

Study on Impulse Buying Behaviour on Consumer goods

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ABSTRACT

Consumer's tendency to purchase goods and services without planning beforehand is called as 'Impulse Buying'. What makes an individual to make such decisions may be his emotions or other factors about which this study is conducted. This study is an attempt to examine the factors affecting impulse buying behaviour and the extent to which those factors influence their decisions. It also aims to find out the shopping pattern of individuals in consumer goods. A primary research was conducted among the consumers in Koothattukulam city. 100 samples were selected by way of convenience sampling method. Results of the study indicates that when compared with traditional stores, online stores cause more to buy impulsively. Cash backs, moods, card facilities, discounts, advertisements etc. are the factors which influences in impulse buying.

Keywords: *Impulse buying, mood, advertisements*

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1. Introduction

The tendency of consumers to make unplanned purchases are called impulse buying. An individual who makes such purchases is called as 'impulse purchaser'. In the article titled, *The Significance of Impulse Buying Today*, Sid Hawkins Stern describes the four different types of impulse purchases that can be seen. The first called as Pure Impulse Buying where the consumer breaks their normal pattern of consumption. The next is called Reminder Impulse Buying which happens in situations where the individual forgets about an item and he remembers about this when seen in a store. The third type of impulse buying is Suggestion Impulse Buying, where an individual sees a new product, they convince themselves that they need it and makes the purchase. The last type of impulse purchase that Stern includes is Planned Impulse Buying.

2. Review of Literature

Beatty and Ferrell (1998) describe impulse buying as sudden purchases without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need.

Badgaiyan, Anant Jyothi & Verma, Anshul (2015) studied the role of situational variables in impulse buying behaviour. The impact of nine situational variables such as personal including money availability, family influence, economic well-being, time availability, credit card uses and in-store which includes sales promotion, store environment, friendly store employees, and store music were studied. Results of the study proved that except store music, all the selected situational variables significantly impacted impulsive buying behaviour. Also, the study found that gender did not impact impulse buying behaviour while age found to have significant negative association with impulse buying behaviour.

Amos, Clinton & Holmes, Gary R & Keneson, William C (2014) The study examines common antecedents for impulse buying behaviour. Results of the study suggested that the dispositional/situational interaction variables have the strongest relationship with impulse buying followed by dispositional, situational, and sociodemographic main effects, respectively.

Mohan, G. and Sivakumaran, B. and Sharma, P (2013) explored the process by which four store environment and two individual characteristics influence impulse buying behaviour. Results of the study showed that personality variables influenced Impulse buying through positive affect and urge. Specifically, they need to focus on enhancing friendliness of store employees, playing appropriate music, designing proper layouts and having well-lit stores to encourage impulse buying.

Vidha Pradhan (2016) Aims to examine the factors affecting impulse buying behaviour. This paper is an attempt to examine some of the factors affecting impulsive buying behaviour of consumers in supermarkets. It verifies the interrelationship between these factors and impulsive buying behaviour. The findings suggested that major portion buys impulsively. The items purchased impulsively are personal care items, groceries etc. Similarly, respondents who have financial independence also have an insignificant role in influencing impulsive buying behaviour. Availability of cash, mood of the consumer, ATM facility, price, availability of time etc are significant factors for triggering impulse buying behaviour.

3. Research Methodology

To carry out with this, various articles in this area has been reviewed. A structured questionnaire was distributed among the shoppers of Koothattukulam City. 100 samples were selected according to convenience sampling ensuring that the respondents belonged to different backgrounds. Secondary data includes various articles reviewed. The collected data was analysed and the findings are shown below.

4. Summary of Findings

The purpose of this study is to review to literature in the area of impulse buying behaviour, to identify the various factors affecting such behaviour and to analyse the shopping pattern of individuals in consumer goods. Major findings of the study are:

Table 4.1
Profile of the Respondents

Demographic Variables	Frequency	Percentage
Gender	35	35
Male	65	65
Female		
Age		
18-24	55	55
25-31	20	20
32-38	10	10
Above 38	15	15
Occupation		
Business	36	36
Agriculture	24	24
Profession	15	15
Student	20	20
Any other	5	5
Monthly Income		
Less than 10,000	14	14
10,000-20,000	38	38
20,000-30,000	25	25
Above 30,000	23	23

The above table summarizes the demographic profile of respondents. 65% of the respondents are females and the remaining 35% belongs to male category. With regard to the age group, major portion of the respondents belong to the age group in between 18 and 24 i.e 55%. The least belongs to the category in between 32 and 38 contributing to 10%. 36% of the respondents are doing

business ,24% doing agriculture, 15% doing are professionals and 20% are students. Major portion of respondents have monthly income in between 10,000 and 20,000 contributing 38%, 25% earns in between 20,000 and 30,000, 23% earns above 30,000 and the least 14% earns below 10,000.

Table 4.2
Shopping Pattern of Respondents

Shopping pattern	Frequency	Percentage
Frequency of shopping		
Daily	12	12
Weekly	38	38
Monthly	50	50
Proportion of Income spend		
10-20%	27	27
20-30%	45	45
Above 30%	28	28
Makes purchases not in the list		
Yes	87	87
No	13	13

The above table explains about frequency of shopping, proportion of income spend on shopping and impulse buying behaviour. 50% of the respondents makes monthly purchases, 38 percentage purchases weekly and 12% purchases daily. 45% of the respondents spends 20-30% of their monthly income for shopping. And out of the total samples, 87% agrees that they purchased impulsively.

Table 4.3
Factors influenced to purchase impulsively

Factors	Frequency	Percentage
Online Stores	21	21
Offers	33	33
Mood	10	10
Credit/Debit/ATM Cards	25	25
Pleasure	11	11

From among the above factors which influences to purchase impulsively, the most chosen is availability of offers/discounts .33% responded that they will purchase things not included in shopping list if they see offer/ discounts. Other factors influencing impulse purchases are online stores (online shopping), Credit/ debit/ATM facilities and emotional factors like mood, pleasure etc.

5. Conclusion

The purpose of this study is to analyse shopping pattern of individuals with regard to consumer goods, their impulse buying attitude in shopping and to find out the various factors affecting impulse buying behaviour. From the study it was clear that 87% responded that they purchase things not included / planned earlier in shopping list. Reasons for that includes emotions like mood of that person, some purchases out of pleasure then the other factors availability of card payments, offers, discounts, cash backs etc. It can be concluded that impulse buying behaviour is common in shopping pattern. Awareness of this fact is important so that individuals can plan their family budget. This can be an opportunity for the shop owners/ retailers since they can include more facilities like attractive store environment, offers etc. to increase their sales.

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