



A STUDY ON IMPULSE BUYING BEHAVIOUR OF SHOPPERS IN THE PRESENT SHOPPING WORLD

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ABSTRACT

In this globalised retail world impulse buying behavior plays a vital role among consumers in their shopping. Shoppers now a day's don't find enough time to plan for their shopping. Most of the consumers do their shopping impulsively. Impulse buying attitude of the consumers has a greater impact in their day to day shopping life. The primary objective of the study is aims to identify the situations leading to impulse buying behaviour and the impact impulse buying has on consumer buying behaviour. This research work is descriptive in nature and the primary data has been collected through structured questionnaires by using convenience sampling technique. The outcome of this research paper is helpful for the retail sector to promote their sales even better and implement new schemes for their consumers.

Keywords: Shoppers, Attitude, Impulse Buying, Globalized, Retail world.

1. INTRODUCTION

Impulse buying is one of the common things, noticed in everyone's day to day life. Impulse buying is nothing but a purchase made by an individual without any prior plan of

purchasing. In simple terms, impulse buying means an unplanned purchase made by consumers. All people have experienced impulse buying in some or the other way in their life.

Impulse buying might happen to a person anytime and anywhere. It doesn't have any specific time or location to occur. Impulse buying generally occurs while shopping, travelling, and on browsing things. Impulse buying ranges starting from small products like pen, chocolates, biscuits, to bigger products like gold, automobiles and so on.

While doing impulse buying, consumers don't think of certain aspects like finance, quality of the product, nature of product, and so on. They just have an urge to buy that product and satisfy their wish. After buying, all the consumers are not satisfied all the time with what they have bought. Sometimes, some consumers will feel very happy and satisfied with what they have bought. Some consumers feel regretted with what they have bought and attain dissatisfaction. Impulse buying won't give dissatisfaction alone to the consumers at times it might give excessive joy, pleasure and happiness also to the shoppers on buying and using such products. So consumers may exhibit certain behaviors like excessive buying, unwanted purchases, brand switching, over spending and so on as a result of excessive pleasure in their impulse buying.

Hence, this research was undertaken to find out the situations leading consumers to make impulse; the impact impulse buying has on consumers buying behavior and the nature of the products purchased by the consumers as a result of their impulse buying attitude.

2. REVIEW OF LITERATURE

C.Whanpark, Easwar S. Iyer, and Daniel C. Smith, in their research have explored the effects of two situational factors, store knowledge and time available for shopping, on consumers' grocery shopping behavior. The results of the study indicated that these two factors have an impact on such shopping behaviorsⁱ.

Yu K. Han, George A. Morgan, Antigone Kotsiopoulos, and Jikyeong Kang-Park, in their study found that Non-student consumers were most likely to be planned buyers while students were most likely to be impulse buyersⁱⁱ.

Thomas Adelaar, Susan Chang, Karen M. Lancendorfer, Byoungkwan Lee and Mariko Morimoto, in their study they found that displaying the text of the lyrics had a greater effect on the impulse buying intent than showing still images of the music video. In addition to that, different media formats have also caused an emotional response on the participant's impulse buying intent to buy the CDⁱⁱⁱ.

Ben Paul B. Gutierrez in his study he has identified that product category, purchase frequency, brand comparison, and age are significant factors influencing planned and impulse purchases.^{iv}

3. OBJECTIVES OF THE STUDY

3.1 Primary objective

The primary objective of the study is to understand the impulse buying behavior among Indian shoppers in the shopping world.

3.2 Secondary objective

- To study the situations leading to impulse buying behavior.
- To study the impact of impulse buying on consumer buying behavior.
- To identify the nature of products that are purchased as a result of impulse buying behavior.

4. RESEARCH METHODOLOGY

4.1 Sample size

The sample size of the study is 406 consumers from Chennai city.

4.2 Sampling technique

In this study non- probability sampling was employed. The type of non- probability sampling used is “convenience sampling” where in the samples are drawn at the convenience of the individual, who take up the study.

4.3 Sources of Data

The sources of data consist of both primary and secondary data. The primary data for the study was collected through survey method using structured questionnaire. The secondary data for the study consist of books, journals, magazines, websites etc...

4.4 RESEARCH INSTRUMENT

The original data for the study was collected through a well structured questionnaire containing single and multiple choice questions. The questionnaires were circulated to the respondents of Chennai directly by the researcher.

4.5 TOOLS USED FOR THIS STUDY

- Frequency table
- Descriptive Mean Statistics
- Factor Analysis

5. ANALYSIS AND INTERPRETATION

5.1 FREQUENCY TABLE

Table 1: shows how often respondents make impulse buying behavior

	Frequency	Percent	Cumulative Percent
Always	41	10.1	10.1
Often	51	12.6	22.7
Sometimes	183	45.1	67.7
Rarely	110	27.1	94.8
Never	21	5.2	100.0
Total	406	100.0	

Source: Primary Data

Interpretation:

Table 1 shows that 45.1% of the respondents says that they make impulse buying behavior sometimes only and 27.1% of the respondents says that they make impulse buying behavior very rarely. The respondents who make impulse buying behavior always (12.6%) and often (10.1%) are little less when compared to the percentage of the respondents who

make impulse buying behavior sometimes and rarely. The respondents who do not make impulse buying behavior at all are just 5.2%.

Table 2: shows the emotional factors leading to impulse buying behavior

	Frequency	Percent	Cumulative Percent
Happiness	192	47.3	47.3
Sad	17	4.2	51.5
Anger	22	5.4	56.9
Surprise	106	26.1	83.0
Fear	17	4.2	87.2
Disgust	14	3.4	90.6
Trust	38	9.4	100.0

Source: Primary Data

Interpretation:

From the table 2, it is understood that happiness and surprise are major emotional factors that leads respondents to impulse buying behavior with the higher percentage of 47.3% and 26.1% and the least emotional factors that leads to impulse buying behavior are Fear, Sad and Disgust with the percentages of 4.2%, 4.2% and 3.45 respectively.

5.2 DESCRIPTIVE MEAN STATISTICS

Table 3: shows the situations leading to impulse buying behavior

	N	Minimum	Maximum	Mean	Variance
New arrival of a product in the market	406	.00	10.00	4.7537	9.085
On seeing the demand for the product in the market	406	.00	10.00	5.0037	8.217
Non- availability of expected product	406	.00	10.00	4.6581	8.384
When the price of the product is less than expectations	406	.00	10.00	6.1384	7.777
On seeing rare products available in the market	406	.00	10.00	5.5899	7.997
Due to any emergency or urgent situations	406	.00	10.00	5.7796	8.695
When a required product is forgotten to buy	406	.00	10.00	5.1527	7.678
In order to leave the crowded/ congested venue	406	.00	10.00	4.5677	8.658
During any special occasion/ festivals	406	.00	10.00	5.9631	8.426
If lots of time is there for shopping	406	.00	10.00	4.8916	9.098
Limited period stock	406	.00	10.00	4.3534	8.749
To try new product	406	.00	10.00	4.5727	8.498
If bringing shopping list is forgotten for shopping	406	.00	10.00	4.3337	7.800
When long time desired product is spotted	406	.00	10.00	5.8732	8.362
Window shopping	406	.00	10.00	4.2635	9.361

Source: Primary Data

Table 3 shows the Descriptive Mean statistics for various situations leading to impulse buying behavior. Fifteen situations leading to impulse buying behavior were identified by the researcher through pilot study and through previous researches. The mean score for situations leading to impulse buying behavior ranges from 4.2635 - 6.1384. The situations such as, ‘When the price of the products is less than expectations’ (6.1384), ‘during any special occasion/ festivals’ (5.9631), ‘When long time desired product is spotted’ (5.8732), ‘Due to any emergency or urgent situations’ (5.7796) have high mean score for impulse buying behavior. Situations such as ‘In order to leave the crowded/ congested venue’ (4.5677), ‘When time availability of the stock is limited in the market’ (4.3534), ‘If bringing shopping list for shopping’ (4.3337), ‘window shopping’ (4.2635) have low score for impulse buying behavior.

To summarize, consumers make impulse buying behavior sometimes or rarely only. The emotional factors happiness and surprise are highly responsible for consumers to make impulse buying behavior. Consumers make impulse buying behavior mostly during situations like price of the products is less than expectations, during any special occasion/ festivals, when long time desired product is spotted, Due to any emergency or urgent situations only.

Hence the objective to identify the situations leading to impulse buying behavior is achieved successfully using Descriptive Mean Statistics and Frequency Table.

Table 4: shows the impacts of impulse buying on consumers buying behavior

	N	Minimum	Maximum	Mean	Variance
Buying more than what is required	406	.00	10.00	4.2586	11.206
Buying products that are not required	406	.00	10.00	3.3781	8.587
Switching from regular brand to other brands	406	.00	10.00	4.3116	8.382
Tendency to spend more than my estimated budget	406	.00	10.00	4.7808	8.504
When reminded of the things forgotten which was planned to buy	406	.00	10.00	5.0074	7.388
An immediate need arises in to buy a product	406	.00	10.00	5.1342	8.015
Not bothered to give more than the actual price to acquire that product	406	.00	10.00	4.4064	9.053
Left in a confused state as to which product to buy	406	.00	10.00	4.4988	8.170
Tendency to believe in lucky draws and coupons	406	.00	10.00	3.7032	9.331
Have regretted after purchasing that product	406	.00	10.00	4.2796	7.541

Source: Primary Data

Interpretation:

Table 4 shows the Descriptive Mean Statistics for the impacts impulse buying has on consumers buying behavior. Ten variables relating to the impact of impulse buying on consumer buying behavior was identified by the researcher through pilot study and previous researches. The mean score for the impact of impulse buying on consumer buying behavior ranges from 3.7032 – 5.1342. The mean score for variables like an immediate need arises in me to buy a product (5.1342), reminded of the things forgotten to plan to buy (5.0074),

tendency to spend more than my estimated budget (4.7808), left in confused state as to which product to buy (4.4988) are high compared to other variables hence, these variables have a very high Impact on consumers Buying Behavior and the mean score for the variables like I buy products which are not needed for me (3.3781), Tendency to believe in lucky draws and coupons (3.7032), Buying more than what is required (4.2586), Have regretted after purchasing that product (4.2796) are low so, these variables have very less Impact on consumer Buying Behavior.

From this it is understood that as a result of impulse buying behavior, a sudden need to buy a particular product has raised among consumers, consumers are often reminded about the products they have forgotten to plan to buy, consumers tend to spend more than their estimated budget and consumers are often left in confusion state to buy which product and very rarely, consumers have felt regretted for what they have purchased, mostly they don't buy any products more than their requirement, sometimes they buy products that are not required for them and consumers don't have much interest on lucky draws or coupons.

Hence, the objective to study the impact of impulse buying on consumer buying behavior is achieved successfully.

5.3 FACTOR ANALYSIS

In order to identify the nature of products that are purchased by the consumers as a result of impulse buying behavior, fifteen factors were identified and listed using single and multiple choices. Multivariate factor analysis was conducted on these factors in order to reduce them into prominent factors. The principal component method is used to group the variables. The following tables show the results of the factors analysis conducted on the data that was collected.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test measures strength of the relationship among variables. KMO is used for assessing sampling adequacy and evaluates the correlations and partial correlations to determine if the data are likely to correlate or not on factors. The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. The Bartlett's test evaluates whether or not the correlation matrix is an identity matrix that is 1 on the diagonal & 0 on the off-diagonal.

Table no: 5 shows KMO and Bartlett's Test for nature of products purchased as a result of impulse buying behavior

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.859
Bartlett's Test of Sphericity	Approx. Chi-Square	2136.359
	df	105
	Sig.	.000 *

Source: Primary Data

* significant at the level of 0.05

From Table 5, it can be noted that Kaiser-Meyer- Olkin measure of sampling adequacy is 0.859 and Bartlett’s Test of Sphericity and approximate Chi- Square value is 2136.359 which are statistically significant at 5% level. Therefore, it can be concluded that, the sample size is adequate to derive the nature of products that are purchased as a result of impulse buying behavior.

The next table displays the amount of variance accounted for in the items’ variance-covariance matrix by each of the factors and cumulatively by all the factors.

Table no: 6 shows total variance explained for nature of products purchased as a result of impulse buying behavior

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.239	34.925	34.925	5.239	34.925	34.925	2.752	18.350	18.350
2	1.765	11.765	46.690	1.765	11.765	46.690	2.509	16.725	35.074
3	1.227	8.183	54.873	1.227	8.183	54.873	2.110	14.068	49.143
4	1.054	7.027	61.900	1.054	7.027	61.900	1.914	12.757	61.900

Source: Primary Data

From table 6, we see that all four extracted factors which are with an Eigen value greater than 1 account for 61.900% of the variance in the items' variance-covariance matrix. It can be noted that the 15 variables are reduced to 4 predominant factors with cumulative values percentage of 18.350, 35.074, 49.143 and 61.900.

The rotated factor matrix table shows which items load on which factors after rotation. The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings.

Table no: 7 shows Rotated Component Matrix (a) for nature of products purchase while as a result of impulse buying behavior

	Component			
	1	2	3	4
Shares and securities	.809			
Real estates	.811			
Gold ornaments	.554			
Gifts, Antiques	.494			
Fruits/ vegetables		.794		
Chats/ snacks		.772		
Desserts		.593		
Groceries		.547		
Beverages/ cool drinks		.533		
Home appliance			.839	
Electronic gadgets			.794	
Automobiles			.585	
Fashion/ apparels				.829
Cosmetics				.704
Footwear				.658

Source: Primary Data

From Table 7 it can be noted that four variables form the first factor which can be suitably named as “Esteem Products”. The second factor with grouping of five variables can be named as “Basic Products”. The third factor is formed with three variables can be named as “Luxury Products”. The fourth factor can be named as “Fashionable Products” consisting of three variables. This reveals the factor analysis results in four predominant factors.

The Esteem Products communicate that the products like Gold Ornaments, Real Estate, Share & Securities, and Antiques are mostly purchased as result of impulse buying behavior.

The Basic Products include fruits and vegetables, Chats and Snacks, Desserts, groceries and Beverages & cool drinks which are basic for daily use are purchased impulsively by the respondents.

Luxury Products refers to goods such as Home Appliances, Electronic Gadgets, Automobiles which are goods of status symbol are purchased impulsively.

The Fashionable Products include products such as Apparels, Cosmetics, Footwear are purchased impulsively.

The natures of the products that are purchased as a result of Impulse buying behavior are “Esteem Goods”, “Basic Goods”, “Luxury Goods” and “Fashionable Goods”.

Hence the objective to identify the nature of products that are purchased as a result of impulse buying behavior is achieved successful with the help of Factor Analysis.

6.1 FINDINGS OF THE STUDY

Consumers tend to make Impulse Buying Behavior in their life either sometimes or rarely only. The most common situations that leads them to make Impulse Buying Behavior are found to be, ‘price of the products is less than there expectations’ (6.1384), ‘any special occasion/ festivals’ (5.9631), ‘when long time desired product is encountered’ (5.8732), ‘any emergency or urgent need of the product’ (5.7796), and so on. It was also found that; emotional factor also plays a vital role in influencing consumers to Impulse Buying Behavior because it is believed among consumers that they tend to make more of Impulse Buying when they are in happy or surprised mood while shopping and it is also agreed by majority (47.3% & 26.1%) of the respondents.

The major impact encountered by the consumers as a result of Impulse Buying Behavior are “immediate need arises to buy a product on seeing them” (5.1342), “reminded of the things which was forgotten to plan to buy “(5.0074), “tendency to spend more than estimated budget” (4.7808), “left in confused state as to which product to buy” (4.4988). In this study impulse buying behavior has both positive as well as negative impact. Positive impacts are unmeet and unidentified need is satisfied, remembered about the product forgotten to plan and the negative impact are overspending and confusion.

The nature of the products that are purchased by the consumers as a result of the Impulse Buying Behavior are; First, Esteem Products; esteem products are potential products purchased by the consumers as a part of their investment or savings like gold, shares, gifts, antiques, and real estate’s. Second, Basic products; basic products are products like fruits & vegetables, chats/ snacks, beverages, groceries and desserts which are consumed by the consumers as a part of their daily consumption. Third, luxury products; luxury products are high end products purchased by consumers for their status conscious like home appliances,

automobile and electronic gadgets. And finally, Fashionable products; fashionable products consist of the products like footwear, cosmetics and apparels which are purchased by the consumers as a part of fashion outlook. Among these products it was surprising to find esteem products stood first as major predominant products that are purchased commonly by the consumers as a result of Impulse Buying Behavior rather than basic or fashionable products.

6.2 SUGGESTIONS

Impulse Buying Behavior is an integral part of shopping. Consumers make Impulse Buying or tend to make Impulse Buying at some point of time of their shopping. And it was found that consumers make Impulse Buying Behavior either sometimes or rarely only in their shopping. So marketer can capitalize that tendency of the consumers to improve their sales even further.

Consumers make Impulse Buying more in the situations like price of the products is less than their expectations, special occasion/ festivals, more demand for the product in the market, On seeing rare products available in the market, To try new product and so on. So the marketers and the retailers can use these situations to improve their sales using Impulse Buying Behavior of the consumers as a tool.

The products that are generally purchased by the consumers as a result of Impulse Buying Behavior are Esteem and basic Products. Luxury and fashionable products are generally purchased by the consumers with a prior knowledge and plan only. The marketer and retailers can concentrate more on esteem and basic products. Mean time they can even plan and adopt new strategy or idea to capture the minds of consumers for luxury and fashionable products also through Impulse Buying Behavior.

7. LIMITATIONS OF THE STUDY

- Responses provided by the respondents are subjected to personal bias.
- The sample area of this study is restricted to Chennai city alone. Hence the results of this study may not be treated as the results of the entire nation.
- The sample size considered for this study is 406 respondents only from the entire population. Hence, it cannot be considered as respondents of the entire city.

- Time period given for the study is limited. Hence, an in-depth study could not be able to be done.

8. CONCLUSION

From this research work it can be concluded that most of the time consumers make planned purchases only they make Impulse Buying Behavior either sometimes or rarely only. Consumer tend to make Impulse Buying Behavior sometimes or rarely because of certain situations like ‘price of the products is less than there expectations’, ‘any special occasion/ festivals’, ‘when long time desired product is encountered’, ‘any emergency or urgent need of the product’ only. So the marketer and retailers can use these situations to increase their sales through Impulse Buying Behavior.

Emotional factor like happiness and surprise are also responsible for consumers Impulse Buying Behavior. So the marketers and retailers can adopt certain strategies to create happiness or surprised mood among consumers while shopping because when they are in happy or surprised mood they tend to make more Impulse Buying Behavior.

Consumers, as a result of impulse buying behavior tendency tend to buy esteem products like gold, real estate, gifts and shares and basic products like fruits and vegetables, snacks and chat items, cools and beverages and desserts than luxury and fashionable products.

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