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## *Impulsive Buying Behaviour and its Correlates*

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**Abstract:** *Impulsive buying is an unplanned purchase. When impulse buyers feel the desire to buy, they make a purchase decision without searching for information or evaluating alternatives. Impulsive buying behaviour is a sudden compelling, hedonically complex purchasing behaviour. Basically female are making more impulse purchase than that of male buyers. In this case, the present study aimed to analyse the relationship between Extent of impulsive buying habits and impulsive buying behaviour. A sample of 207 buyers from Pollachi Taluk was selected for the study. Data was analysed using the statistical tools namely Simple percentage and Chi-square. The result of the study reveals that most of the buyers prefer to make an impulsive buying and also there exists a relationship between Extent of impulsive buying habits and impulsive buying behaviour.*

**Keywords:** *Impulsive Buying, Impulsive Buying Behaviour, Female Buyers, Buying Habits.*

### I. INTRODUCTION

Impulsive buying has been considered a pervasive and distinctive phenomenon in the American lifestyle and has been receiving increasing attention from consumer researchers and theorists. Despite the negative aspects of the impulsive buying behaviour it is account for substantial sales across a broad range of product categories. (Bellenger et al., 1978).CLE “For companies with billions of dollars on the line, the buying decision is the most critical part of their enterprise”, states one consumer behaviour analyst. “Yet no one really knows how the human brain makes that choice”. Often, consumers themselves don’t know exactly what influences their purchases. “Buying decisions are made at an unconscious level”. Early studies on impulse buying were more concerned with the definitional issues distinguishing impulse buying from non- impulse buying and attempted to classify the types of impulse buying into one of several sub-categories (Bellenger et al., 1978), rather than to understand impulse buying as a trait of consumer buying behaviour. Therefore, this approach generated a theory that ignores the behavioral motivations of impulse buying for a large variety of products and, instead, focuses on a small number of relatively inexpensive products. However, this type of approach did not provide sufficient explanations as to why so many consumers appear to act on their buying impulse so frequently. Shopping motives suggest that a person may also go shopping when needs attention, wants to be with peers, desires to meet people with similar interests, feels a need to exercise, or has leisure time identified a number of shopping motivations with the hypotheses that consumers are motivated by two types of psychosocial needs; personal & social. The personal motives include the needs for role-playing diversion, self-gratification, learning about new trends, physical activity, and sensory stimulation. The social experiences, consists of communication with others, peer group attractions, and status & authority (Tauber, 1972). Further research studies established that people usually visit malls keeping two things in mind; shopping motives and utility motive. Utility shopping motives suggest that consumers are concerned about purchasing products in an efficient and timely manner to achieve their goals, with a minimum of frustration (Batra & Ahtola, 1991).

Tao Sun, Guohua Wu, Seounmi Youn (2000) have carried out a study to find out the compulsive and impulsive buying behaviour among the consumers and it is to examine the relationship between the personality traits, impulsive and compulsive

buying behaviour of the consumers. The findings of the study reveal that there exists a positive relationship between the personality traits, compulsive and impulsive buying. Seounmiyoun Ronald J. Faber (2000) has investigated the relation to personality Traits and Cues and the study reveals the relationship between impulsive buying tendencies and three general personality traits lack of (control, stress reaction and absorption). Toorej Hassanzadeh Samarin, Masoume Moniri (2001) highlights the rate of impulsive buying with regard to consumption of non-durable goods. The study suggests that, the store's layout, discount shopping, credit card facilities and income level of the buyer leads to impulsive buying. Jacqueline J. Kacen, Julie Anne Lee (2002) has investigated the effect of culture and also age variations of different consumers in different states. The study suggests that, the culture and that of individual buying influences the level of impulsiveness. Muruganatha.G and Ravi Shankar Bhakat (2013) have made an detailed study in the field of retailing & consumer behaviour.

## **II. STATEMENT OF THE PROBLEM**

Impulsive buying has become a more regular occurrence in today's society because shopping is more blended with our regular life. Rook and Hoch (1985) assert that most people have experienced an impulse purchase. Findings support this assertion revealing almost 90% of respondents have made grocery purchases on impulse occasionally (Welles, 1986), and between 30% and 50% of all purchases can be classified by the buyers themselves as impulse purchases (Bellenger et al., 1978). Khare (2011) identified that the entertainment attribute influenced Indian consumers towards malls, and had a positive impact on frequency of visits and time spent when visiting a mall. If it is the condition, it raises some issues that is how does the consumer view impulsive buying? Does a common view on impulsive buying exist? Is the rate of impulsive buying is similar among all group of consumers? Whether the factor which encourages the impulsive buying is uniform among various groups?

## **III. OBJECTIVES OF THE STUDY**

To find out the answers to the questions raised in the statement of the problem the study have been carried out with the following objectives. i) To ascertain the extent of impulsive buying behaviour. ii) To locate the factors that affects the extent of impulsive buying behaviour. iii) To suggest measure to refine impulsive buying behaviour.

## **IV. SAMPLING**

The Pollachi town is in Coimbatore District. Of the total public, a total of 250 respondents are taken as sample, in that 43 questionnaire were unreturned. Hence, this study is based on the information supplied by 207 respondents.

## **V. FRAME WORK OF ANALYSIS**

The data required for the study is primary in nature. The data collected have been analyzed by using different statistical tools. The level of impulsive buying behaviour has been measured by constructing an index called " Impulsive Buying Behaviour Index". The questionnaire consists of 20 impulsive buying behaviour related questions; five point likert scale has been adopted to measure the impulsive buying behaviour of the buyers. The total score of each buyer is converted into impulsive buying index. The overall average impulsive buying index is 67.05. It ranges between 41 and 92. The sample buyers are classified in to three groups as buyers with low level of impulsive buying, buyers with medium level of impulsive buying and buyers with high level of impulsive buying. The buyers are classified by using mean and standard deviation. The buyers whose level of impulsive buying which is below 56.87 is treated as buyers with low level of impulsive buying, the buyers whose level of impulsive buying which ranges between 56.88 and 77.22 is treated as buyers with medium level of impulsive buying and buyers whose level of impulsive buying ranges above 77.23 are brought under the group of buyers with high level of impulsive buying behaviour. Null hypotheses have been framed and tested to ascertain the factors that are significantly associated with the level of impulsive buying behaviour.

## VI. FINDINGS

The details about the socio, economic profile of the sample buyers are presented in Table.1.

**SOCIO AND ECONOMIC PROFILE OF BUYERS**

It is clear from the Table.1, out of 207 buyers, 51% of them are in the young age group which ranges between 18 and 25 years and majority 58% of them are female buyers. Around 47% of their educational qualification is post graduate degree, 55% of buyers are unmarried and 49% of them are residing in rural area.

TABLE – 1 SOCIO AND ECONOMIC PROFILE OF BUYERS

Factors	No. of Buyers (N=207)	Factors	No. of Buyers (N=207)
<b>Gender</b>		<b>Marital status</b>	
Male	87 (42)	Married	94 (45)
Female	120 (58)	Unmarried	113 (55)
<b>Age</b>		<b>No. of members in family</b>	
Young	106 (51)	Up to 3	67 (32)
Middle	36 (18)	4-5	106 (51)
Old	65 (31)	Above 5	34 (17)
<b>Status in family</b>		<b>Earning members in family</b>	
Head	13 (6)	1-2	157 (76)
Member	194 (94)	More than 2	50 (24)
<b>Area of residence</b>		<b>Educational Qualification</b>	
Urban	70 (34)	Up to HSC	46 (23)
Rural	102 (49)	Under graduate	63 (30)
Semi-urban	35 (17)	Post graduate and above	98 (47)
<b>Occupation</b>		<b>Monthly income</b>	
Agriculture	24 (12)	Up to Rs.10000	126 (61)
Business	30 (14)	Rs.10000-Rs.20000	36 (17)
Employed	73 (35)	Rs.20000-Rs.30000	25 (12)
Student	80 (39)	Above Rs.30000	20 (10)
<b>Total family income</b>		<b>Level of family income</b>	
Up to Rs.25000	99 (48)	More sufficient	26 (13)
Rs. 25000-Rs.50000	76 (37)	Sufficient	146 (70)
Above Rs.50000	32 (15)	Not sufficient	35 (17)

Of the total buyers 39% of them are students and their family consists of members ranging between four and five. Out of 207 buyers 47% of family having two earning members and 94% of respondents are just a member of their family. Of the total buyers 61% of buyer's monthly income is up to the level of Rs.10000 and 48% of the buyer's total family income is up to Rs.25000 and 70% of buyer's income is sufficient to meet their expenses.

It is clear from the Table.1, out of 207 buyers, 51% of them are in the young age group which ranges between 18 and 25 years and majority 58% of them are female buyers. Around 47% of their educational qualification is post graduate degree, 55% of buyers are unmarried and 49% of them are residing in rural area. Of the total buyers 39% of them are students and their family consists of members ranging between four and five. Out of 207 buyers 47% of family having two earning members and 94% of respondents are just a member of their family. Of the total buyers 61% of buyer's monthly income is up to the level of Rs.10000 and 48% of the buyer's total family income is up to Rs.25000 and 70% of buyer's income is sufficient to meet their expenses. The selected socio, economic and family related variables are compared with impulsive buying behaviour to know about the association between them. The chi-square test has been applied to find out the association between the selected variables and the level of impulsive buying behaviour.

**ATTRIBUTES ASSOCIATED WITH IMPULSIVE BUYING BEHAVIOUR:**

It is found that, only five variables such as Educational qualification, No. of earning members in family, Shopping habit of buyers, Criteria of shopping, Frequency of watching both news & serials are significantly associated with impulsive buying

behaviour. The majority of impulsive buyers' Educational qualification is above PG level, higher level of impulsive buying is among the post graduate respondents and lower level of buyers in others category. The buyers whose family is with more number of earning members are with more amount of impulsive buying behaviour than their counterpart. Similar to that buyer who use to provide impulsive to quality and price are with more amount of impulsive buying behaviour and it is low with those who are in favour of discount and offers. The buyers who are regular viewers of both serials and news are with low amount of impulsive buying behaviour than that of regular viewers.

TABLE – 2 ATTRIBUTES ASSOCIATED WITH IMPULSIVE BUYING BEHAVIOUR.

Totally twelve variables have been tested in order to identify their association with the impulsive buying behaviour.

Variables	$\chi^2$	Variables	$\chi^2$
Gender	3.499	Marital status	2.101
Age	4.332	Monthly income	12.571
Educational qualification	10.636*	Occupation	11.597
Total family income	3.106	Level of family income	4.423
Shopping habit of buyers	18.171*	Criteria of shopping	15.958*
Frequency of watching both News & Serials	9.642*	No. of earning members in family	10.555*

\*5% Level of significance

\*\*1% Level of significance

### VII. SUGGESTIONS TO CURTAIN IMPULSE BUYING

- i) Plan before purchase ii) Take a list of needed things when you go to shop iii) Don't buy products for sake of price offer,  
Be conscious in what you buy iv) Think twice before buying a product.

### VIII. CONCLUSION

The pervasiveness of impulse buying, even for relatively expensive products, led researchers to look at impulse buying as an inherent individual trait, rather than a response to inexpensive product offerings. Recently, researchers appear to agree that impulse buying involves a hedonic or affective component. Today's research suggests that impulse buying behaviour is much more complex than previously conceptualized; that this behaviour stems from the desire to satisfy multiple needs that underline many types of buying behaviour.

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