

ONLINE IMPULSE BUYING BEHAVIOUR OF WOMEN WITH SPECIAL REFERENCE TO APPARELS AND ACCESSORIES IN COIMBATORE CITY

Mrs. G. SANGEETHA

Assistant Professor, Pioneer College of Arts and Science, Coimbatore

Dr.S.UMA

Associate Professor & Head, Kongunadu Arts and Science College, Coimbatore.

ABSTRACT

Impulse buying behaviour is an enigma in the marketing world, Impulse buying is a very common buying behaviour today, it is an important aspect in consumer behaviour it occurs when consumers has no thinking or decisions and buyers have sudden experience before purchases. Women have become more self-governing, educated and knowledgeable and their overall awareness has improved. They are highfliers in the professions they commence and they shine in it too. The women consumers are buying in greater quantities of household belongings and personal accessories have become more of a habitual impulse purchase than a need-based purchase. This purchase behaviour opens the new market for all durables and non-durables. Thus, the purpose of this research to investigate the relationships that may exist among consumer's behaviour with respect to impulse buying behaviour of working women.

Key words: Impulse buying, self-governing and purchase behaviour.

INTRODUCTION

Consumer is broadly any individuals or households that use goods and services produces within the market. The concept of a consumer arises in diverse framework, so that the usage and significance of the term may differ¹. Behaviour of a consumer is largely depends upon interplay between inner self and outer stimuli. Consumers do not make their decisions in a vacuum. Consumption decisions made in the market cannot be viewed as an independent event – it is closely related with values and social relationship and cultural allegiance. Their purchases are highly influenced by cultural, social, personal, and psychological factors.

For the people who feel time starved and is looking for solutions which can help to avoid going to the market are the potential market of e-commerce². In India the majority of the consumers buy products which are free from the touch and feel aspect like electronics. So in \$0.8 billion market in India electronics form 76%, apparel and accessories comprises 19%, home and kitchen appliances 4% and rest come in the remaining 3%. As online consumers mature they start buying product categories like health, beauty, apparel, food and beverages. The segments which have standard product specifications and low differentiation like books, music, and electronics

¹ Kotler and Keller ,2011

² Bellman, Lohse, & Johnson, 1999

have larger share of the online retail³. The growth in the e-retail would be led by the products like consumer durables, electronics, apparels, and accessories.

LITERATURE SAMPLES

Subramanian (2018) examines in his study "Impulse Buying behaviour of the new aged Indian women" in the city of Chennai with respect to the age, marital status, occupation, professional status factors, etc. to identify the decision maker and the influencer for the purchase made by the women. A sample of 200 women from the few distinct geographical areas of the Chennai city was collected. According to this study women's value perception is multi-faceted and they are more quality oriented.

Kumar (2016) in his study, "A study of the impulse consumer behaviour with reference to selected products" revealed that the majority of consumers are highly enlightened and are concerned about quality of the products. He also revealed that the consumers uniformly, both in urban and rural areas, desire to have quality of the products at reasonable price and trust more the advice of the retailers.

PROBLEM FOCUSED

The world is changing at all the time but unchanged is shopping by women. Shopping is a social activity of women they like to shop with her friends; they encourage and advise each other to purchase different products. When shopping they expect many choices which includes traditional and latest choices of products. A woman makes purchasing decisions based on price and quality, they prefer to shop in stores, and she has a relationship to work actively with loyalty programs and customer activities. Women are proud to shop in some stores, more and more traders are captured most proportion of women by encourage their female customers and offer friend discounts. It is well identified statistic that women pay an excessive transaction towards global expenditure. Impulse buying behaviour is an enigma in the marketing world, Impulse buying is a very common buying behaviour today, it is an important aspect in consumer behaviour it occurs when consumers has no thinking or decisions and buyers have sudden experience before purchases. All consumers are confronted with unplanned and impulsive shopping decisions, where the women are of no exemption. In marketing literature, impulse buying is defined as experiencing a tendency for shopping that is sudden, strong, and tempting.

Indian consumers have diametrically changed their shopping behaviour and impulse buying is emerging as a highly noticeable behaviour. Particularly the women consumers are buying in greater quantities of household belongings and personal accessories have become more of a habitual impulse purchase than a need-based purchase. This purchase behaviour opens the new market for all durables and non-durables, due to more disposable income in the hands of youngsters and women, mall culture weekend celebrations and shopping habits are influence more and more on their purchases, now they are not buying things based on requirements, that are quietly emotion based with this context, the role of buying plays a significant role for modern retailers and researchers. Thus, the purpose of this research to investigate the relationships that may exist among consumer's behaviour with respect to impulse buying behaviour of women during their online purchases. With their prevailing decision making power of women, their impulsive buying behaviour has been

³ CRISIL Opinion , 2014

identified as an important aspect of research study. With the basis of above setting, the present study is attempted to derive the solution for the following research questions;

1. What is the purchase behaviour of women involved in online purchases?

OBJECTIVE OF THE STUDY

The objective of the study is

1. To assess the purchase behaviour of women involved in online purchases.

HYPOTHESIS OF THE STUDY

Based on the above objective, the present study attempts to test the following hypothesis;

H₀₁: Association between the purchase behaviour on impulse purchases and the demographic profile of women consumers does not exist significantly.

RESEARCH METHODOLOGY

Sample design

The population targeted for this study consisted of online women consumers from the Coimbatore city involving in impulsive purchases. The sampling technique adopted for the study is purposive sampling since the sample respondents are selected on the basis of the purpose (Apparels and Accessories only). A sample size of 50 respondents is chosen based on accessibility and to whom the questionnaires are distributed.

Source of data

The study is both descriptive and analytical which is based on primary data. The data is gathered from the online women consumers as sample respondents through questionnaire method. The other data for the study as reviews and sundries are being collected and compiled from various websites, magazines, journals and theses.

LIMITATIONS OF THE STUDY

The following are the limitations of the study;

1. This research was location specific and was confined to the city of Coimbatore city in the state of Tamil Nadu in India. Hence the results of this research may not be applicable to other parts of globe.
2. The study adopted simple purposive sampling which was one of the methods of probability sampling and hence the limitations of this technique are applicable.
3. The study has all the limitations of a qualitative research namely subjectivity and personal bias.

ANALYSIS AND DISCUSSION

TABLE-1

DEMOGRAPHIC PROFILE OF RESPONDENTS

PARTICULARS		NO. OF RESPONDENTS	PERCENTAGE (%)
Age	18 to 25 years	21	42
	26 to 35 years	12	24
	36 to 45 years	8	16
	46 to 55 years	7	14
	Above 55 years	2	4
Marital status	Married	21	42
	Unmarried	29	58
Education	School level	2	4
	Under graduation	19	38
	Post graduation	13	26
	Professional	11	22
	Diploma	3	6
	Illiterate	2	4
Occupation	Private employee	17	34
	Public employee	7	14
	Self employed	3	6
	Housewife	5	10
	Retired employee	3	6
	Student	11	22
	others	4	8
Type of family	Nuclear family	44	88
	Joint family	6	12
No. of members in the family	2	22	44
	3	23	46
	4	4	8
	Above 4	1	2
Earning members in family	1	13	26
	2	31	62
	3	6	12
	Above 3	0	0
Monthly income	Less than 20,000	10	20

(INR)	20,001 to 30,000	19	38
	30,001 to 40,000	11	22
	40,001 to 50, 000	5	10
	More than 50,000	5	10
Monthly spending (INR)	Less than 10,000	8	16
	10,001 to 15,000	9	18
	15,001 to 20,000	13	26
	20,001 to 25,000	15	30
	More than 25,000	5	10

Source: Primary Data

The table 1 represents the demographic profile of the women respondents involved in the impulsive buying behaviour. It has been inferred that most of the respondents are under the age of 25, unmarried, having the under graduate educational qualification, employed in a private enterprise, belonged to nuclear family, having just 3 members in their family and 2 earning members, having monthly income to maximum of between INR 20,001 to 30,000 and monthly spending of INR 20,001 to 25,000 INR.

TABLE – 2

PURCHASE BEHAVIOUR OF WOMEN INVOLVED IN IMPULSIVE BUYING IN ONLINE

Purchase behaviour	Mean Scores
Sometimes I get involved in buying things which were not originally in my wish list	4.18
Informative signs and images build my intention to make impulse purchases	4.08
I like to compare different brands before I buy one	4.02
I only buy things that I really need.	4.11
It is a struggle to leave nice things I see in a shop	4.29
If I see something new, I want to buy it.	4.32
I usually spend more than I have budgeted	3.91
I can become very excited if I see something I would like to buy	3.60
I sometimes buy things because I like buying things, rather than because I need them	3.98
I sometimes feel guilty after having bought something	4.10

Source: Primary Data

The above table indicates the purchase behaviour of women involved in impulsive buying in online. The behaviour of women are treated as most vicious based on the mean scores strength. Higher the mean score, topper the behaviour concerned.

PURCHASE BEHAVIOUR OF WOMEN INVOLVED IN IMPULSIVE BUYING IN ONLINE BASED ON DEMOGRAPHICS: CHI-SQUARE ANALYSIS

H₀₁: Association between the purchase behaviour on impulse purchases and the demographic profile of women consumers does not exist significantly.

TABLE – 3

PURCHASE BEHAVIOUR OF WOMEN INVOLVED IN IMPULSIVE BUYING IN ONLINE BASED ON DEMOGRAPHICS

S. No	Dependent Variable	Independent Variable	χ^2	Sig. value	Hypothesis
1	Purchase behaviour	Age	08.41	.532	Accepted
2	Purchase behaviour	Marital status	21.48	.003**	Rejected
3	Purchase behaviour	Education	30.03	.088	Accepted
4	Purchase behaviour	Occupation	42.23	.035*	Rejected
5	Purchase behaviour	Family type	51.34	.089	Accepted
6	Purchase behaviour	Members in the family	94.16	.085*	Rejected
7	Purchase behaviour	Earning members	22.18	.008**	Rejected
8	Purchase behaviour	Monthly Income	42.56	.003**	Rejected
9	Purchase behaviour	Monthly Spending	28.36	.007**	Rejected

Source: Primary data * Significant at 5%. ** Significant at 1%

The above table depicts the chi-square analysis between purchase behaviour of women and demographic classification of respondents. It is clear from the table that the hypothesis is accepted for age, education and family type and rejected for the rest of demographics. Hence, the null hypothesis is rejected for those variables and conferred that Association between the purchase behaviour on impulse purchases and the demographic profile of women consumers do exist significantly.

CONCLUSION AND RECOMMENDATION

Impulse purchase does not match with rational decision making model of a consumer. When need emerges a consumer buy impulsively and does not search for alternatives. Therefore, impulse buying is a

sudden and immediate purchase with no pre-shopping either to buy a specific product or to full fill a specific buying task. Shopkeepers must creatively divide the market on the basis of age. It would be fruitful to design in-store attributes and target retail markets segmented on the basis of age profile of shopper's. Women's impulse purchase initially increases with increase in age. A variety of marketing opportunities exist to sustain the impulse purchase behaviour of women. The shopkeepers could encourage for express/quick shopping by providing special facility as shoppers in hurry (shopping for less than or about 15 minutes) had high impulse purchase proportion in their bill. They should develop gender specific plans to influence impulse purchase behavior of women through in-store factors. With our society continuing to become more materialistic, marketers have to devise new strategies to convince the consumer that their products or services are worth purchasing even if it is not being sought after at the time of purchase. In marketer's perspective this impulse buying behaviour of consumers brings more revenue. It has been recognized as notable impact on retail marketing and consumers buying behaviour. It is also an integral part of women consumers buying behaviour.

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