Impact of Demographic Factors on Impulse Buying Behaviour of Consumers at Coimbatore City

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Abstract- Impulse buying is a common behaviour today. An impulse buying is an unplanned decision to buy a product or service, made just before purchase. One who tends to make such purchase is referred to as an impulse buyer. Impulse buying behaviour disturbs the normal decision making models in consumers' wits. In this framework we have to make an attempt to find how the demographic factors which influence on impulse buying behaviour. The study concluded that the age and income have significantly associated with impulse buying behaviour. In addition, our study shows that marital status has a no significant association with time to spend for impulse buying behaviour.

Keywords: Impulse Buying Behavior, Gender, Age, Income, Education

I. INTRODUCTION

Impulse purchase is the result of changes in consumption patterns. An impulse purchase is an unplanned decision to buy a product or service, made just before a purchase. Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfil a specific buying task (Rook, 1987)[8]. One who tends to make such purchase is referred to as an impulse purchaser or impulse buyer. Impulse buying refers to unplanned, sudden buying behaviour, which is often accompanied by feeling of excitement and pleasure and/or a powerful urge to buy (Beatty & Ferrell, 1998)[4].

Objectives of the Study

- To know about the demographic factors and frequency of impulse purchase behaviour by the respondent.
- To identify the factors affecting the impulse buying behaviour.

Hypothesis

H_o :There is no association between monthly income and monthly expenditure on impulse buying.

H_o :There is no association between age and monthly expenditure on impulse buying.

H_o :There is no association between age and spending time for shopping.

H_o:There is no association between marital status and spending time for impulse purchase.

Statement of problem

Impulse buying disrupts the normal decision making models in consumers' wits. The logical sequence of the consumers' actions is replaced with an subjective moment of pleasure. Some items bought on impulse are not considered functional or necessary in the consumers' lives. Averting impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made. Hence we have to make study about the frequency of impulse purchase behaviour by the respondent.

II. REVIEW OF LITERATURE

Taushif, and Gupta (2013), found that internal factors or individual characteristics which focused on individual that make them engaged in impulsive behaviour, it basically involves consumer's personality trait, demographic factors, psychological variables and situational factors. Vishnu and Ahmed (2013), found that the income level and visual merchandising has highly and significantly influence on consumer's impulse buying for FMCG's (products) in Larkana Pakistan. Abdul and Nayyar (2015), observed that the income and education of the consumers having strong significant influence on impulse buying behaviour. Abdul Ghafoor Awan (2015), the concluded that the demographic factors of consumers i.e., gender, age, income, and education have significant association with impulse buying behavior. Amir et.al, (2015), found that a positive influence on impulse buying through positive mood and occupation has not moderation role between the shopping and felt urge to buy impulsively.

Scope of the Study

This research is based on consumer behaviour on impulse buying from different age group as well as different background. This study covers the frequency of impulse behaviour by the respondent.

III.   RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phase and quantitative or qualitative techniques. A methodology does not set out to provide solutions. It is, therefore not the same as a method. Instead, a methodology offers the theoretical underpinning for understanding which method, set of methods, or best practices can be applied to specific case. A sample design is a define plan for obtaining a sample from a given population. It refers to the techniques or the procedures the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample. A sample of 150 respondents from the different locations from Coimbatore city.

Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires. Secondary data collected through various journals, books and internet which are restricted to the conceptual frame work of the paper only. To arrange and internet the collected data following statistical tools were use percentage method and Chi-square analysis.

Table No.1.1 Frequency of Purchase of the Respondents

S. No.	Frequency of Purchase	No. of Respondents	Percentage
1	Monthly basis	60	45.0
2	Weekly basis	60	35.0
3	Then and there	30	20.0
	Total	150	100.0

Source: Primary data

The above table shows that 45% of the respondents are purchase in monthly basis, 35% of the respondents are purchase in weekly basis and 20% of the respondents are purchase in then & there.

Chi Square Analysis

Table No. 1.2 Association between Monthly Income and Monthly Expenditure on Impulse Buying

Monthly Income	Monthly Expenditure on Impulse Buying				
	Up to Rs.1000	Rs.1001 – 2000	Rs.2001 - 3000	Above 3001	Total
Up to Rs.25000	42	12	6	0	60
Rs.25001- 50000	0	30	6	6	42
Rs.50001 - 75000	0	0	12	12	24
Rs.75001-100000	12	0	6	0	18
Above 100000	6	0	0	0	6
Total	60	42	30	18	150

Source: Primary Data

Pearson Chi-Square - 148.031[a], df-12, Asymp. Sig. (2-sided)- 0 .000.

H_o :There is no association between monthly income and monthly expenditure on impulse buying. The chi-square statistics value was 148.031[a] and it was found to be significant at 5% level as the significance value is 0.000; hence we reject the null hypothesis and concluded that there is association between monthly income and monthly expenditure of impulse buying. Beatty and Ferrell (1998)[4] believe that available money will produce positive affect and less negative effect in shopping enjoyment. According to Wells, Farley and Armstrong (2007)[12] income level is positively influences on consumers" impulse purchasing behaviour

Table No.1.3 Association between Age and Monthly Expenditure on Impulse Buying

Age	Monthly Expenditure on Impulse Buying				
	Up to Rs.1000	Rs.1001 - 2000	Rs.2001 - 3000	Above Rs.3001	Total
18 -25 years	30	30	18	12	90

26 – 30 years	0	0	0	6	6
31 – 40 years	6	12	6	0	24
Above 40 years	24	0	6	0	30
Total	60	42	30	18	150

Source: Primary Data

Pearson Chi-Square – 78.726[a], df-9, Asymp. Sig. (2-sided)- 0 .000.

H_o :There is no association between age and monthly expenditure on impulse buying.

The chi-square statistics value was 78.726[a] and it was found to be significant at 5% level as the significance value is 0.000, hence we reject the null hypothesis and concluded that there is association between age and monthly expenditure of impulse buying.

Table No.1.4 Age and Spending Time for Impulse Purchase

Age	Spending time for Impulse Purchase				
	Up to 1 hrs	1 – 2 hrs	2 – 3 hrs	More than 3 hrs	Total
18 -25 years	30	42	18	0	90
26 – 30 years	0	0	0	6	6
31 – 40 years	0	18	6	0	24
Above 40 years	12	12	6	0	30
Total	42	72	30	6	150

Source: Primary Data

Pearson Chi-Square – 163.315[a], df-9, Asymp. Sig. (2-sided)- 0 .000.

H_o :There is no association between age and spending time for shopping.

The chi-square statistics value was 163.315[a] and it was found to be significant at 5% level as the significance value is 0.000, hence we reject the null hypothesis and concluded that there is association between age and spending time for impulse purchase.

Table No.1.5 Marital Status and Spending Time for Impulse Purchase

Marital Status	Spending time for Impulse Purchase				
	Up to 1 hour	1 – 2 hrs	2 – 3 hrs	More than 3 hrs	Total
Married	36	54	24	6	120
Unmarried	6	18	6	0	30
Total	42	72	30	6	150

Source: Primary Data

Pearson Chi-Square – 3.482[a], df-3, Asymp. Sig. (2-sided)- 0 .323

H_o : There is no association between marital status and spending time for impulse purchase.

The chi-square statistics value was 3.482[a] and it was found to be not significant at 5% level as the significance value is 0.323; hence we accept the null hypothesis and concluded that there is no association between marital status and spending time for impulse purchase.

Weighted Average Method Table No.1.6 External Factors on Impulse Buying

S.No.	External Factors	Weighted average score	Rank
1	Window display	501	9

2	Store arrangement	528	6
3	Colour & size of the product	558	2
4	Package of product	548	3
5	Attraction	532	4
6	Salesmen's explanation	504	8
7	Guiding & supporting	520	7
8	Price of the product	532	4
9	Price discount	566	1
10	Credit and debit card payment	498	10

Source: Primary Data

From the above table it is inferred that 1st rank with weighted average score of 566, priority of price discount has obtained. 2nd rank with weighted average score of 558, priority of colour and size of the product has obtained. 3rd rank with weighted average score of 548,priority of package of product has obtained.4th rank with weighted average score of 532, priority of both factors price of the product and attraction has obtained. 6th rank with weighted average score of 528, priority of store management has obtained. 7th rank with weighted average score of 520, priority of guiding & supporting has obtained. 8th rank with weighted average score of 504, priority of salesman's explanation has obtained. 9th rank with weighted average score of 501, priority window display has obtained. 10th rank with weighted average score of 498 , priority of credit & debit card payment has obtained.

Table No.1.7 Internal Factors on Impulse Buying

S. No.	Internal Factors	Weighted Average Score	Rank
1	Positive &negative motive	456	9
2	Surprise purchase	507	4
3	Celebration of fun movements	492	6
4	Festivals seasons purchase	534	1
5	Time availability	525	2
6	Meeting of people at the time of shopping	466	7
7	Famous brand and endorsed by celebrities	498	5
8	Recent advertisement	508	3
9	Influence of children ,husband ,friends, colleagues	462	8

Source: Primary Data

From the above table it is inferred that 1st rank with weighted average score of 534, priority of festival seasons purchase has obtained. 2nd rank with weighted average score of 525, priority of time availability has obtained 3rd rank with weighted average score of 508 (Beatty & Smith, 1987 time availability has been positively linked to search activity in a retail setting), priority of recent advertisement has obtained .4th rank with weighted average score of 507, priority of factors surprise purchase has obtained. 5th rank with weighted average score of 498, priority of famous brand & endorsed by celebrities has obtained. 6th rank with weighted average score of 492, priority of Celebration of fun movements has obtained. 7th rank with weighted average score of 466, priority of meeting of people at the time of shopping has obtained. 8th rank with weighted average score of 462, priority of influence of children, husband, friends, and colleagues has obtained. 9th rank with weighted average score of 456, priority of positive & negative motive has obtained (Watson, Clark and Auke (1998)[11] conceptualized positive affect which reflects the extent to which a person feels enthusiastic, active and alert. The opposite of positive affect is negative effect, which involves a feeling of distress and non-pleasurable engagement that subsumes a variety of aversive mood states, including anger, disgust, gilt, etc (Beatty & Ferrell, 1998)[4].

Ranking Analysis Table No. 1.8 Products of Impulse Buying

Variables	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Rank IX	Rank X
Clothing's	42	12	18	12	6	12	42	0	6	0
Foods & Beverages	36	36	18	6	6	18	12	0	12	6
Electronic products	24	24	24	30	18	6	6	6	0	12
Sports & Fitness	30	12	54	12	6	12	0	18	6	0
Toys & children Accessories	0	18	0	18	24	24	18	24	0	24
Books, Newspapers & Stationery	0	12	12	6	18	6	36	24	30	6
Personal accessories	0	12	6	12	12	18	0	42	24	24
Home decors and Kitchen	12	0	18	12	12	0	18	12	42	24
Entertainment media	0	6	0	24	12	24	12	18	18	36
Gardening, indoor& outdoor products	6	18	0	18	36	30	6	6	12	18

Source: Primary Data

From the above table it is clear that out of the 150 respondents , major of respondents in 1st rank as Clothing's , 2nd rank more respondents chosen Foods & Beverages , 3rd rank more respondents chosen Sports & Fitness, 4th rank more respondents chosen Electronic products, 5th and 6th rank more respondents chosen Gardening, indoor& outdoor products, 7th rank more respondents chosen Clothing's, 8th rank more respondents chosen Personal accessories, 9th rank more respondents chosen Home decors and Kitchen,10th rank more respondents chosen Entertainment media.

Table No.1.9 Place of Impulse Buying

Variables	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Rank IX	Rank X
Departmental stores	30	24	24	24	12	24	6	0	6	0
Shopping Malls	54	18	12	0	18	24	18	6	0	0
Convenience stores	18	30	36	18	6	18	18	0	0	6
Textile shops	12	24	6	30	24	18	12	6	12	6
Exhibitions & Trade fairs	12	18	24	30	30	18	18	0	0	0
Online shopping	6	18	12	30	36	12	30	6	0	0
Plat form shops	12	12	18	12	24	18	12	24	12	6
Temples and Tourist place	6	0	0	0	0	12	24	6	60	42
At work places	0	6	0	6	0	0	0	78	30	30
On travel by road ways	0	0	18	0	0	6	12	24	30	60

Source: Primary Data

From the above table it is clear that out of the 150 respondents , major of respondents in 1st rank as Shopping Malls , 2nd & 3rd rank more respondents chosen Convenience stores , 4th rank more respondents chosen Electronic products, 5th rank more respondents chosen Online shopping , 6th rank more respondents chosen plat form shops, 7th rank more respondents chosen Clothing's, 8th rank more respondents chosen At work places, 9th rank more respondents chosen Temples and Tourist place,10th rank more respondents chosen On travel by road ways.

Factor Analysis Table No. 1.10 Satisfaction Level of Impulse Buying KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.388
Bartlett's Test of Sphericity Approx.chi-Square	1.354E3
Df	105
Sig.	.000

From the above table , two test, namely Kaiser-Meyer-Olkin Measure of sampling adequacy(KMO) and Barlett's test of sphericity have been apply to test whether to relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of sampling adequacy shows that the value of test statistics .388, which means the factor analysis for the select variable is found to be appropriate. Bartelett's test of sphericity is used to test whether the data are statistically significant or not with value of test statistics and the associate significance level. Which it show that there exists a high relationship among variable.

Table No.1.11 Communalities

Variable Name	Variable Code	Initial	Extraction
I [[[m satisfied with immediate decision to buy the things	X1	1.000	.766
I think my choice to buy the products in unplanned was a wise decision	X2	1.000	.833
I have truly enjoyed the products purchased under unplanned manner.	X3	1.000	.666
I am satisfied with the price paid over the products which are purchase under unplanned.	X4	1.000	.763
When I go for shopping , I love the satisfaction of buying some products on impulse.	X5	1.000	.793
I enjoyed my leisure time by shopping buying something	X6	1.000	.702
Owning this products has been a good experience so I purchased without planning	X7	1.000	.816
I am satisfied with salesmen suggestions and explanation	X8	1.000	.518
I am satisfied with offers and discounts given by the shops	X9	1.000	.767
I am satisfied with instalment payment	X10	1.000	.817
I am satisfied with the credit card and debit card payments	X11	1.000	.730
The environment and store arrangement makes satisfaction to buy on unplanned manner	X12	1.000	.776
After purchase some products I compromise myself as good	X13	1.000	.860
Sometimes I regret myself about impulse purchases	X14	1.000	.680
I consider me as a trend setter so I am happy with impulse purchases	X15	1.000	.676

Extraction Method: principal component analysis.

The above table (communalities) represents the application of the factor extraction process, it was performed by principal component analysis to identify the number of factors to be extracted from the data and specifying the most commonly used varimax rotation method. In the principal components analysis, total variance in the data considered. The proportion of the variance is explained by ten factors in each variable. The proportion of variance is explained by the common factor called communalities of the variance. Principal component analysis work on initial assumption that all the variance is common. Therefore, before extraction the communalities are all 1.000. Then the most common approach for determining the number of factors retain i.e. examine eigen values was done.

Table No. 1.12 Factor Reductions

Variable Name	Variable Code	1	2	3	4	5
I am satisfied with the price paid over the products which are purchase under unplanned.	X4	.864				
I am satisfied with the credit card and debit card payments	X11	.745				
When I go for shopping , I love the satisfaction of buying some products on impulse.	X5	.566				
I think my choice to buy the products in unplanned was a wise decision	X2		-828			
I have truly enjoyed the products purchased under unplanned manner.	X3		.698			
The environment and store arrangement makes satisfaction to buy on unplanned manner	X12		.648			
I am satisfied with offers and discounts given by the shops	X9		-600			
I consider me as a trend setter so I am happy with impulse purchases	X15			.764		
I am satisfied with instalment payment	X10			.760		
I am satisfied with salesmen suggestions and explanation	X8			.665		
I enjoyed my leisure time by shopping buying something	X6				-697	
Sometimes I regret myself about impulse purchases	X14				.680	
I am satisfied with immediate decision to buy the things	X1				.588	
After purchase some products I compromise myself as good	X13					.880
Owning this products has been a good experience so I purchased without planning	X7					.836

Extraction method: principal component Analysis

Rotation Method: Varimax with Normalization.

Rotation converged in 5 iterations.

The above table represents the rotated components matrix, which is an important output of principal component analysis. The coefficients are the factor loading which represent the correlation between the factor and the fifteen variables (x1-x15). From the above factor matrix it is characters that is.-833 and .518 respectively. Factors I has absolute correlation with x4(i am satisfied with the price paid over the products which are purchase under unplanned), x11(i am satisfied with the credit card and debit card payments), x5(when i go for shopping, i love the satisfaction of buying some products on impulse) that is .864,.745,.566. similarly Factor II has absolute correlation with variable x2(i think my choice to buy the products in unplanned was a wise decision),x3(i have truly enjoyed the products purchased under unplanned manner),x12(the environment and store arrangement makes satisfaction to buy on unplanned manner), x9 (i am satisfied with offers and discounts given by the shops) that is -828, .698, .648, -600.next Factor III absolute correlation withx15(i consider me as a trend setter so i am happy with impulse purchases), x10(i am satisfied with instalment payment), x8(i am satisfied with salesmen suggestions and explanation) that is .764, .760, .665. Factor IV has absolute correlation with x6(i enjoyed my leisure time by shopping buying something),x14(sometimes i regret myself about impulse purchases),x1(i am satisfied with immediate decision to buy the things) that is -697, .680, .588. Factor V has absolute correlation with x13(after purchase some products i compromise myself as good),x7(owning this products has been a good experience so i purchased without planning) that is .880, .836.

Table No. 1.13 Factor Reduction Naming

Variable Name	Variable Code	Factor Name
I am satisfied with the price paid over the products which are purchase under unplanned.	X4	Payment Mode
I am satisfied with the credit card and debit card payments	X11	

When I go for shopping , I love the satisfaction of buying some products on impulse.	X5	
I think my choice to buy the products in unplanned was a wise decision	X2	Satisfaction from Unplanned Purchase
I have truly enjoyed the products purchased under unplanned manner.	X3	
The environment and store arrangement makes satisfaction to buy on unplanned manner	X12	
I am satisfied with offers and discounts given by the shops	X9	
I consider me as a trend setter so I am happy with impulse purchases	X15	Trend Setting
I am satisfied with instalment payment	X10	
I am satisfied with salesmen suggestions and explanation	X8	
I enjoyed my leisure time by shopping buying something	X6	Satisfied with Immediate Decision
Sometimes I regret myself about impulse purchases	X14	
I am satisfied with immediate decision to buy the things	X1	
After purchase some products I compromise myself as good	X13	Good Experience
Owning this products has been a good experience so I purchased without planning	X7	

Looking at the table 4.25, the rotated factor matrix we notice that the variables X4, X11, X5 having high loading of .864, .745, .566 on factor-I respectively. This suggests that factors-I can be interpreted as a combination of these three variable. Thus factors-I can be interpreted as a combination of action (i am satisfied with the price paid over the products which are purchase under unplanned), (i am satisfied with the credit card and debit card payments), (when i go for shopping & i love the satisfaction of buying some products on impulse). At this point our task is to find a suitable phrase, which captures the essence the original variable, which combines to from the underlying concept or 'factor'. In this case factor-I can be named as **'Payment Mode'**

Now we will attempt to interpret factor-II from the above table 4.25, we find that variable X2, X3, X12,X9 have loading -828, .698, .648, -600 on factor II is combination of these four variables. There by factor-II can be interpreted as a combination of (i think my choice to buy the products in unplanned was a wise decision),(i have truly enjoyed the products purchased under unplanned manner),(the environment and store arrangement makes satisfaction to buy on unplanned manner),(i am satisfied with offers and discounts given by the shops) . hence factor II can be named as **'Satisfaction from Unplanned Purchase'.** To interpret factor III, we use the third column of the table 4.25, we find that variable X15, X10, X8 have loading. .764, .760, .665 on factor III combination of these three variables. There by factor III can be interpreted as a combination of (i consider me as a trend setter so i am happy with impulse purchases),(i am satisfied with installment payment), (i am satisfied with salesmen

suggestions and explanation) . Hence factor III can be named as **'Trend Setting'.**

To interpret factor IV we use the fourth column of the table 4.25, we find that variable X6,X14,X1 have loading -697, .680, .588 on factor IV is combination of these three variables. There factor III can be interpreted as a combination of (i enjoyed my leisure time by shopping buying something),(sometimes i regret myself about impulse purchases),(i am satisfied with immediate decision to buy the things). Hence factor IV can be named as **'Satisfied with Immediate Decision'.** To interpret factor V we use the fourth column of the table 4.25, we find that variable X13,X7 have loading .880, .836 on factor V is combination of these three variables. There factor III can be interpreted as a combination of (after purchase some products i compromise myself as good),(owning this products has been a good experience so i purchased without planning). Hence factor IV can be named as **'Good Experience'.**

Suggestion and Recommendations

Since Indian retail market is continuously increasing, people are purchasing goods as there is an increase of income of common people as well as change in tastes and preferences of consumers. It is important for the traders to be able to understand the different factors affecting the extent in impulse buying behaviour. Because impulse buying behaviour was strongly related to emotional/affective reactions and behaviour despite of the possible fact that it might have been more likely influenced by external factors, the type of influence was somewhat difficult to resolve by the survey questionnaires. If consumers were aware of their responses to various

situations, the influence of different factors could have been directly examined. Therefore, combination of quantitative and qualitative research methods is recommended for future research. In addition, since impulse buying is phenomenon in a modern society, expended research with various demographical and geographical groups as well as influences of visual merchandising in various non-store formats are recommended.

Conclusion

Impulse buying has been a challenge for market researchers due to its multifaceted nature. From the above results we have concluded that the demographic factors of consumers (age, income and marital status) have significant association with impulse buying behaviour. In addition, our study shows that age and marital status has a strong significant association with time to spent for impulse buying behaviour . There are some important factors that influences the impulse buying namely, price discount, colour and size of the product and package, festival seasons, time availability and recent development of malls and advertisement of the product. Current Indian selling environment will provide lot of scope for consumer to become impulsive in offline as well as online retail situation for various product categories. Due to the increasing number of customers, impulse purchases, the significant strategic importance of the mall and store environment that stimulates consumer purchases is likely to receive increasing managerial and academic attention. Now days it is increased the reputation of "window display" to attract the consideration and eventually to convert the visitors into the buyers (Maiksteniene & Auruskeviciene 2008)[7]. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made.

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