

Impulse Buying: Shopping Factors

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Abstract: Impulse buying become a focal point for considerable marketing activities and is a common phenomenon in the market place. Consumers take into consideration several factors for a buying decision. Many factors are responsible for the changing buying behavior such as store characteristics, time factors, personal factors, situational factors and so on. All of these factors are considered by the marketers to make the consumers convenient buying which in turn leads to make more impulse buying. This article addresses some of the shopping factors on impulse buying of the consumers. Out of 1000 respondents majority are female (52.5%) and respondents age up to 25 years (43.4%), education qualification is undergraduate(48.2%),type of family is nuclear (86.6%),Number of earning members are two (57.9%) and majority of the respondents monthly family income is above Rs 25000 (40.6%). We believe that marketers, academic and consumers could benefit from our research.

Keywords — Impulse buying, Consumers, frequency, point of purchase, shopping pattern, opinion.

I. INTRODUCTION

Consumer is the king of modern market. Every consumer is important for marketers to lead in this competitive world. All consumers are not same; they differ from their shopping experience. So marketers must know the shopping pattern of the consumers which triggers them to buy impulsively and they can act accordingly to grab the consumers to buy their products.

II. RESEARCH METHODOLOGY

A well structured 1000 questioner was used to collect the primary data under purposive sampling techniques in Coimbatore district. The data used for the purpose of this study were collected for the period of 6 months from October 2017 to march 2018.The objective of the study is to find out the shopping factor influence on impulse buying. The techniques used for the analysis are percentage analysis, descriptive analysis, and rank analysis.

III. REVIEW OF LITERATURE

Individual factors and situational factors affect the impulse buying behavior of cosmetic consumers [1]. Shopping companion, marital status and gender do not have a significant influence on impulse buying, extint feature such as shopping list induce to buy impulsively [2]. Several managerial implications are while feeling comfortable; the customers would like to make more orders. Customers tends to be under the influence of reference groups, salespersons professional performance and friendliness could increase customers appreciation of the value of merchandises and

their willingness of purchase comfortable environment would increase the time spend in store [3]. There is a positive effect of urge to buy impulsively and there is increase in the performance of level of impulse buying, situational factors flourish a good sense for an urge to buy impulsively. Seller friendly, music playing, shop environment, advertising would have a positive effect on urge to buy impulsively [4].The study demonstrates that word of mouth has a significant effect on impulse buying, consumer pay more attention to this type of advertisement. Marketers should try to encourage word of mouth and make their best to satisfy the consumers. So that they will recommend the products to others [5].

Stimulus in-store impulse buying consist of place, promotion, payment and product .Affective and Cognitive factors positively associated with online/in-store impulse buying [6]. Store layout, display of product, promotional signage, and product shelf presentation strongly influences impulse buying tendency in retail outlet. There is a relationship between impulse buying and various parameters of retail display [7]. Store environment factors such as music, light, employee assistance and layout were significantly correlated with shop enjoyment tendency. Consumes having high levels of shop enjoyment are less price sensitive and heavy product users [8]. The relationship between buying impulsiveness and impulse buying is moderated by consumers normative evaluation of the behavior economic, traits and normative elements affect consumers responses to their impulse buying [9].The study shows a negative association between fashion involvement, shopping lifestyle and behavioral aspects of impulse buying.

Buyers mostly avoid impulse buying pre-decision stage of consumers purchasing behavior strongly association with the impulse buying behavior of the consumers [10].

IV. RESULTS AND DISCUSSION

TABLE 1 - Products bought on impulse

Products	No.	%
Clothes	325	32.6
Shoes	376	37.7
Bags	93	9.3
Cosmetics	290	29.1
Accessories	186	18.6
Snacks	181	18.1
Fruits & Vegetables	261	26.2
Beverages	139	13.9
Electronic Devices	65	6.5
Stationery	57	5.7
Others (Specify)	24	2.4

RESULT: Out of 1000 respondents majority 376(37.7%) respondents buy shoes impulsively and 325(32.6%) respondents buy the product clothes impulsively and only 57(5.7%) respondent buy impulse buying of the stationary product.

TABLE 2 Type of Products, usually do Impulse buying

Type of product	No.	Percent
New / Latest Products	445	44.5
Product you already own	22	2.2
Product you do not have	533	53.3
Total	1000	100.0

RESULT: Out of 1000 respondents majority 533 (53.3%) respondents buy impulsively the product which they do not already own and 445(44.5%) respondents buy new/latest products impulsively.

OPINION ON IMPULSE BUYING

The frequency of getting others opinion on impulse buying was analyzed and are given below

TABLE 3 - Frequency of getting other's opinion on Impulse Buying

FACTORS		Always	Often	Sometimes	Seldom	Never
I rely on word of mouth, opinion leaders when purchasing a new project.	No.	623	151	154	42	30
	%	62.3	15.1	15.4	4.2	3
Opinion of others encourage me to buy Products spontaneously	No.	274	421	195	51	59
	%	27.4	42.1	19.5	5.1	5.9
I look for other's advice before I buy something new.	No.	168	263	347	139	83
	%	16.8	26.3	34.7	13.9	8.3

I tend to buy things that are relevant to other's expectation (friends/relatives).	No.	255	231	254	128	132
	%	25.5	23.1	25.4	12.8	13.2

RESULT: The table shows that 62.3% of the respondents always rely on word of mouth opinion when purchasing new product.42.1% of the respondents often get opinion of others encourage to buy product spontaneously.34.7% of the respondents sometimes look for others advice before buy something new also 13.9% seldom look for others advice.13.2% of the respondents said that they never tend to buy things which are relevant to others expectations.

TABLE 4 - Cautiousness of Impulse Buying

FACTORS		Agree	Neutral	Disagree
Branded Items	No.	703	236	61
	%	70.3	23.6	6.1
Low Price	No.	663	297	40
	%	66.3	29.7	4.0
High quality Products	No.	356	530	114
	%	35.6	53.0	11.4
Only advertised products	No.	178	575	247
	%	17.8	57.5	24.7
From reputed store	No.	263	295	442
	%	26.3	29.5	44.2
Having guarantee & Warrantee	No.	97	225	678
	%	9.7	22.5	67.8

RESULT: The table shows that majority 703(70.3%) respondents agree that they are cautious on the branded item to impulse buy.57.5% % of the respondents neutrally agree that they buy only advertised products.67.8% of the respondents disagree for the cautious factor having guarantee and warrantee on impulse buying the products.

POINT OF PURCHASE

The respondents were asked to rank their points of purchase among six points. The most preferred point of purchase was given the highest rank of 1 and the least preferred point of purchase was given the lowest rank of 6.Mean ranks were found out for all items which are given below.

TABLE 5 Ranks

POINT OF PURCHASE	Mean Rank
Retail Malls	2.45
Local shops	1.44
Internet	3.38
Teleshopping	3.81
Specialized Shops / Units	4.65
Factory Outlet	5.28

Kendall's Coefficient of Concordance

Kendall's W	.571
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RESULT: The table shows the mean rank for each item and the corresponding rank order. It is seen from the table that

the highest preferred item is local shops with a mean rank of 1.44(rank order 1) and the least preferred item is factory outlet with a mean rank of 5.28(rank order 6).

Kendall’s co-efficient of concordance (w) was used to find the extent of similarity among the respondents in their rank order. Higher the value of W more will be the similarity in the ranking order. The Kendall’s W found for the six items is 0.571 which shows that there is more than moderate level of similarity among the respondents in the rank order.

TABLE 6 - Payment mode

Payment	No.	Percent
Cash	904	90.4
Other modes	96	9.6
Total	1000	100.0

RESULT: Out of 1000 respondents majority 904 (90.4%) respondents make payment by cash when impulse buy the product and only 96(9.6%) respondents make payment other than cash on impulse buying

V. CONCLUSION

My research in the field, with special emphasis on shopping factors influence of the consumer on impulse buying gave some trends which can be seen in above analysis. Majority of the respondent buy shoes impulsively and they are very cautious to buy branded items though it is an unplanned purchase. The highest preferred point of purchase is local shops and cash is their payment mode, they buy the product which they do not own. Majority of the respondents rely on leader’s opinion on impulse buying. Thus marketers must know their customer pattern of shopping to create them comfort level for impulse buying. This paper will be useful for marketing practitioners and researchers towards understanding of the consumer’s impulsiveness.

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