



Impulse Buying Behavior of Women towards Non-Durable Goods in National Capital Region (NCR)

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ABSTRACT

Impulse Buying is defined as “any purchase which a shopper makes but has not planned in advance” and this is a very important part of consumer buying behavior. Presently women in National Capital Region have economic power unlike many years ago when they had little education and there was a lot of prejudicial treatment against them based on their gender. Today with a set of changes in terms of culture, lifestyle etc, women population has been able to arise and is considered as a lucrative market. With these changes a lot of women have good jobs and as a result improved financial status so the focus has been shifted towards women consumers in India. Most of the impulse buying decisions are influence by store displays, ambience, promotion schemes etc. In this study impulse buying behavior is studied which compels women customers to purchase product instantly instead of choosing them. Hence, the present study is conducted to explore the effect of factors which affects women consumers’ impulse buying behavior in National Capital region (NCR).

Key words: *Impulse buying behavior, Women consumers, factors affecting impulse buying behavior*



INTRODUCTION

Presently women in National Capital Region have economic power unlike many years ago when they had little education and there was a lot of prejudicial treatment against them based on their gender. Today a lot of women have good jobs and as a result financially strength. It makes women more vulnerable to impulse buying. Demographic variables like age, income, expenditure etc and factors like Visual merchandising, store environment, window displays etc are crucial factors to impact impulsive buying nature of consumers. The stores design of goods to attract customers, promotions also play a very important factor in motivating for impulse buying. Producers and marketers tend to motivate consumer's intention to buy impulsively through various promotional methods and marketing strategies. This fact has led to know about the factors which determine impulsive buying.

Impulse Buying is defined as “any purchase which a shopper makes but has not planned in advance”. But recently the researchers have extended the definition and included emotional element to this definition. And redefine it as “when a consumer experience a sudden, often powerful urge to buy something immediately Rook (1987).

Iyer (1989) further distinguished that all impulse purchases are unplanned, but unplanned purchases are not always impulsively decided. Han et al. (1991) modified the Stern (1962) classification of impulse mix in context of fashion products and developed as four types of impulse buying:

- i) Planned impulse buying
- ii) Reminded impulse buying
- iii) Suggestion or fashion-oriented impulse buying
- iv) Pure impulse buying

Planned impulse buying is partially planned but specific product or categories are not decided by the shopper. They are further determined on the basis of the different sales promotions inside the shop. Reminder impulse buying occurs when the buyer is reminded of the need of the product noticing it in the shop. Suggestion impulse buying means to see a product for the first time and imagine a need for that. Pure impulse buying is a novelty or escape purchase which a shopper breaks the trend of usual shopping.

Rook (1987) redefines impulse buying by describing the impulse buying experience of consumers: “when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately”.

Grace Yuna Lee (2008), in his study, proved that arousal and perceived risk correlated strongly with impulsive buying behaviour, whereas consumers' experienced pleasure and arousal significantly predicted their impulsive buying intention. The result suggested that arousal, which is the degree to which one feels stimulated, excited and frenzied is most strongly related to impulsive buying. Sonali Banerjee (2012) examined the effect of sensory cues in impulse buying behaviour. The study found out that the attitude and perception of customers towards impulse buying is largely shaped by the factors of visual merchandising and sensory cues of sight. Sound and touch plays significant role in determining the amount of time a customer spends in a store and the result of increased time spent on the intention to purchase.

Women play a significant role as majority buying decisions regarding Non-durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes etc made by them. Certainly in male dominated societies many goods and services are actually decided and purchased by women. This is due to increasing literacy, independent income and role in the family.

Globally, women controlled about \$20 trillion in consumer spending in 2011, and that figure could climb as high as \$28 trillion after five years, according to a study by Boston Consulting Group (BCG), a management consultancy. The Per Capita Income in Delhi at current prices in 2014-15 was Rs. 2,40,849 as per advance estimates of Gross State Domestic Product (GSDP), which was Rs. 1,61,446 in 2011-12 and Sex Ratio (Female per 1000 male) was observed at 868 in 2011 in comparison to 821 in 2001. (Planning Department Government of N.C.T. of Delhi 2014-15).The propensity for women to shop for themselves has increased, especially for working women. Women are getting more



comfortable with the idea of spending on themselves. Change in family structures and more aspirations are changing the way consumers are spending today. As incomes increase, the woman's share of household income goes up, as goes their decision-making for the rest of the family.

SIGNIFICANCE OF THE STUDY

Females purchasing behavior has always been different to men's purchasing behavior; they would usually purchase things that will be effecting them directly, while men purchasing has been observed to be effecting him and others living within his surroundings (Amir Faiza, 2014).

In this study, it is examined, how the women purchase behavior is affected by impulse stimuli especially in case of non durable goods and how it is in turn affected by personal and psychological factors. This study also focuses on personal factors of women like age, occupation, economic status, life style & personality etc that tends them to buy goods instantaneously and without proper judgment. Psychological factors of women are also considered in this study as they also play a crucial role in impulse purchases. Psychological factors like motivation, perception, beliefs & attitudes also spark impulse purchases.

DEMOGRAPHIC SIGNIFICANCE

NCR or the National Capital Region (Delhi) is the metropolitan area of the national capital, Delhi. With the Master Plan of Delhi, which was conceived in the year 1962, came a new thought to extend Delhi to other regions and states. The National Capital Region comprises six major zones namely the National Capital Territory of Delhi, the industrial hubs of Faridabad and Ghaziabad, the peripheral cosmopolitan zones Gurgaon & Noida and the newly emerging micro-market of Greater Noida. NCR has everything to attract a bed earner. It has good infrastructure, great roads, excellent connectivity, and flyovers and so on. These towns are an attraction to the new industries and companies as well, as there's never any dearth of manpower supply.

As these NCR towns were nearby the main capital, they got equal importance. These towns got major attention from the government as well. Apart from Delhi, the states were being benefited as well. Several sectors like the IT, manufacturing units, Real Estate came up with a promise to give a new direction to the NCR towns. This also led to development of supermarkets and other organized retail infrastructure.

According to a research by Knight Frank 2010 The National Capital Region comprises six major zones namely the National Capital Territory of Delhi, the industrial hubs of Faridabad and Ghaziabad, the peripheral cosmopolitan zones Gurgaon & Noida and the newly emerging micro-market of Greater Noida. The region is the oldest retail hub in northern India and boasts of some of the most sought after shopping destinations in the country. Delhi-NCR ranks 21st in the global list of cities with maximum shopping centre space under construction in 2014, according to property consultant CBRE. Buyers in the NCR have adapted to the new age shopping format of clubbing retail space and a multiplex under the same roof. The concept of organized retail emerged in the region with properties like the Ansal Plaza at Khel Gaon Marg, The Centrestage at Noida, DLF's City Center and MGF's Metropolitan in Gurgaon, becoming operational between 2002-04. Since its inception, developers in the NCR have been striving to improvise retail formats to make shopping a convenient experience, based on the consumer's lifestyle. The advent of the organized mall format within the NCR has led to more impulse buying by consumers.

STATEMENT OF THE PROBLEM

Non-durable goods are products consumers purchase with the plan to use for a short period of time. Also referred to as consumable goods, most non-durable goods are expected to be consumed or used in three years or less. Non-durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes, etc are the basic products used by the consumers. They need these goods to satisfy their needs. The companies are trying to make their products more popular and thereby try to be successful. An



understanding of women buying behavior of women is an essential aspect as it reflects the influence of brands, buyer & customer type on the purchase of particular brand, etc. Moreover, as a woman, I am interested in studying women's impulse buying behavior towards non durable goods in NCR.

LITERATURE REVIEW

Agu Agu Godswill, Onuoba Onuoha A. (2016) in their study on "Psychological Influences and Fashion Consumption Behavior of Consumers in South East Nigeria" found that there was a significant positive relationship between psychological variables (attitude, perception, personality, self-concept, motivation) & fashion consumption behavior of consumer in the south East.

Ahmad Tauseef (2011) "The Impulse Buying Behavior of Consumes For The FMCG Products In Jodhpur" in his study found out that there is a weak association between consumer life style, fashion involvement & post decision stage of consumer's purchasing behavior with the impulse buying behavior including the attitudinal as well as behavioral aspects of the consumer buying behavior. Pre decision stage of consumer's purchasing behavior established strong association with the impulse buying behavior of the consumers.

Akram Umair, Hui Peng, Khan Muhammad Kaleem, Hashim Muhammad and Rasheed Shahid (2016), in their study on "Impact of Store Atmosphere on Impulse Buying Behavior: Moderating Effect of Demographic Variables" indicates that there is a positive significant relationship between age and Impulse buying behavior. Respondent with younger age were more involved in impulsive buying behavior where as this behavior was less found in mature respondents. Further the outcome was that impulsive behavior phenomenon is indifferent towards gender whether males or females.

Bashar Abu, Ahmad Irshad studied "Visual merchandising and consumer impulse buying behavior: An empirical study of Delhi & NCR" and found that various visual merchandising practices certainly influence consumer Impulse buying behavior.

Gutierrez Ben Paul B (2004) in his study of "Determinants of planned and impulse buying: The case of the Philippine's" found that demographic variable age was found to affect planned and impulse purchase. It determined the extent of planned & impulse purchases among urban Filipino shoppers. Majority of the buyers in urban Philippines plan their purchase and only 10% made completely impulsive purchases.

G Lakshmi and Rengarajan P in "A study on women consumer decision making behavior with special reference to purchase of durable goods in Udumalpet town" found that majority of respondent purchase products from departmental stores rather than other types of shops, as they feel it is economical & products are of good quality

Khan Habib Md. Arif, Rahman Mirza A F M Tawhidur, Nath Sujit Kumer Deb in their study "Consumer decision-making-styles for nondurable consumer goods" young adult Bangladeshi consumers are much more impulsive & careless in nature although they don't prefer high quality high price product. They are much more fashion oriented & shop different stores to find out their best possible outcome.

Koca Emine, Koc Fatma in their research "A Study of Clothing Purchasing Behavior By Gender with Respect to Fashion and Brand Awareness" found that people behavior and attitude are influenced by social factors but differences can also been seen because of influence of personality traits and prior experience.

Ma, Wei, Chen (2012) in their study "To buy or not to buy? A behavioral approach to examine consumer impulse buying choice in various situations" found that women are under more influence from the behavior settings than men and are more likely to buy impulsively.

Murugesan S.V (2016) in his study on "Women's' consumer buying behavior towards non-durable products in Ramanathapuram District" concluded that types of problem faced by women during purchase were like poor quality, adulteration, less customer care. As per the normal purchase level for domestic goods was concern, most of the people prefer to spend from below Rs. 2000 per month for purchasing domestic goods.

Sathya P, Vijaysanthi C studied "Consumer behavior towards consumer durable goods in Thiruvavur District" and found that consumers prefer high valued consumer durables of well established brands & have largely shown to make extensive enquiry from the dealers of different brands of the products.

Silvera David H, Lavack Anne M, Kropp Fredric studied "Impulse buying: the role of affect, social influence, and subjective wellbeing" and found link between impulsive buying and negative emotions. They



said that impulsive buying should no longer be considered as “harmless fun” This might more appropriately be viewed as potential problem.

Tinne Wahida Shahan (2011) in her study on “Factors Affecting Impulse Buying Behavior of Consumers at Superstores in Bangladesh” found that factors like popularity (Brand) of product, comments of reference group & requirements of the products in festival seasons influence impulse buying.

Vasanthi T, Deepa V (2016) in “Impulse buying behavior of women - An analytical study”. They found that there is a association between consumer attitude & satisfaction with the impulse buying behavior including attitudinal aspects of the consumers. Consumer purchase behavior is influence by factors like ambience, attractions & discounts.

Vishnu Parmar and Raheem Ahmed Rizwan (2013) in “Factors Influencing Impulse Buying Behavior” as per their study concluded that income level has maximum positive and significant relationship with consumer’s impulsive buying behavior. Visual merchandising has 2nd most positive significant relationship with Impulse buying behavior of consumers.

Yang Dong-Jenn, Huang Kuang Chuan, Feng Xuanxiaoqing had a research study on “A Study of the Factors that Affect the Impulsive Cosmetics Buying of Female Consumers in Kaohsiung”. They found that females over 41 years were more likely to impulse buy perhaps because they have a permanent salary and would like to spend money on themselves. Education, occupation and income do not make a difference to impulse buying intentions.

OBJECTIVES OF THE STUDY

- To know the demographics variables affecting women Impulse buying behavior in NCR towards non-durable goods.
- To study the external variables causing impulse buying towards non-durable goods in women consumers in NCR
- To examine the satisfaction level of women consumers post impulse purchase.

RESEARCH METHODOLOGY

Research Design: Research design will be descriptive

Territorial scope: National Capital Region (Ghaziabad, Noida, Delhi)

Sample size: 100 samples of women

Total sample is 100

Sampling Technique: Simple Random Sampling

Population: women consumers of NCR

Methodology: Both primary data and secondary data

Primary Data:-Primary data was collected by survey through self administered questionnaires.

Secondary Data: - Secondary data was collected through past researches from research journals, magazines, newspapers, survey reports, websites etc.

DATA ANALYSIS

Sr.No	Characteristics	Criterion	No. of Respondents	Result
1.	Age	Below 20 years	18	18%
		21-30 years	23	23%
		31-40 years	34	34%
		Above 40 years	25	25%
2.	Educational Qualifications	Up to School	9	9%
		UG	43	43%
		PG	48	48%
3.	Marital Status	Married	55	55%
		Unmarried	45	45%
4.	Occupation	House wife	19	19%
		Unemployed	12	12%
		Professional	48	48%
		Student	21	21%
5.	Family Monthly Income	< 20,000	10	10%
		20001-30,000	14	14%
		30001-40,000	25	25%
		Above 40,000	51	51%
6.	Family Income Expenditure	< 25%	11	11%
		25%-50%	51	51%
		50%-75%	30	30%
		Above 75%	8	8%

(Source: Primary Data)

The responses of the respondents are always affected by the demographic characteristics. As shown in table demographic of respondents were classified according to their Age, Education Qualification, Marital status, Occupation, Family monthly income and Family monthly expenditure on their monthly income. Out of total respondents 23% of them belong to the Age group 21 years –30 years and 34% belonged to age group of 31 years - 40 years. Majority of women respondents are Post Graduate. Married Women respondents are 55% and unmarried are 45%. Most of the respondents were professionals (48%). 51% per cent of the respondents' family income is above Rs.40, 000. 51% of women respondents have income expenditure between 25-50%.

Following were the results after analyzing data:

1. 40% of women consumers agreed that they tend to do spontaneous purchases. Whereas 10% women strongly disagreed for the same.
2. 30% of women strongly agreed with the statement "*Just do it*" describes the way I buy things', where as 15% also strongly disagreed.
3. 30% of women consumers equally agreed and disagreed that they often buy goods without thinking and 10 % strongly disagreed with it.
4. 40 % agreed to the statement "If I see something I want, I buy it". However 13% disagreed with it.
5. 30% equally agree and strongly agree that they get fascinated by the ambiance of mall and so end up in buying stuff that they really don't need.12% disagreed with it.
6. 39% respondent agreed that they tend to buy impulsively if various promotional schemes and discounts etc are going on.15% strongly disagreed for the same.



7. More than 30% women respondents agreed that they spent more money than they had planned during previous purchase for non-durable goods. 12% strongly disagreed.
8. More than 40% agreed on the statement "I brought more items (non-durable products) than I planned". However 13% strongly disagreed.
9. More than 40% respondents agreed that they tend to buy non-durable items (grocery, cosmetic, fashion goods etc) When they see such items in-store form display.
10. 51% of the women respondents were not satisfied after impulse purchase of non-durable goods.

CONCLUSION AND SUGGESTIONS

The result of this research study indicates that women impulse buying behavior is influenced by various factors and mostly by Ambience of the shopping centers, Discounts/Offer and Attractive displays. Impulse Buying is a sudden yet powerful urge due to which consumers have an unplanned purchase. This is also due to the variety of products available in their attractive forms. In this study it was also found that majority of women respondents were not satisfied after buying the non-durable products impulsively. So it can be concluded that customers may regret or can be dissatisfied after the impulse purchase.

Marketers should come up with more explicit techniques to encourage Impulse Buying through different stimulus. Nowadays women's role in society is changing. Especially in urban centers, they have emerged as an attractive & a very large prospect beyond a homemaker. As a woman I can say that our purchasing power, Influence in buying decisions, credit capacity etc is all increasing. Marketers should grasp this opportunity and frame such strategies that will not tend us to regret after buying goods impulsively.

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