

IMPULSE BUYING TENDENCY AND INFLUENCING SITUATIONS OF IMPULSE BUYING BEHAVIOUR AMONG WORKING WOMEN IN COIMBATORE CITY. AN EMPIRICAL STUDY.

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Abstract : Impulsive buying is defined as consumer's unplanned purchase which is an important part of buying behaviour. It is relatively a rapid decision-making and there is also a subjective biasness in favor of immediate possession. The impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. This paper is an attempt to study the impulse buying behavior of working women in Coimbatore city with the sample size of 120 respondents. The objectives of the study is to know about impulse buying tendency of working women and impulse buying situations which are lead to buy impulsively.

IndexTerms - Impulse buying tendency, impulse buying situations and unplanned purchase

I. INTRODUCTION

Impulse buying behavior is an intention of people to buy something at the time of purchase without any prior planning. It is an immediate decision taken by the people on the basis of some the factors like, discounts and offers, window display and arrangement of products, freebies, card payment, installment payment, sales men or women influences, etc.,. The development of shopping malls and departmental stores in cities, creates shopping culture among the people. Such kind people purchase more number of products without any planning. Such behavior is known as impulse buying behavior. The study on impulse behavior starts from early 1980's. Most of the study concentrate on types of impulse buying, factors influencing of impulse buying, store environment and display of products. This study is concentrate on peoples that is., working women's impulse buying behavior.

II Review of Literature

Sharma and Sivakumaran (2004), Shopping enjoyment is another variable, whereby individuals consider shopping as a form of recreation, do not stick to a buying list, and therefore, tend to make many impulsive purchases.

DurmazYakup et.al.,(2011), studied that, culture, sub-culture and social classes are how much influencing the consumers buying behaviour. In his study he found that, the consumers are enjoying the shopping, the consumers believe that the, environment and friends are not important factor in buying and the consumers' culture. belief, tradition and custom are also important factor to buy the goods and services.

Kukar-Kinney,Ridgway,and Monroe(2012),suggested that, the focus on well- known and higher priced brands is induced by the need of recognition providing better feeling and boosting buyer self-esteem.

III OBJECTIVES OF THE STUDY

- To study demographic profile of respondents
- To investigate the impulse buying tendency of working women
- To study the shopping situations on impulse buying behavior of working women.

IV HYPOTHESIS OF THE STUDY

Ho: There is no association between age and impulse buying tendency of working women.

Ho: There is no association between education and impulse buying tendency of working women.

Ho: There is no association between occupation and impulse buying tendency of working women

Ho: There is no association between marital status and impulse buying tendency of working women.

Ho: There is no association between type of family and impulse buying tendency of working women
 Ho: There is no association between income and impulse buying tendency of working women.

V RESEARCH METHODOLOGY

The study is based on the primary data collected from the working women with help of structured questionnaire. The working women were selected from various working places, like Bank, Retail stores, Educational Institutions, and Insurance offices etc., in Coimbatore city, totally 120 respondents were randomly selected from each working place. The tools like, Percentage analysis and Chi-square analysis has been done by using SPSS software.

IV. RESULTS AND DISCUSSION

Table No.1
Percentage Analysis

Demographic Factors		No. of respondents	Percentage
Age	less than 30 years	40	33.3%
	31 to 40 years	41	34.2%
	above 41 years	39	32.5%
	Total	120	100.0
Education	Up to UG degree	56	46.7%
	PG Degree	45	37.5%
	others	19	15.8%
	Total	120	100.0
Occupation	Private employed	60	50.0%
	Government employee	60	50.0%
	Total	120	100.0
Marital Status	unmarried	46	38.0%
	Married	74	62.0%
	Total	120	100.0
Type of family	Nuclear Family	85	70.9%
	Joint Family	35	29.1%
	Total	120	100.0
Income	Up to Rs.25,000	79	65.8%
	Rs.26,000 to 40,000	28	23.3%
	Above Rs.40,001	13	10.8%
	Total	120	100.0

Source: Primary Data

The above table 1 represents, 34.2% of respondents belong 31 to 40 years, 46.7% of respondents belong to up to UG degree education level, in occupational status the respondents are equally distributed as each 50%, 62% of respondents belonging to married category, 70.9% of respondents belonging to nuclear family category and 65.8% of respondents belonging to up to Rs.25,000 income group category.

Table No. 2
Chi-Square test analysis

S · n o	Variables		Calculated Value	S/NS	Remarks
1	Age	Impulse buying tendency of working women	19.55	Significant	Rejected
2	Education	Impulse buying tendency of working women	7.067	Significant	Rejected
3	Occupation	Impulse buying tendency of working women	7.607	Not Significant	Accepted
4	Marital Status	Impulse buying tendency of working women	10.127	Significant	Rejected
5	Type of family	Impulse buying tendency of working women	0.731	Not Significant	Accepted
6	Income	Impulse buying tendency of working women	5.769	Not Significant	Accepted

Source: Primary Data

The above table 2 shows that,

Ho 1: The value of Chi-square test (0.11) signifies the rejection of null hypothesis. It means there is no association between the age and impulse buying tendency of working women.

Ho 2: The value of Chi-square test (0.215) signifies the rejection of null hypothesis. It means there is no association between the education and impulse buying tendency of working women.

Ho 3: The value of Chi-square test (0.333) signifies the acceptance of null hypothesis. It means there is an association between the occupation and impulse buying tendency of working women.

Ho 4: The value of Chi-square test (0.656) signifies the rejection of null hypothesis. It means there is no association between the marital status and impulse buying tendency of working women.

Ho 5: The value of Chi-square test (0.961) signifies the acceptance of null hypothesis. It means there is an association between the type of family and impulse buying tendency of working women.

Ho 6: The value of Chi-square test (0.001) signifies the acceptance of null hypothesis. It means there is an association between the income and impulse buying tendency of working women

Table No. 3
Impulse Buying Situations

S · n o	Impulse buying situations	Frequency	Percentage
1	When need arise	54	45%
2	when feel stressed	15	13%
3	when celebrate happiness	18	15%
4	when recommendations of friends	5	4%
5	when celebrate festivals	28	23%
	Total	120	100

Source: Primary Data

The above table exhibits that, (45%) of respondents make their purchases at the time of when need arise, (13%) of the respondents buying situations is when they feel stressed, (15%) of the respondents buying situation is when celebrate

happiness, (4%) of the respondents buying situation is when recommendations of friends and (23%) of the respondents buying situation is when celebrate festivals. Majority of respondents buying situation is when need arise.

CONCLUSION

It is concluded from the above study, the income and occupational status of working women has more association with impulse buying behaviour.

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