing at a CAGR of 2.32%. North America and Europe are currently the largest markets for candy bars, followed by Asia-Pacific, which is showing significant growth potential driven by rising disposable incomes and increasing urbanization.

Indian Candy Bar Market Scenario

India's candy market is experiencing robust growth and was valued at USD 680 million in 2024, with projections to reach approximately USD 1,135 million by 2035, growing at a CAGR of 4.8% during the forecast period (2025–2035). The Indian confectionery market (which includes candy bars, traditional sweets, and other confectionery products) was valued at ₹37,900 crore in 2024 and is projected to expand to ₹59,700 crore by 2033, reflecting a steady CAGR of 5.2%.

According to recent market research, the per capita consumption of candy bars is increasing in the country, which will continue to flourish market revenues. Leading players in the Indian candy market include DS Group, Godfrey Phillips India Ltd., ITC Ltd., Perfetti Vanmelle India Pvt. Ltd., and Nestlé India Ltd., among others. The candy bar segment is particularly popular, driven by urbanization, increasing disposable incomes, and evolving consumer preferences towards convenient, on-the-go snacks. Convenience stores have emerged as a key channel for candy bar sales, acquiring a prominent share of 36.0% in 2025, with consumers making impulse purchases during quick visits. Retailers boost these sales through strategic product placement at checkout counters and high-traffic areas, encouraging unplanned purchases.

UNDERSTANDING BUYING BEHAVIOR

The term buying behavior refers to the attitude of a customer or consumer behavior towards purchase of a particular product. This buying behavior is impacted by a number of factors.

Defining Impulse Buying Behavior

Impulse buying occurs when a consumer experiences a sudden, powerful, and persistent urge to buy something immediately. Impulse buying is defined as a buying action undertaken without the problem having been previously recognized or a buying intention formed prior to entering the store. Items purchased whose decisions were made after entering the store are impulse purchases.

An impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message.

Recent studies show that 89% of shoppers have made an impulse purchase, with confectionery products like candy bars remaining among the top categories for unplanned purchases. A 2025 study revealed that despite the evolution of shopping behaviors, consumers continue to indulge impulsively in candy

and snacks due to the "I see it, and I have to have it" mentality.

OBJECTIVE

To study the impact of different variables on impulse buying behavior for candy bars among students aged between 4 to 14 years in Indore city.

RESEARCH METHODOLOGY

Hypothesis Formulated

H₀₁: There is no significant impact of "discounted prices of candy bars" on impulse buying behavior for students aged between 4 to 14 years.

H₀₂: There is no significant impact of "buy 2 get one candy bar free scheme" on impulse buying behavior for students aged between 4 to 14 years.

H₀₃: There is no significant impact of "window display of candy bars" on impulse buying behavior for students aged between 4 to 14 years.

H₀₄: There is no significant impact of "festive season to purchase candy bars" on impulse buying behavior for students aged between 4 to 14 years.

H₀₅: There is no significant impact of "reminder by sales person to purchase candy bar" on impulse buying behavior for students aged between 4 to 14 years.

H₀₆: There is no significant impact of "point of purchase display for candy bars" on impulse buying behavior for students aged between 4 to 14 years.

Sample Size

The sample in this study is focused on students between 4 to 14 years of age from Indore city. They represent a significant consumer group for the candy bar market in Indore. A convenience sample of 350 respondents was drawn from Indore city.

The questionnaire consisted of a dependent variable, i.e., impulse buying behavior, comprising 5 questions with responses recorded using a five-point scale with choice options of never = 1 to frequently = 5. Six independent variables were used: discounted prices, "Buy 2 and get one candy bar free" scheme, window display of candy bars, purchase of candy bars more in festive seasons, reminder by sales person, and point of purchase display. It was hypothesized that these variables have no significant impact on impulse buying behavior of students aged between 4 to 14 years while purchasing candy bars.

Statistical Tools

Preliminary reliability was assessed using Cronbach's alpha method. Further, for hypothesis testing, linear regression analysis was applied using SPSS software.

DATA ANALYSIS AND INTERPRETATION

Preliminary reliability was assessed using Cronbach's alpha method, with values of 0.89, 0.86, 0.91, 0.88, 0.79, and 0.77 respectively for the six

independent variables. This established good reliability for the research. Further, for hypothesis testing, linear regression was used. Hypotheses with R values and F-values from regression analysis are presented in Table 1:

Hypothesis	R Value	F Value	Conclusion
H ₀₁ No significant impact of discounted prices of candy bars	0.041	0.063	Hypothesis accepted
H ₀₂ No significant impact of buy 2 get one candy bar free scheme	0.046	0.060	Hypothesis accepted
H ₀₃ No significant impact of window display of candy bars	0.411	0.000*	Hypothesis not accepted
H ₀₄ No significant impact of festive season to purchase candy bars	0.492	0.000*	Hypothesis not accepted
H ₀₅ No significant impact of reminder by sales person to purchase candy bar	0.013	0.056	Hypothesis accepted
H ₀₆ No significant impact of point of purchase display for candy bars	0.586	0.000*	Hypothesis not accepted

Table 1: Regression Analysis: Impact of Variables on Impulse Buying Behavior for Candy Bars

Note: Relationship is significant at $p < .005$

The analysis revealed that three out of the six hypotheses (H₀₁, H₀₂, and H₀₅) were accepted, indicating that discounted prices, buy 2 get one free scheme, and sales person reminders do not have a statistically significant impact on impulse buying behavior. However, three hypotheses (H₀₃, H₀₄, and H₀₆) were not accepted, indicating that window display, festive season, and point of purchase (POP) display do have significant impacts on impulse buying behavior for candy bars among the target age group.

CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

Conclusions

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. This study attempted to determine the impact of different variables on impulse buying behavior for candy bars among students aged between 4 to 14 years in Indore city.

The study further investigated which factors have impact on impulse buying behavior for candy bars as FMCG products. In attempting to examine this relationship, the study revealed that window display of candy bars, festive season to purchase candy bars, and point of purchase display for candy bars have significant impact on impulse buying behavior for students aged between 4 to 14 years.

These findings align with contemporary research in confectionery marketing, which demonstrates that external stimuli such as in-store setups, shelf placement, and strategic product positioning are critical triggers for impulse purchases. The rising adoption of digital retail and retail media strategies has also transformed how consumers encounter candy bars, with both online and offline channels leveraging placement and promotional visibility to drive impulse purchases.

Implications

An important implication of this study is that buy 2 and get one candy bar free schemes, discounted prices of candy bars, and reminders by sales persons to purchase candy bars do not significantly impact the impulse buying behavior of students aged between 4 to 14 years for candy bars.

The study revealed that festive season, window display, and POP display are serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store and have a significant impact on consumers' impulse buying behaviors for students aged between 4 to 14 years.

This suggests that for retailers targeting this age group, visual merchandising and seasonal strategies are more effective than traditional promotional

tactics. The prominence of convenience stores in the candy bar retail channel (36% market share in 2025) makes strategic point-of-sale placement even more critical, as young consumers often make quick, unplanned decisions during rapid shopping trips.

Recommendations for Future Research

If retailers focus on festive seasons, create attractive point-of-purchase displays, and maintain convenient and eye-catching window displays, the sales of candy bars can be increased significantly. As impulse buying behavior is strongly related to unplanned purchases, the impact of print, electronic, and outdoor advertising on impulse buying behavior should also be addressed in future research.

Additionally, future studies should investigate:

1. The role of digital channels and online impulse purchasing of candy bars
2. The impact of health-conscious product labeling and nutritional information on impulse purchases
3. The influence of social media marketing and influencer endorsements on candy bar impulse purchases
4. Comparative analysis across different age groups within and beyond the 4-14 years range
5. The effect of emerging product categories (organic, sugar-free, protein-enriched candy bars) on purchase behavior

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