Attitude and Satisfaction Level of Consumers Towards Impulse Buying Behavior with Special Reference to Coimbatore City

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ABSTRACT: The purpose of the study is to determine the purchasing habits and degree of customer satisfaction in the city of Coimbatore. In the state of Tamil Nadu, Coimbatore is the biggest and second-largest city. It is a significant commercial hub with a sizable metropolitan population. In the modern corporate world, shopping is an essential aspect of life for every person. They have a preferred store where they get everything. A supermarket run is a structure, or group of structures, that houses retail establishments and has walkways linking the buildings that make it simple for customers to move between the businesses. India has experienced fast expansion and dynamic refurbishment in the retail industry in recent years. In India, the building industry has seen a consistent increase in retail infrastructure. The information indicates that malls and department stores are the best places to make impulsive purchases. Businesses may increase their chances of success by customizing their marketing strategy to target the correct customer attitudes and satisfaction levels by understanding the psychology of impulsive purchasing.

Keywords: Impulse buying behaviour, Manufacturing companies, Satisfaction and Perception

I.   INTRODUCTION TOWARDS IMPULSE BUYING BEHAVIOR

Consumer:

A consumer is a person or group of people who plan to purchase or make use of commodities, products, or services primarily for their own needs personal, social, family, domestic, and the like as opposed to engaging in commercial or entrepreneurial endeavors. The word "consumer" usually refers to those who buy products and services for their own consumption rather than for resale or other business ventures. End users and intermediary consumers are the two major categories into which customers may be divided. End users are those who buy products or services for their own use, whereas intermediate consumers buy products or services to resell or process further. Distributors, retailers, and wholesalers are a few types of intermediary customers.

Consumer Attitude:

An essential component of human behavior, attitudes impact a broad spectrum of views toward various consumer goods. These might be as basic as determining how often to drink carbonated drinks or as particular as selecting Pepsi over Coca-Cola. Attitudes influence our behavior and direct our decision-making process, having a significant impact on our behaviors and intentions. As a result, in order to favorably impact customers, marketers need to be aware of their sentiments regarding a range of goods and services. Three main components make up attitudes: affect, conduct, and cognition. While behavior relates to a customer's intentions to act on an attitude item, affect describes how a consumer feels about it. Lastly, cognition shapes consumers' behavior and attitudes about the attitude object by representing what they think to be true about it.A psychological framework known as the ABC model of attitudes draws attention to the intricate links that exist between knowing, feeling, and behaving. It is insufficient to ascertain consumers' attitudes regarding a product or service by only identifying their opinions about it. More complicated than a simple reflection of a person's views, attitudes are multifaceted and subject to several influences [1].

Consumer Satisfaction Level:

Customer satisfaction is a key concept in the marketing industry that describes how customers are evaluated. It entails calculating the degree to which a company's goods and services either match or surpass the expectations of its clients [2]. The proportion of total customers or the number of customers whose experience using a company's goods or services exceeds the predetermined satisfaction targets are used to define customer satisfaction. Since it has a big

influence on the balance between client attitudes before and after the consuming process, businesses are always seeking for ways to increase customer happiness and nurture customer loyalty [3]. Customer satisfaction is essential to drawing in new business and keeping existing clients in the fiercely competitive world of modern enterprises. Exceeding client expectations is just as important as fulfilling them if you want your consumers to stick with your brand and recommend it to others [4].

Impulse Buying Behaviour:

A phenomenon known as "impulse buying" occurs when a customer decides to make an impulsive purchase right before the transaction is completed. This kind of purchase is usually motivated by sentiments, attitudes, or emotions and is frequently undertaken without any prior preparation or investigation. Oftentimes, compulsive consumers or impulse purchases are used to describe impulse purchases. According to research, a number of things might cause people to make impulsive purchases, including seeing an appealing item or service, coming across a persuasive advertisement, or suddenly feeling the need to spend money. These elements frequently result in rash purchases that might not be essential or sensible, which might put a burden on finances or cause regret. Businesses have modified their marketing methods to take advantage of this trend since impulsive purchasing has become a prevalent practice in modern consumer society, notwithstanding any possible negative effects [5].

When making purchases, customers typically use a methodical approach to decision-making. Sometimes, though, they stray from this procedure and buy things on impulse. The emotional part of the consumer's brain is frequently responsible for this quick impulse to purchase something, which results in a brief feeling of self-gratification. The issue with impulsive purchases is that they are frequently unexpected and not justified by necessity. Therefore, the buyer may not find these purchases to be practical or helpful in the long term.

STATEMENT OF PROBLEM

Understanding consumer psychology can be difficult due to its complexity and multitude of facets. It's challenging for marketers to forecast a buyer's reaction to a product since human behavior is so complicated and unpredictable. To accurately predict consumer behavior, it is important to examine their attitude and intention towards the object under consideration.

Customer attitudes have a critical role in shaping buying patterns, brand loyalty, and the dynamics of the market as a whole. Numerous elements, including individual personalities, cultural backgrounds, societal conventions, and personal experiences, influence these opinions. Customers' opinions shift and develop as a result of their interactions with various goods and services, which eventually influences their purchasing decisions.

The common method used to assess customer satisfaction is to compare perceived performance—the customer's assessment of how well the good or service lives up to their expectations—with actual performance. As a result, it's critical to successfully manage client expectations and make sure your good or service meets or beyond their needs. A vital component of any organization is efficient client communication.

SCOPE OF THE STUDY

Impulse purchasing is the unplanned purchase of a goods that deviates from a consumer's typical decision-making process. Researchers' findings indicate that impulsive purchase is mostly dependent on a few resources, including time, money, and the ability to exert both physical and mental effort. The widely acknowledged phenomenon of impulsive buying behavior involves a consumer's mood during a transaction. It was suggested that more impulsive purchases than planned ones should account for up to 80% of all purchases in some product categories. Both internal and external variables that influence employees' impulsive purchases have been studied in this study. Consumer-related characteristics such as age, education, individual and family income, and family type have been taken into consideration. As we've seen from previous chapters and the research, impulsive purchasing is a serious problem. The majority of studies on compulsive purchasing have been conducted in Europe, Egypt, Iran, Pakistan, and America; relatively few studies on workers have been conducted in India, particularly in Coimbatore. This research is limited to the city of Coimbatore. Coimbatore, the capital of the district of the same name, is the third-biggest city in the state. It is among Tamil Nadu most industrialized cities. Therefore, the study will concentrate on workers' impulsive purchasing habits.

II. REVIEW OF LITERATURE

[6] Researcher focuses on examining, while accounting for psychological moderators, how in-store elements influence customers' impulsive purchasing behavior in organized retail establishments. The study explores the theoretical foundations of impulsive purchasing behavior in order to establish a conceptual framework. Confirmatory factor analysis and structural equation modeling are used to examine the suggested ideas. According to the study's findings, impulsive purchasing behavior by customers in organized retail outlets is favorably impacted by each of the predicted criteria. By examining the in-store features and psychological moderators that impact customers' impulsive purchase behavior in organized retail outlets, the study marks a significant milestone in the analysis of this behavior.

The effect of impression management (IM) on impulsive buying behavior (IBB), a critical component that drives consumer behavior, was examined by researchers [7]. Consumers' purchase decisions, which are fundamental to their self-image, are impacted by their perceptions of

themselves, their social aspirations, and their level of acceptability. In purchasing scenarios, this cognitive process functions outside of the consumer's conscious control. The study finds that self-attributes like impression management are important in encouraging IBB when customers don't know enough about a company. The study firmly indicates that impulse purchase behavior in collectivistic societies is linked to impression management, based on the tenets of impression management theory. This study's main goal is to investigate how customers primarily try to employ impression control while they are making impulsive purchases.

In order to add to the body of knowledge about the effects of the COVID-19 pandemic on consumer purchasing patterns in the fashion business, [8] concentrated on examining the behavioral changes that have taken place in consumers who buy fashion items online. It seeks to close the gap in the literature by putting out a model for impulsive fashion clothing purchases based on consumer purchasing patterns during the pandemic. The three independent variables in the study's conceptual model—fashion involvement (FI), hedonic shopping value (HSV), and sales promotion (SP)—are based on the stimulus organism response (S-O-R) theory. In this study, impulsive purchasing (IB) is the dependent variable, while positive emotions (PE) are the mediating variable. 569 respondents from the central Indian area provided data for the study, which used PLS-SEM 3 software to analyze the data. In order to comprehend the accurate performance of variables, the importance-performance map analysis (IPMA) was employed. The study's findings demonstrate that HSV and PE significantly and favorably affect IB, however FI and SP had no discernible effects. This study provides fresh insights into the factors that influence impulsive buying by employing a rigorous analytical technique and a thorough investigation of the data.

III. OBJECTIVES OF THE STUDY

1. To describe the demographic profile of the respondent
2. To determine the factors influencing the consumers' attitude and satisfaction level of purchasing the product through impulsive buying.

IV. RESEARCH METHODOLOGY

RESEARCH DESIGN : The research design used for the study is descriptive [9].

SOURCE OF DATA

Primary data: Primary data is that data is collected for the first time. It is original data to collect primary data, the respondents filled out questionnaires [10].

SECONDARY DATA

It is collected from different articles, journals, and websites.

SAMPLE SIZE: In this study, the size of the sample is 100 respondents.

SAMPLING METHOD

Sampling is the selection of some part of an aggregate or totality based on which it is made. Stratified sampling is used in this research. For the purpose of the study Chi-square analysis, weighted average rank analysis was used. All the statistical tests are conducted at 5% level of significance.

AREA OF THE STUDY

The study is conducted only in Coimbatore city.

STATISTICAL TOOLS FOR DATA ANALYSIS

- Reliability analysis
- Independent T-test
- ANOVA
- Correlation Analysis
- Regression Analysis
- Chi-square tests
- Ranking Analysis is applied for the analysis of data. Charts are also prepared

LIMITATIONS OF THE STUDY

- The research only looks at a portion of Coimbatore. Therefore, the study's findings are limited to Coimbatore and surrounding areas.
- Because of the dynamic nature of the market, consumer attitudes and satisfaction are not stable. To the market functionary, it just divulges current customer preferences and market dynamics.

V. ANALYSIS AND INTERPRETATION

Table:1 Relationship between Family Income and impulse buying behaviour

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Customer Attitude	Between Groups	1.583	2	.792	.087	.917
	Within Groups	426.437	47	9.073		
	Total	428.020	49			
Customer Satisfaction	Between Groups	11.340	2	5.670	.461	.633
	Within Groups	578.040	47	12.299		
	Total	589.380	49			
Impulse Buying Behaviour	Between Groups	3.397	2	1.698	.177	.838
	Within Groups	451.103	47	9.598		

H1: The study found that there is no significant influence of family income on customer attitude and satisfaction with impulse buying behaviour. As a result, the null hypothesis was accepted at the level of 5%. The study further revealed that this lack of influence of family income on customer attitude and satisfaction with impulse buying behaviour could be attributed to the consumer's mindset and attitude towards spending, rather than their actual income level.

Correlation Analysis:

H2: Correlate the customer attitude and satisfaction with impulse buying behaviour

The findings indicate that there is a 59.5% moderately favourable association between customer views and impulsive purchasing behaviour. Additionally, there is a significant 52.7% association between customer satisfaction and impulsive purchasing. These results imply that attitudes and customer satisfaction have a big impact on impulsive purchasing behavior.

Table:2 Correlate the customer attitude and satisfaction with impulse buying behaviour

Correlations		Impulse Buying Behaviour	Customer Attitude	Customer Satisfaction
Impulse Buying Behaviour	Pearson Correlation	1	.595**	.527**
Customer Attitude	Pearson Correlation	.595**	1	.544**
Customer Satisfaction	Pearson Correlation	.527**	.544**	1
**. Correlation is significant at the 0.01 level (2-tailed).				

Regression Analysis:

H3: Consumer attitude and Satisfaction impact the impulse buying behaviour

An R-squared value of 41.3% means that the model explains a moderate proportion of the variability in the outcome of impulse buying behaviour with consumer satisfaction and attitude of the consumer.

Table:3 Consumer attitude and Satisfaction impact the impulse buying behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642a	.413	.388	2.38329
a. Predictors: (Constant), Customer Satisfaction, Consumer Attitude				

Table:4 Dependent Variable: Impulse Buying Behaviour and Predictors: Customer Satisfaction, Consumer Attitude

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187.538	2	93.769	16.508	.000b
	Residual	266.962	47	5.680		
	Total	454.500	49			
a. Dependent Variable: Impulse Buying Behaviour						
b. Predictors: (Constant), Customer Satisfaction, Consumer Attitude						

From the ANOVA table, the significant value F (16.508) = 0.585(sig. value), the significant value is less than 0.05, which concludes there is a statistically significant difference between customer attitude and satisfaction with impulse buying behaviour. The null hypothesis is rejected because

consumers are attracted to the products through showcases, advertisements, attractive displays, and offers, which stimulate their desire to purchase.

Table:5 Dependent Variable: Impulse Buying Behaviour

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.843	4.549		4.142	.000
	Consumer Attitude	.451	.137	.437	3.282	.002
	Customer Satisfaction	.254	.117	.289	2.172	.035
a. Dependent Variable: Impulse Buying Behaviour						

In consumer attitude, the t-value is 3.282 and the p-value is less than 0.05 representing the attitude of the consumers impacting the impulse buying behaviour. In consumer satisfaction, the t-value is 2.172 and the p-value is less than 0.05 representing the satisfaction of the consumers impacting the impulse buying behaviour.

Table:6 CHI Square Analysis

Source of Awareness				Frequency of Shopping			Media of Awareness		
PF	Chi Sq	P	S/N	Chi Sq	P	S/N	Chi Sq	P	S/N
Gender	6.180	0.650	NS	1.84	0.604	NS	2.26	0.810	NS
Age	2.996	0.911	NS	5.981	0.638	NS	8.502	0.849	NS
Educational level	4.035	0.956	NS	6.871	0.794	NS	23.304	0.228	NS
Occupational status	26.375	0.018	S	17.848	0.220	NS	34.312	0.082	NS
Marital status	2.448	0.326	NS	1.732	0.629	NS	1.156	0.826	NS
Type of family	1.612	0.655	NS	1.033	0.792	NS	3.295	0.507	NS
Family size	7.828	0.452	NS	6.153	0.723	NS	8.130	0.870	NS

Note: S-Significant at 5% level (p-value ≤0.05) NS- Not significant (p- value≥0.05) PV - Personal Factors, Chi Sq - Chi Square Values, P - p Values, S/NS - Significant / Not Significant

Table:7 Average Rank

Personal Factors			A1	A2	A3	A4	A5	A6	A7	A8
Gender	Male	AR	2.28	3.00	3.78	1.92	4.71	3.28	5.64	5.14
	Female	AR	2.32	3.07	3.96	1.83	4.47	3.20	5.66	5.20
Age	Below 20	AR	2.26	2.78	3.64	1.98	4.26	3.17	5.36	4.80
	20-40	AR	2.32	3.06	3.89	1.83	4.72	3.30	5.74	5.24
	40 -60	AR	2.31	3.20	3.97	1.97	4.40	2.74	5.56	5.31

	60 and above	A R	2. 12	2. 74	4. 00	1. 74	4. 30	3. 24	5. 50	4. 55
Educational Level	No formal Education	A R	2. 32	3. 23	4. 10	1. 86	4. 72	3. 36	5. 94	5. 24
	School Level	A R	2. 23	2. 96	3. 78	2. 05	4. 60	3. 21	5. 66	5. 36
	College Level	A R	2. 34	3. 05	3. 87	1. 92	4. 60	3. 24	5. 68	5. 15
	Professional Qualification	A R	2. 26	2. 98	3. 85	1. 70	4. 57	2. 00	5. 51	5. 07
	Others	A R	2. 49	3. 00	4. 00	1. 50	1. 50	3. 00	4. 50	5. 50
Occupational Status	Agriculture	A R	2. 48	2. 97	3. 75	1. 88	4. 35	3. 03	5. 23	4. 92
	Public Sector	A R	2. 32	2. 73	3. 92	1. 84	4. 18	3. 25	5. 55	5. 06
	Private Sector	A R	2. 31	3. 05	4. 06	1. 83	4. 89	3. 23	5. 87	5. 41
	Business / Professional	A R	2. 30	3. 09	3. 58	1. 86	4. 48	3. 41	5. 31	5. 00
	Home Maker	A R	2. 21	3. 28	4. 56	2. 00	4. 72	3. 41	6. 21	5. 70
	Others	A R	2. 28	2. 84	3. 29	1. 85	4. 27	3. 25	5. 40	4. 62

Chi Square Analysis:

Hypothesis The personal factors have no significant influence on the source of awareness about localized departmental stores, on the media of awareness of the localized departmental stores and on the frequency of shopping at localized departmental stores. Table 6 describes the results of chi-square analysis in terms of personal factors, chi-square values, p-values and their significant influence on the media of awareness of the localized departmental stores, on the sources of awareness about localized departmental stores and on the frequency of shopping at localized departmental stores It is found from the table 1 that the hypothesis is rejected (significant) in only one case and in other cases the hypothesis is accepted (not significant). It is concluded that the occupational status of the respondents has significance influence the source of awareness about the localized departmental stores, that all the personal factors have no significant influence on the media of awareness of the localized departmental stores and all the personal factors have no significant influence on the frequency of shopping at localized departmental stores.

Average rank Analysis

Analysis is presented for the respondents under different personal classification on their priorities towards the factors influencing the purchase decision. The factors considered are Quality - A1, Quantity - A2, Price - A3, Convenience - A4, Door delivery - A5, Freshness - A6, Special offers - A7, Packaging - A8. It is found from the table 7 that the

respondents irrespective of their personal classifications have given top priority to convenience (A4) as the important factor followed by Quality (A1) and Quantity (A2) to purchase in the localized departmental stores. It is concluded that the majority of respondents have given high priority to convenience factor that influence the purchase in the localized departmental stores.

VI. SUGGESTIONS

- Developing a monthly spending plan is crucial to maintaining financial stability.

- When shopping, consider bringing a designated amount of cash and refrain from making any impulsive purchases.

- Allow ample time to reflect on potential purchases, waiting a few days before making any final decisions.

- It is best to limit the use of credit cards and online payment methods, it helps to avoid impulsive spending.

- Prioritize long-term financial goals, such as emergency savings and retirement funds, over frivolous spending.

VII. CONCLUSION

According to the poll, 90% of participants make impulsive purchases of goods when shopping, including apparel, jewelry, watches, cosmetics, etc. The information indicates that malls and department stores are the best places to make impulsive purchases. The study's conclusion is that a consumer's demographic profile has no bearing on their impulsive purchasing behavior. Rather, their impulsive purchasing behavior is strongly influenced by their mood and degree of enjoyment. This research highlights how crucial it is for firms to consider customer psychology and happiness when creating their marketing strategy. Businesses may increase their chances of success by customizing their marketing strategy to target the correct customer attitudes and satisfaction levels by understanding the psychology of impulsive purchasing. It is always the choice of customers in choosing the store for purchase, but, that do not happen randomly but it happens selectively if not systematically. In this context, it is imperative that only those stores which provide the goods and services at the choice of customers be successful in their business. Therefore, it is important that these retail stores should always be customer centric so that they able to market their products without any problem, being any format of retail stores.

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