

**IMPULSIVE BUYING BEHAVIOUR IN HYPER MALLS, TRICHY**

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**ABSTRACT**

Usually, the retail outlet like malls, hypermarkets and supermarkets are providing monetary and non-monetary benefits to the customer. Impulse purchase is an unintended decision to buy while standing in a store environment. The impulse purchasing leads an impact on buying behaviour of customers in the retail outlets. The objective of the study is to know about the factors influencing impulsive buying behaviour among consumers and their level of satisfaction. The study is based on primary data collected from 200 respondents by way of administering the questionnaire. The respondents were selected based on simple random sampling method from the person who was stepped into malls situated in and around Trichy. The primary data were analysed with percentage analysis and ANOVA single factor using SPSS package. It is inferred that the respondents are highly satisfied with the product quality, price and special offers. The study revealed that the gender influences the buying pattern and purchasing power of the respondents. It is inferred that male prefer apparels, female prefer cosmetics and children prefer eatables. Monetary and non-monetary factors also influence the impulsive purchase behaviour by way of packaging and usage of the product. The product displays and ambience in the retail outlet influence the respondents' impulsive purchasing behaviour. This study can be applied to assess the impulse buying behaviour in field E-Commerce like online shopping and mobile shopping.

**Key Words:** Impulse buying, stores purchase, ambience and product display.

**1. Introduction**

Recent days, the retail outlets have an essential role in development of retail industry. The industry has been assisting delivery of product and service to the consumers. Retail industry has been revolutionizing human buying behaviour by their product, price, quality and special offers. Usually, the retail outlet like malls, hypermarkets and supermarkets are providing monetary and non-monetary benefit to the customer. The impulse purchasing leads an impact on buying

behaviour of customers in the retail outlets. Impulse purchase is an unintended decision to buy while standing in a store environment. The emotions, feelings, pleasure and the sudden exposure to the properly planned promotional message play a very significant role in impulse buying behaviour. The products may range from low priced products (toffees, watches, instant foods, toys, clothing, magazines, cosmetics and apparel, soft drinks) to high priced products (gold, silver, vehicles, electronic items). Impulse buying leads to change in the logical sequence of the actions of consumers and irrational self-fulfilment.

## **2. Review of Literature**

Roy F. Baumeister (2002) has found that failure of self-control leads to impulsive purchasing. The conflicting goals, lack of monitoring one's own behaviour and weakening of energy contributes to failure of self-control. Geetha Mohan et al (2013) have found that the environment in stores positively influence impulsive buying behaviour. Neha Mehta and Pawan K.Chugan (2013) have revealed that visual merchandising influences the impulse purchase behaviour of the people visiting malls in Ahmedabad. Bhuvanewari and Jayasree Krishnan (2015) have said that impulsive buying is an unexpected purchase without any prior intention of shopping and it is influenced by various demographic and social factors among the consumers in Chennai city. Anant Jyoti Badgaiyan and Anshul Verma (2014) have revealed that materialism and shopping enjoyment tendency influences the impulsive buying behaviour. Ritu Srivastava (2013) has said that mall shopping is determined by impulse purchases and sales promotions. Ramandeep Bawa et al (2015) have found that store atmospherics induces the emotions to acquire the product displayed resulting in an impulse purchase. Lee, Ellen IK Lin (2013) has found that promotional activities and window display influences the impulse buying behaviour.

## **3. Objective of the Study and Sample Design:**

The objective of the study is to know about the factors influencing impulsive buying behaviour among consumers and their level of satisfaction. The study is based on primary data collected from 200 respondents by way of administering the questionnaire. The respondents were selected based on simple random sampling method from the person who was stepped into malls situated in and around Trichy. The primary data were analyzed with percentage analysis and ANOVA single factor using SPSS package.

#### 4. Analysis and Discussion

The primary data were collected from the respondents through questionnaire and the same were analysed using the statistical tools like percentage analysis and One-Way ANOVA which were interpreted in the following tables.

**Table No.1**  
**Socio-Economic Profile of Respondents**

<b>Age (years)</b>	<b>No of Respondents</b>	<b>Percentage to total</b>	<b>Educational Qualification</b>	<b>No of Respondents</b>	<b>Percentage to total</b>
21-30	69	34.5	Schooling	54	27.0
31-40	84	42.0	Undergraduate	95	47.5
41-50	26	13.0	Postgraduate	24	12.0
51-60	21	10.5	Professional	27	13.5
Total	200	100.0	Total	200	100.0
<b>Gender</b>	<b>No of Respondents</b>	<b>Percentage to total</b>	<b>Marital Status</b>	<b>No of Respondents</b>	<b>Percentage to total</b>
Male	118	59.0	Married	149	74.5
Female	82	41.0	Unmarried	51	25.5
Total	200	100.0	Total	200	100.0
<b>Location</b>	<b>No of Respondents</b>	<b>Percentage to total</b>	<b>Annual income (Rs in lakh)</b>	<b>No of Respondents</b>	<b>Percentage to total</b>
Urban	145	72.5	Less than 3	109	54.5
Rural	25	12.5	3-10	73	36.5
Semi urban	30	15.0	10 and above	18	9.0
Total	200	100.0	Total	200	100.0

**Source: Primary data**

From the above table it is evident that 34.5% of respondents are from 21-30 years of age, 42% are from 31-40 years, 13% are from 41-50 years and 10.5% from 51-60 years. Of the total respondents 47.5% are undergraduates and 13.5% are professionals, 12% are postgraduates and 27% have completed schooling. 59% of respondents are male and remaining 41% are female. 74.5% respondents are married and 25.5% respondents are unmarried. 72.5% are from urban area, 15%

are from semi urban area and 12.5% from rural area. 54.5% are earning below Rs. 3 lakhs and 36.5% are earning between Rs. 3-10 lakhs and 9% of respondents are earning more than 10 lakhs. The following hypotheses were framed to study the relationship of age, gender and income with impulse purchase behaviour of the respondents.

**Table No.2**

**Age and Impulse Buying-ANOVA Single factor**

Null Hypothesis:  $H_0$ : Age do not influence the impulse buying

<b>Particulars</b>	<b>P Value</b>	<b>Result</b>
Impulse buying in outlet stores	0.684123	Accepted
Item bought on impulse	0.223617	Accepted

**Source: Primary data**

Jacqueline J Kacen et al. (2012) have found that the products with hedonic nature and the store environment with high-low priced products influence the impulse buying behaviour of the consumers. From the above table it is inferred there is no significant difference observed between age and impulse buying. Age of the consumer is not influencing the outlet fares with impulse buying. Most of the age group prefer grocery store as impulse buying outlet. Age group from 31-40 years have high frequency towards the items like apparels and eatables and bought on impulse.

**Table No.3**

**Gender and Impulse Buying - ANOVA Single factor**

Null Hypothesis:  $H_0$ : Gender do not influence the impulse buying in outlet store

<b>Particulars</b>	<b>P Value</b>	<b>Result</b>
Impulse buying in outlet store	0.447525	Accepted
Item bought on impulse	0.01316	Rejected
Like to shop with no particular list in mind	0.011059	Rejected

**Source: Primary data**

Amanda Coley, Brigitte Burgess (2003) have found that gender makes a significant difference with respect to affective (irresistible urge to buy, positive buying emotion and mood management) and cognitive (cognitive deliberation and unplanned buying) process components. Sigal Tifferet, Ram HerStein (2012) have found that on-site ads and pop displays should have a stronger impact in women's departments, due to increased impulse buying. From the above table it is inferred that there is no significant difference observed between gender and the behaviour towards outlet fares. Irrespective of the gender, the impulse purchase in outlet fares tends to be the same. This is so because the retailers offer products at cheaper prices which are not of the same quality as expected from the higher end brands. As null hypothesis is rejected, there is significant difference observed between gender and impulse buying regarding items and unintentional buying. Frequencies in purchase by the married respondents are high in number as they have to fulfil their necessities of their family members. A grocery store is mostly preferred by the married female respondents. Male respondents preferred apparels and female respondents preferred cosmetics.

**Table No.4**

**Income and Impulse Buying in Outlet stores - ANOVA Single factor**

Null Hypothesis: Ho: Income do not influence the impulse buying in outlet stores

<b>Particulars</b>	<b>P Value</b>	<b>Result</b>
Impulse buying in outlet stores	0.955069	Accepted
Item bought on impulse	0.434811	Accepted
Worthiness of money spent on impulse purchase	0.041731	Rejected

**Source: Primary data**

Rachel Pechey and Pablo Monsivais (2015) have observed that healthfulness of purchases decides the selection of supermarkets and shopping behaviour than the socio-economic status. From the above table it is inferred that there is no significant difference observed between the level of income and purchase in outlet fares and the items bought. Irrespective of income, the impulse buying in outlet fares is made because of availability of products at cheaper prices. As null hypothesis is rejected, there is significant difference observed between income and worthiness to

spend. Income influences the impulse purchase regarding the items depending on the spending capacity of the respondents and the frequent visit to the malls.

## **5. Conclusion**

Shopping is more fun for everybody and for someone it is a passion. The customers' satisfaction towards the impulse product is neutral. The factors which influence the impulse buying are monetary and non-monetary benefits. Money that spent on impulse buying will influence the normal spending pattern in future. The customer perceived the impulse buying as a mental pleasure though result in an increased expenditure. They feel that they are satisfying the needs of their children and their family members. It is inferred that the respondents are highly satisfied with the product quality, price and special offers. The study revealed that the gender influences the buying pattern and purchasing power of the respondents. It is inferred that male prefer apparels, female prefer cosmetics and children prefer eatables. Monetary and non-monetary factors also influence the impulsive purchase behaviour by way of packaging and usage of the product. The product displays and ambience in the retail outlet influence the respondents' impulsive purchasing behaviour. This study can be applied to assess the impulse buying behaviour in field E-Commerce like online shopping and mobile shopping.

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