

FACTORS INFLUENCING IMPULSE BUYING BEHAVIOUR ON RETAIL PRODUCTS WITH REFERENCE TO TRICHY CITY

Md. Chand Rashid, Associate Professor, Department of Management, Galgotias University

Abstract

An impulse buy or impulse shopping for is an unplanned selection to shop for a product or service, made simply earlier than a buy. One who has a tendency to make such buy is known as an impulse customer or impulse buyer. The feelings and emotions play a decisive function in shopping, precipitated via way of means of seeing the product or upon publicity to a properly crafted promotional communication. Store surroundings like product arrangement, lighting, heritage track additionally have an effect on patron impulse shopping for conduct

Keyword:- Impulse buying, Retail product,

INTRODUCTION

Impulse shopping for con additionally enlarge to extra costly objects like domestic appliance. Impulse shopping for disrupts the regular selection making fashions in patron's brains. The logical collection of the patron's moves is changed with an irrational second of self-gratification. Impulse objects attraction to the emotional aspect of consumers. Following are advertising communication blend which influences patron's Impulse shopping for conduct with surrounded by the market: Advertising, income promotion, private promoting and public relations. The significance of impulse shopping for conduct is diagnosed via way of means of entrepreneurs and researchers everywhere in the international and phenomenon has been appreciably studied via way of means of researchers over the past 60 years.

OBJECTIVE OF THE STUDY

- To observe the character trends and its effect on impulsive shopping for conduct.
- To pick out the affect elements for impulse shopping for conduct on retail merchandise in Trichy City.
- To have a look at the elements impulse shopping for conduct on retail merchandise.
- To provide suggestions, end primarily based totally on studies findings.

SCOPE OF THE STUDY

This observe makes a speciality of the patron conduct, which reasons impulsive shopping for. Impulsive shopping for is psychological, and frequently results in patron shopping matters that he did now no longer pre-plan. Our scope is constrained to how companies make use of this patron conduct of impulsive shopping for to boom their income. This observe additionally covers the elements that have an effect on this form of shopping for conduct with inside the patron

ADVANTAGES AND DISADVANTAGES OF IMPULSE PURCHASE

- Impulse shopping for can clearly upload an detail of wonder on your wardrobe. You can't plan for the whole thing and sometimes, you simply don't understand what you want.
- It additionally helps you to discover a few new directions. If some thing clearly appeals to you within side the shops, it could attraction to 1 a part of your fashion character the ones surfaces sometimes. It's right to have garments for specific elements of your fashion character.

Disadvantages of impulse

- buy It can result in many shopping for mistakes. Have a glance through all of the garments for your closet you don't wear. How lots of those have been impulse buys? § You frequently purchase stuff you don't need.
- You might also additionally have already got some thing comparable and it could result in unnecessary spending. § If you purchase on impulse continuously,
- you can turn out to be with many interest drawing garments for your closet (the display stoppers) however are quick at the crucial basics (the constructing blocks of your wardrobe).

TABLE-1, GENDER OF THE RESPONDENTS

SNUMBER	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1.	male	47	47
2.	female	53	53
	total	100	100

SOURCE: PRIMARY INTERPRETATION

The above table shows that out of the respondents taken for the study 47 percentage of the respondents are male, 53 percentage of the respondents are female.

Hence, majority (53 percentage) of the respondents are at the gender belonging to female.

TABLE-2 AGE GROUP OF THE RESPONDENTS

SNUMBER	AGE	NUMBER OFRESPONDENTS	PERCENTAGE
1.	upto20	41	41
2.	21-30years	39	39
3.	31-40years	9	9
4.	above 40years	11	11
		100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of the total respondents taken for the study

41 percentage of the respondents belong to age group of upto 20 years 39 percentage of the respondents belong to the age group of 21–30 years, 9percentage of the respondents belong to age group of 31 -40 years, 11percentage of the respondents belong to the age group of40 above.

Hence, majority(41%) of the respondents were in the age up to20 years.

TABLE-3, EDUCATIONALQUALIFICATIONOFTHERESPONDENTS

SNUMBER	EDUCATIONALQUALIFICATION	NUMBER OFRESPONDENTS	PERCENTAGE
1.	School level	51	51
2.	UG/diploma	21	21
3.	pg	20	20
4.	professional	8	8
	total	100	100

SOURCE: PRIMARY DATAINTERPRETATION

The above table shows that out of the total respondents were taken for thestudy51% of the respondents are qualified at Student level, 21% of the respondents are qualified with UG/Diploma, 20% of the respondents are qualified with private employee, and 8 percentage of the respondents are qualified in profession business.

Hence, majority (51%) of the respondents were qualified with the school level of the education.

TABLE-4, ARITALSTATUSOFTHERESPONDENTS

SNUMBER	MARITALSTATUS	NUMBER OFRESPONDENTS	PERCENTAGE
1.	MARRIED	26	26
2.	UNMARRIED	74	74
	TOTAL	100	100

SOURCE: PRIMARYDATAINTERPRETATION

Above table shows that out of the total respondents taken for the study 26% of the respondents were married, 74% of the respondents unmarried. Hence, majority(74%) of the respondents were unmarried.

TABLE-5, OCCUPATION STATUS OF THE RESPONDENTS

SL NO	OCCUPATION	NUMBER OFRESPONDENCE	PERCENTAGE
1.	BUSINESS	11	11
2.	SELFEMPLOYED	27	27
3.	SERVICE	15	15
4.	OTHERS(STUDENTS/HOMEMAKER)	47	47
	TOTAL	100	100

SOURCE: PRIMARY DATAINTERPRETATION

The above table shows that out of the total respondents taken for the study 11% respondents are doing business, 27% of the respondents are self-employed, 15% of the respondents are under in service, 47% of the respondents are others. Hence, majority(47%) of the respondents were other (students/homemakers)

TABLE-6, MONTHLY INCOME OF THE RESPONDENTS

SNUMBER	ANNUALINCOME	NUMBER OFRESPONDENTS	PERCENTAGE
1.	BELOW20,000	47	47
2.	20,001-30,000	13	13
3.	30,001-40,000	11	11
4.	ABOVE40,000	29	29
	TATAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of the total respondents taken for the study 47% of the respondents have income level of below 20,000, 13% of the respondents have income level of 20,001, 11% of the respondents have income level of 30,001-40,000, 29% of the respondents have income level of above 40,000.

Hence, majority (47%) of the students have income level of below 20,000.

TABLE- 7, FAMILY MEMBERS

SNUMBER	FAMILYMEMBERS	NUMBER OFRESPONDENTS	PERCENTAGE
1.	SINGLE	2	2
2.	2 TO4	17	17
3.	4 TO6	51	51
4.	ABOVE6	30	30
		100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above the table shows that out of the total respondents taken for the study 2% of the respondents were single, 17% of the respondents belong to 2 to 4 members in the family, 51% of the respondents belong to 4 to 6 members in the family, 30% of the respondents belong to above 6 members in the family.

Hence, majority (51%) of the respondents belong to 4 to 6 members in the family.

TABLE- 8, PLACE OF SHOPPING

SI No	SHOPPING OFTEN	NUMBER OF RESPONDENTS	PERCENTAGE
1.	GROCERY STORE	8	8
2.	DEPARTMENTAL STORE	67	67
3.	CONVENIENCE STORE	12	12
4.	MALLS	13	13
	TOTAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

It is taken from the above table that out of the total respondents taken for the study 8% of the respondents buy from the grocery store, 67% of the respondents buy from the departmental store, 12% of the respondents buy from the convenience stores, 13% of the respondents buy from the malls, 13% of the respondents buy from the grocery stores.

Hence, majority (67%) of the respondents buy from the departmental store.

TABLE-9, PERIOD OF VISITING STORES

SI No	VISIT A STORE	NUMBER OF RESPONDENTS	PERCENTAGE
1.	ONCE A WEEK	40	40
2.	MORE THAN ONCE IN A WEEK	42	42
3.	MONTHLY	12	12
4.	OCCASIONALLY	6	6
	TOTAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of the total respondents taken for the study 40% of the respondents are visiting a store monthly, 42% of the respondents are visiting the stores more than once in the week, 12% of the respondents are visiting a store in a week, and 6% of the respondents are visiting a store occasionally. Hence, majority (42%) of the respondents are visiting a store more than once in a week.

TABLE-10, TIME SPENDING PER WEEK

SNUMBER	TIMESPENDING PERWEEK	NUMBER OFRESPONDENTS	PERCENTAGE
1.	LESSTHAN1 HOUR	40	40
2.	1-2HOURS	46	46
3.	3-4HOURS	11	11
4.	ABOVE3 HOURS	3	3
		100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of the total respondents taken for the study, 40% of the respondents spent 1-2 hours for shopping, 46% of the respondents spent 2 -3 hours for shopping, 11% of the respondents spent less than 1 hour for shopping, 3 % of the respondents spent above3hours for shopping. Hence, majority(46%)of the respondents spent 1–2 hours time for shopping.

TABLE-11, FACTORS AFFECTING THE PURCHASE PRODUCTS

SNUMBER	FACTERS	NUMBER OFRESPONDENTS	PERCENTAGE
1.	BRAND	21	21
2.	DESIGE OF PACKAG	26	26
3.	PRICE	18	18
4.	QUALITY	35	35
	TOTAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of the total respondents taken for the study majority of 21% of the respondents were brand concerns, 26 % of the respondents were design of package, 18% of the respondents liked the price, and 35 % of the respondents lived quality.

Hence majority (35%) of the respondents were quality one.

TABLE-12, PRIORITYTOWARDSPACKAGE

SLNO	PRIORITYTOWARDSPACKAGE	NUMBER OFRESPONDENTS	PERCENTAGE
1.	PROTECTIVE	20	20
2.	ECO-FEINDLY	52	52
3.	ATTRACTIVE	19	19
4.	OTHER	9	9
	TOTAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of total respondents taken for the study, 20%of the respondents were protective, 52% of the respondents were eco-friendly, 19%of the respondents were attracted, and 20% of the respondents were showing their priority towards others.

Hence, majority (52%) of the respondents were showing their priority towards eco-friendly.

TABLE- 13, PURCHASINGWITHSHOPPINGLIST

SI NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	YES	52	52
2.	NO	48	48
	TOTAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of total respondents taken for the study majority of 52% of the respondents carried shopping list, 48% of the respondents did not carry the shopping list.

Hence, majority(52%) of the respondents carried shopping list.

TABLE-14, MOTIVATING FACTORS FOR IMPULSE PURCHASE

SLNO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	SPECIALSALES PRICE	25	25
2.	FREESHIPPING	52	52
3.	HOLIDAYFOR SEASONALPROMOTION	16	16
4.	CUSTOMER SERVICE	7	7
	TOTAL	100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of total respondents from the study 25% of the respondents liked special sale price, 52% of the respondents wanted free shipping, 16% of the respondent liked holiday or seasonal promotional and 7% of the respondents were customer service.

Hence, majority (52%) of the respondents were motivated to make impulse purchase on free shipping.

TABLE-15, MOST INDUCED PRODUCT

SL NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	FOODANDGROCERY	56	56
2.	APPARLS	14	14
3.	ELECTRPNICGOODS	11	11
4.	PERSONALUSEPRODUCT	19	19
		100	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that out of the total respondents from the study, 56% of the respondents bought food and grocery, 14% of the respondents bought apparels, 11% of the respondents bought electronic

goods, and 19% of the respondents bought personal use product.

Hence, majority (56%) of the respondents buy food and grocery.

TABLE-16, FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR

SI No	FACTORS	TOTALSCORE	AVERAGE	RANK
1.	Low cost	464	4.64	1
2.	Promotional scheme and offers	459	4.59	2
3.	Ready availability of products	392	3.92	3
4.	discount/offers	365	3.65	5
5.	Billing system	351	3.51	6
6.	First sight attraction	370	3.70	4

SOURCE: PRIMARY DATA INTERPRETATION

The above table clearly shows that according to the respondents, low cost(4.70) is most influencing factor for making impulse purchase and it ranked first position. Second rank was assigned by the respondents towards the promotional schemes and offers (4.52). Third influencing factor for impulse buying behavior was ready availability of products (3.90). Forth rank was assigned to the first sight attraction (3.70). Discount / offers (3.65) were the factors ranked fifth position by the respondents. Billing system(3.51)was ranked in the sixth place.

FINDINGS, SUGGESIONS AND CONCLUSION

- Majority (53%) of the respondents are at the gender belonging to female.
- Majority (74%) of the respondents were unmarried.
- Majority (41%) of the respondents are at the age belonging upto 20 years.
- Majority (51%) of the respondents are qualified with the school level of education.
- Majority (47%) of the respondents were others students/homemakers.
- Majority (47%) of the respondents have income level of below 20,000.
- Majority (51%) of the respondents were belonging to 4to6 members in the family.
- Majority (51%) of the respondents have done the impulse buying.
- Majority (67%) of the respondents buy from the departmental stores.

- Majority (42%) of the respondents are visiting stores more than once in a week.
- Majority (46%) of the respondents spend 1-2 hours time for shopping.
- Majority (35%) of the respondents were chosen the quality to purchase the product.
- Majority (52%) of the respondents were chosen the eco-friendly for priority towards package.
- Majority (52%) of the respondents motivate to make impulse purchase on free shipping.
- Majority (65%) of the respondents were strongly agree that usually buy from the nearest store.
- Majority (52%) of the respondents were agree that tend to buy even if it is unplanned is the major factor influencing impulse buying.
- Majority (44%) of the respondents of the respondents were neutrally local stores provided quality products for low price.
- Majority (37%) of the respondents were strongly influenced to buy impulse purchase, regret.
- Majority (47%) of the respondents of the respondents were neutrally shop to feel better.
- Majority (46%) of the respondents were agreed influencing in less concerned with the price of products.
- Majority (34%) of the respondents were neutral attracted towards free offers.
- Majority (31%) of the respondents were agreed that local stores are attractive place to shop.
- Majority (37%) of the respondents were strongly agreed that tend to purchase unintended products while trying to find a specific product.
- Majority (37%) of the respondents were agreed that when enter a store, tend to directly go towards the products what planned to buy.
- Majority (30%) of the respondents were neutrally buy only what is on their shopping list.
- Majority (56%) of the respondents were buying food and grocery.

SUGGESTION

PACKAGE

The package designs to be changed. More attractive color should be used. The packaging cover must specify the inheritance in the products. It has clearly mentioned the quality of the product. The sample packet must be introduced.

ADVERTISEMENT

More advertisement should be given to gain the knowledge of the customer. The awareness program should be conducted by the Government. Awareness program helps to reach many customers. Internet

purchase must be encouraged. Attractive advertisements should be telecasted.

GIFTS AND OFFERS

The company must offer some gifts for the improvement of the sales promotion. The gifts and offers make the consumer purchase in frequent; it covers a large number of customers.

PRICE

The price of the products must be reduced, as it can reach large number of people. Discounts are to be made in the products for large number of people. The price stability must be maintained in the products.

QUALITY

The qualities of the products are to be maintained. The quality must be increased. Brand quality must be stable.

CONCLUSION

In this modern period, lifestyle and livelihood of the people are changing as they are getting more facilities. They are reluctant to waste time and avoid harassment while they shop. The concept of super store is the solution to these problems. People in large number from various social classes are also quite familiar with this modern shopping concept. It is increasing gradually but to be specific very steadily in the minds of consumer. Many factors are responsible for this changing buying behavior these are shopping ease, in the store atmosphere, point of purchase display, convenience, location, product characteristics, product quality, availability of branded items, store size, store image, variety seeking, discount, stock outs, others recommendation, complement packing, in the store display area etc. All of the characteristics are subject to consideration while making a purchase all these factors have an impact on impulse buying. Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. The findings of the study revealed that offers, discount and seasonal promotions mostly influence the impulse buying behavior of the consumers Beauty and cosmetics products, personal use products and food grocery were the most commonly purchased items through impulsive buying.

REFERENCE

1. Beauty, S.E., & Ferrel, M.E. (1998), Impulse Buying; Modeling its precursors. *Journal of Retailing* 74(2), 169-191.
2. Babin (2001), a multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17, 403-019.
3. Stern .H. (1962), "The significance of Impulse Buying Today". *Journal of Marketing*, Vol.26, NUMBER2, pp.56-62.

4. Gupta. S., Heng. X, and Sahu. V. (2009).“Impact of store size on the impulse Purchases”,The ICFAI University Journal of Marketing Management, Vol.8,NUMBER1
5. Abratt. R and Geodey.S.D. (1990), “Unplanned Buying and In-Store Stimuli in Supermarket”.Manegerial and Decision Economics, Vol.11.No,2,pp.111-121.
6. Kollat.D.T.and willet,R.P.(1967),“Consumer Impulse Purchasing Behavior”.Journal of Marketing Research, Vol.4,NUMBER1,pp.21–31.
7. Tendai. M and Creispen. C (2009), “In-store shopping environment and impulse buying”. African Journal of Marketing Management, Vol. 1 (4),pp.102-108.
8. Basharet.al,(2012),“A study of influenced demographic factors on consumer impulse buying behavior” International Journal of Management and Strategy, Vol.NUMBER3, Issue 5.

