

The Impulse Buying Behaviour of Consumers for the FMCG Products in Salem

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Abstract—This paper is an attempt to find the variables/factors that effects customer impulse buying behaviour in FMCG sector considering retail market in India. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc on customer impulse buying behaviour has been analysed. A hypothetical model has created in this paper, which has been taken into consideration for our research work on impulse buying behaviour of the consumers. The study is based on the primary data collected from Shopping malls, Handlooms and marts from the area of Salem with the help of structured questionnaire on likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Factor Analysis. After the analysis of the available data it has been found out that since income of individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc so the purchasing power of the people has really gone up and thus the impulse buying of the commodities is on a great increment mainly due to pricing strategies of retail players and full of festivals throughout the year.

Keywords— Impulse buying, Retail industries in India, FMCG sector

1. Introduction

Impulsive purchasing, generally defined as a consumer's unplanned purchase which is an important part of buyer behaviour. It accounts for as much as 62% of supermarket sales and 80% of all sales in certain product categories. Though impulsive purchasing has attracted attention in consumer research unfortunately, there is a dearth of research on group-level determinants.

This research suggests that the presence of other persons in a purchasing situation is likely to have a normative influence on the decision to make a purchase. The nature of this influence, however, depends on both perceptions of the normative expectations of the individuals who exert the influence and the motivation to comply with these expectations. Peers and family members are the two primary sources of social influence, often have different normative expectations.

Thus, it has been evaluated two factors that are likely to affect the motivation to conform to social norms:

- a) The inherent susceptibility to social influence and
- b) The structure of the group

Group cohesiveness refers to the extent to which a group is attractive to its members. The theory proposed by Fishbein and Ajzen helps conceptualize these effects. This theory assumes that behaviour is a multiplicative function of expectations for what others consider socially desirable and the motivation to comply with these expectations.

2. Literature Review

Marketing and consumer researchers over the period of forty years have tried to grasp the concept of impulse buying and defined this terminology in their own perspectives, for which some research findings are discussed here.

In a research conducted by Cobb and Hoyer (1986), impulse buying was defined as an unplanned purchase and this definition can also be found in the research of Kollat and Willett (1967).

In another research by Rook (1987) reported that impulse buying usually takes place, when a consumer feels a forceful motivation that turns into a desire to purchase a commodity instantly. Beatty and Ferrell (1998) defined impulse buying as instantaneous purchase having no previous aim or objective to purchase the commodity. Stern (1962) found that products bought on impulse are usually cheap.

Shopping lifestyle is defined as the behaviour exhibited by purchaser with regard to the series of personal responses and opinions about purchase of the products as reported by Cobb and Hoyer (1986). They find that shopping life style and impulse buying behaviour are closely related but only in the case of In a research conducted by Cobb and Hoyer (1986), impulse buying was defined as an unplanned purchase and this definition can also be found in the research of Kollat and Willett (1967).

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Shopping lifestyle is defined as the behaviour exhibited by purchaser with regard to the series of personal responses and opinions about purchase of the products as reported by Cobb and Hoyer (1986). They find that shopping life style and impulse buying behaviour are closely related but only in the case of impulse buyers. The study also states that impulse purchasers fell in the middle as of the measurement tools used by the researchers, indicated that purchasers will not pick the first brand they spotted in the shopping mall.

In researches conducted by (Cha 2001; Han *et al.*, 1991; Ko 1993) it is reported that impulse buying behaviour regarding fashion products are associated with patterns like chaste, repeated emotions as well as fashion-oriented impulse buying behaviours. These facts were also quoted by Park *et al.*, (2006). The definition of fashion involvement basically relates to apparel associated with fashionable outfits.

The findings of Han *et al.*, (1991) quoted in response to fashion involvement of consumers, that it might enhance fashion-oriented impulse buying behaviors among those who habitually wear fashion outfits. Fairhurst *et al.*, (1989) and Seo *et al.*, (2001) found a direct association among fashion involvement and apparels purchase. Positive emotions are defined as affects and moods, which determine intensity of consumer decision-making reported by Watson and Tellegen (1985).

Park (2006) found a positive relationship of positive emotions, fashion involvement and fashion-oriented impulse buying with the overall impulse buying behaviour of the consumers. Ko (1993) reported that An Empirical Study of Consumer Impulse Buying Behaviour in Local Markets 525 positive emotions may result into fashion related impulse purchase. The researches of Beatty and (Ferrell 1998; Husman 2000; Rook and Gardner 1993; Youn and Faber, 2000) found that emotions strongly influence buying behaviours, which result into consumer impulse buying. Babin and Babin (2001) found that in stores consumer's purchasing intentions and spending can largely be influenced by emotions. These emotions may be specific to certain things for example, the features of the items, customer self interest, consumer's gauge of evaluating items and the importance they give to their purchasing at a store.

3. Objectives of the Study

The main objective of the study is to investigate impulsive buying behaviour amongst people living at Salem. It will help:

- ✓ To discover whether personality traits (lack of control, stress reaction, and absorption) trigger impulse buying behavior.

- ✓ To identify what impulse products are in terms of expected price and product location.
- ✓ To discover the differences between male and female consumers in Impulsive buying behavior.

4. Research Methodology

The researcher contacted the respondents personally with well-prepared sequentially arranged questionnaire. The questionnaire prepared, was divided into two parts, of which part one was used to gather demographic details of the respondents doing impulsive buying and the second was related to customer preferences for the various attributes of the product available.

4.1 Research Design

The proposed research model on Figure 1:

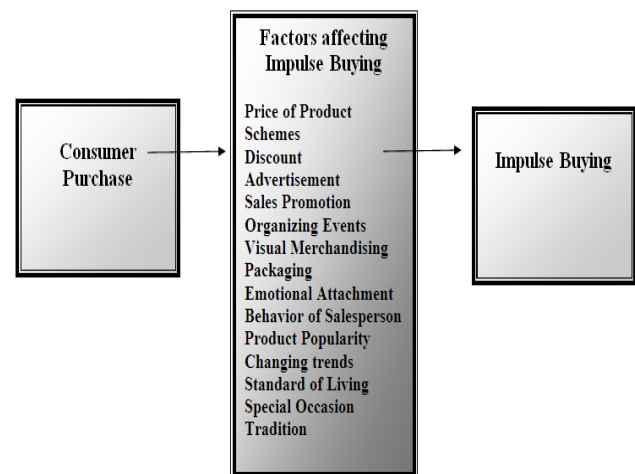


Fig. 1: Factors affecting impulse buying

Sampling Area-The study is conducted on the respondents i.e. the customer doing impulse buying in salem city.

Sample size – The research focused on the participants who willingly wanted to complete the instruments in their entirety. Total 160 respondents filled the questionnaire.

Sampling Design-The sample was designed by the convenience based random sampling method. Aust. J. Basic & Appl. Sci., 5(11): 1704-1710, 2011 1706. Primary Data - Most of the data collected by the researcher was primary data through a structured questionnaire, which was operated on the samples of the tourist visiting the destination of Salem

- ✓ Demographic Characteristics- gender, age and occupation of the respondents.
- ✓ Dimension of customer satisfaction for service facilities

- ✓ Secondary data- The secondary information was collected from the published Sources such as Journals, Newspapers, Magazines and Websites.

Research instruments - A summated rating scale format was used, with five choices per item ranging from "highly dissatisfied" to "highly satisfied". . . In this all the questions were positively framed to study the impact of independent variable like age, gender and occupation on the dependent variable which is student development through knowledge.

4.2 Analysis of Data

All the data collected from the respondents was feeded and tabulated and the analysis was done through the software of SPSS version 16.

4.2.1 Null hypothesis

- ✓ **H01:** There is no significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the gender coming to shopping mall, handlooms and marts of the Salem.
- ✓ **H02:** There is no significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the age coming to shopping mall, handlooms and marts of the Salem.
- ✓ **HA2:** There is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the age coming to shopping mall, handlooms and marts of the Salem.
- ✓ **HA3:** There is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the education coming to shopping mall, handlooms and marts of the Salem.
- ✓ **H02:** There is no significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the education coming to shopping mall, handlooms and marts of the Salem.
- ✓ **H04:** There is no significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the income coming to shopping mall, handlooms and marts of the Salem.

4.2.2 Alternate hypothesis

- ✓ **HA1:** There is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the gender coming to shopping mall, handlooms and marts of the Salem.
- ✓ **HA2:** There is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the age coming to shopping mall, handlooms and marts of the Salem.
- ✓ **HA3:** There is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the education coming to shopping mall, handlooms and marts of the Salem.
- ✓ **HA4:** There is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the income coming to shopping mall, handlooms and marts of the Salem.

Table 1: One Way ANOVA of impulse buying behavior by Gender.

Table -1 Test of Homogeneity of Variances			
Levene Statistic	df1	df2	Sig.
2.617	1	158	.108

Table 2: ANOVA between groups and within groups

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	703.364	1	703.364		
Within Groups	2715.736	158	17.188	40.921	.000
Total	3419.100	159			

Table 3: Robust Tests of Equality of Means

	Statistical	df1	df2	Sig.
Welch	46.746	1	115.955	.000
Brown-Forsythe	46.746	1	115.955	.000
a. Asymptotically F distributed				

Table 4: Post Hoc Tests Multiple Comparisons, Tukey HSD

(I) age	(J) age	Mean difference	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 20	20-30	-3.179	1.229	.051	-6.37	.01
	30-40	-3.521*	1.0177	.17	-6.57	-.46
	Above 40	4.050*	1.117	.002	6.95	1.15
20-30	Below 20	3.179	1.229	.051	-.01	6.37
	30-40	-.342	1.031	.987	-3.02	2.33
	Above 40	-.871	.961	.802	-3.37	1.62
30-40	Below 20	3.521*	1.177	.017	.46	6.58
	20-30	.342	1.031	.987	-2.33	3.02
	Above 40	-.529	.894	.935	-2.85	1.79
40 and above	Below 20	4.050*	1.117	.002	1.15	6.95
	20-30	.871	.961	.802	-1.62	3.37
	30-40	.529	.894	.935	1.79	2.85

*. The mean difference is significant at the 0.05 level.

Table 5: One-Sample t Test

Test Value = 3.16							
S. No		T	df	Sig.	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
1.	Price of Product	1.053	159	.294	.090	-.08	.26
2.	Schemes	-.655	159	.514	-.048	-.19	.10
3.	Discount	.435	159	.664	.034	-.12	.19
4.	Advertisement	2.14	159	.002	.271	.10	.44
5.	Sales Promotion	2.622	159	.010	.234	.06	.41
6.	Organizing Events	2.517	159	.013	.196	.04	.35
7.	Visual Merchandising	.769	159	.443	.065	-.10	.23
8.	Packaging	2.129	159	.035	.146	.01	.28
9.	Emotional Attachment	2.048	159	.042	.165	.01	.32
10.	Behavior of Salesperson	2.153	159	.033	.202	.02	.39
11.	Product Popularity	3.035	159	.003	.259	.09	.43
12.	Changing trends	5.003	159	.000	.384	.23	.54
13.	Standard of Living	5.056	159	.000	.446	.27	.62
14.	Special Occasion	4.163	159	.000	.346	.18	.51
15.	Tradition	5.216	159	.000	.384	.24	.53

5. Analysis

Groups are of unequal size, we therefore directly look at Welch and Brown-Forsythe test, and it shows significant value, hence Tamhane Post Hoc test is requested. Under

Graduate education group has significant lower impulse buying habits than graduate and post graduate education.

Factors number 2 having negative significant value that is schemes must be improved in order to increase the buying behaviour of consumers.

5.1 Inferences, Implications and Suggestions

- ✓ The is a significant difference in the various age groups of the respondents for the perception of impulse buying behavior of the costumer in FMCG products of the shopping malls, handlooms and marts visited by the respondents.
- ✓ There, is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the gender coming to shopping mall, handlooms and marts in the city of Salem?
- ✓ There, is significant difference in the impulse buying behaviour for FMCG products amongst the customer classified by the age coming to shopping mall, handlooms and marts in the city of Salem?
- ✓ There is significant difference in the impulse buying behavior for FMCG products amongst the customer classified by the education coming to shopping mall, handlooms and marts in the city of Salem.
- ✓ There is significant difference in the impulse buying behavior for FMCG products amongst the customer classified by the income coming to shopping mall, handlooms and marts in the city of Salem.
- ✓ The study is a useful instrument for the FMCG sector to design the strategic inputs for the quality development of the service package. The industry can grow with the ethics of the providing better schemes for the hospitals.

6. Conclusion

The results of this research study clearly indicate that there exists a weak association between consumer lifestyle, fashion involvement and post-decision stage of consumer's purchasing behavior with the impulse buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Predecision stage of consumer's purchasing behavior established strong association with the impulse buying behavior of the consumers.

So, it is established through this research that consumers purchasing products in the area of Salem plan their purchases, having shopping lifestyle related to planned purchases and their post-decisions are also not guilty. The pre-decision stage of the purchasing associate these buyers with unplanned or impulse buying because these days stores are full of variety of products and a buyer can easily get interested in purchasing a product which appeals him or her while shopping the planned list of products and here pleasure principle comes into play.

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