

## ANALYSIS ON FACTORS INFLUENCING IMPULSE BUYING BEHAVIOUR OF CONSUMERS TOWARDS PERSONAL CARE PRODUCTS

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### Abstract:

Impulse purchase or impulse buying describes any purchase which a shopper makes, though it was not planned. This paper is an attempt to find out the factors that affect consumer impulse buying behaviour towards personal care products. The impact of various variables like the discount offer, promotional activities, retail store offer, display of product, the behaviour of salesperson, the popularity of the product, the influence of reference group, the income level of customers and consumer impulse buying behaviour has been analysed. The study is based on the primary data collected from a convenience sample with the help of a structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Factor Analysis. After the analysis, it is found that since the income of an individual is increasing, the purchasing power of the people has really gone up. Thus, the impulse buying of the commodities is on a great rise mainly due to pricing strategies, store characteristics, situational factors, and promotional activities.

**Keywords:** Impulse Buying, Influencing Factors, Discounts, Income Level and Store Ambiance

### 1. Introduction

An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase. It is a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfil a specific task. Marketers and retailers tend to exploit these impulses which are tied to the basic want for instant gratification. For instance, a person may not be specifically looking for mints or candies while in a supermarket. However, such items are prominently displayed at the checkout aisles to trigger impulse buyers to buy what they might not have otherwise considered. Alternatively, impulse buying can occur when a potential consumer spots something related to a product that stirs a passion in them, such as seeing a certain celebrity's picture on the cover of a certain magazine or a bag of favourite colour. According to past studies, impulsive buying is a distinctive aspect among American consumers. Research conducted in the United States and Great Britain has shown that factors like consumer's mood, emotional state, national culture and demographic factors influence impulsive buying behaviour. Nevertheless, it has also gained its pace in Asian markets like China, India, Singapore, Hong Kong, Thailand and Pakistan.

Marketing innovations like credit cards, debit cards, 24- hour retailing and online shopping are contributing in impulse buying. Researchers have also found that Indian consumers have diametrically changed in terms of their shopping behaviour and impulse buying is emerging as a highly noticeable behaviour due to entry of foreign products in Indian market, growth in organized retail industry, increasing disposable income, favourable demographic segmentation and changing culture & lifestyle. Researches of impulse purchasing in sub-continent countries have observed that some variables like time availability (Beatty & Ferrell, 1998), gender, mood, materialism, age, culture, availability of money, product category (Mai et al., 2003) and product price (Wong and Zhou, 2004) are common among such buyers in supermarket settings.

### 2. Review of Literature

The main reason for the study was to understand the influence of personality on consumer behaviour and impulsive buying behaviour. The article tells about the Cognitive Determinants (negative

indicators) and Affective Determinants (positive indicators) and it talks about the different products and how are they effected by the impulsive buying in which all the Consumer care products are by and large the impulsive buying for the consumer behaviour and how is also determined by the role of the personality. The article has studied the concept of happiness of the consumer behaviour and various affecting it such as impulsive buying and the brand loyalty. It studies the effect of happiness on the impulsive buying by the customers and brand loyalty and makes us understand how brand loyalty affects the impulsive buying of the customer. The article has used the regression analysis to assess the assumed effects. The relationship between the variables was not supported by the assumption of the existence. (Seinauskeine, Mascinskeine, & Jucaitye, 2015)

The article shows that the customer often makes impulse purchases and it is shocking that most studies don't have the shopper as the independent variable. The studies show the amount of the degree to which the customers are different from there susceptibility to unplanned purchasing. The research plan consists of two phases, which are store interviewing and home interviewing, and it is a field rather than a survey. In the findings of the article, it showed that all unplanned purchasing is considered as homogenous behaviour. There is also a classification of unplanned purchase, which may be divided into five. After completing the research, the explanations of the relationship will be discussed which were the exposure to the in-store stimuli hypothesis and the customer-oriented relationship. The research also shows that there is a strong deviation from the actual expenditure to approximately spending intension of the consumer behaviour. There is also an inverse relationship between the product planned purchase rates and the product purchase frequency. The article describes that the impulse purchasing in not confined to ant type of marketing institution. (Kollat & Willett, 1967)

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### **3. Objectives of study**

The overall objective of the present study is to analysis the impulse buying of personal care products. The following specific objectives are:

1. To find the demographic factor of respondents.
2. To find out factors influencing impulse buying towards personal care products.
3. To analyze the impulse buying behavior of customers towards personal care products.
4. To know the customer attitude towards impulse buying.

**4.Data Analysis and Interpretation**

The present analysis selected the total of 86 customers and analysed their influence on buying behaviour towards personal care products.

**TABLE 1: Income of respondent’s vs Idea to buy of cross tabulation**

income of respondent * Idea to buy of respondents Cross tabulation				
		Idea to buy of respondents		Total
		Yes	No	
income of respondent	Less than 15k	42	11	53
	15 - 30k	8	2	10
	45k and above	5	2	7
	45k and above	15	1	16
Total		70	16	86
	Value	df	Sig.	
Pearson Chi-Square	2.247 <sup>a</sup>	3	.523	
Likelihood Ratio	2.637	3	.451	
Linear-by-Linear Association	1.036	1	.309	
N of Valid Cases	86			

**Interpretation:** Because the value exceeds 0.05 null hypothesis is accepted hence there is significant difference between income levels and idea to buy. Moreover, irrespective of the income level everyone has the idea what to buy before entering in the store.

**TABLE2:Independent Sample Test on factors influencing buying behaviour**

		F	Sig.	t	Df	Sig.
frequency of visit of respondents	Equal variances assumed	1.534	.219	.990	84	.325
	Equal variances not assumed			1.023	48.014	.311
Idea to buy of respondents	Equal variances assumed	2.445	.122	-.817	84	.416
	Equal variances not assumed			-.765	39.180	.449
had respondents bought beyond	Equal variances assumed	.013	.909	.057	84	.955

		F	Sig.	t	Df	Sig.
requirement	Equal variances not assumed			.057	44.542	.955
what are the factors influencing the perception of respondents	Equal variances assumed	.811	.370	-.450	84	.654
	Equal variances not assumed			-.423	39.406	.674

**Interpretation:**

The calculated p value is .325 which is greater than 0.05 (5% level), hence null hypothesis is accepted. Therefore, it is to conclude that gender wise there is a significant difference in the perception of sample respondents on frequency of visit. The calculated p value is .416 which is greater than 0.05 (5% level), hence null hypothesis is accepted. Therefore, it is concluding that gender wise there is significant difference in the perception of sample respondents on idea to buy. The calculated p value is .955 which is greater than 0.05 (5% level), hence null hypothesis is accepted. Therefore, it is to conclude that gender wise there is a significant difference in the perception of sample respondents on buying more than requirement. The calculated p value is .654 which is greater than 0.05 (5% level), hence null hypothesis is accepted. Therefore, it is to conclude that gender wise there is a significant difference in the perception of sample respondents on factors influencing consumer perception.

**5. Conclusion:**

As the shopping trends are changing rapidly companies should focus on the buying patterns of the customers so that they can create effective atmosphere for the impulsive shopping patterns. The effect of offers plays a wider role on the impulsive nature of customers mainly students. So, to attract student’s companies need to implement new offers and new patterns. According to the survey maximum of the respondents are influenced by the store appearance, sales executives, offers, dissatisfaction with existing brands. At the end it is suggested to Companies should create a favorable condition to create impulsive buying and Well trained sales executives to be employed in the stores.

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