



# **IMPULSIVE BUYING BEHAVIOUR AMONG WOMEN CONSUMERS WITH SPECIAL REFERENCE TO WANDOOR PANCHAYATH, MALAPPURAM, KERALA**

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## **ABSTRACT**

A customer's tendency to purchase goods and services without prior planning is known as "impulsive buying." When a customer takes such buying decisions at the spur of the moment, it is typically set off by feelings and sentiments. Impulse purchases disrupt consumers' normal decision-making models. The consumers' logical sequence of actions is replaced by an irrational moment of self-gratification. Impulse purchases appeal to consumers' emotional side. A very common example of marketing technique to induce impulse buying in customers is having conspicuous display of chocolates at the checkout counter. Muhtar Kent, CEO of Coca-Cola, claims that impulsive purchases account for more than 70% of the company's sales (Karmali, 2007).

**Key words:** Shopping trends, habitual buying, suggestive buying

## INTRODUCTION

In the retail industry, impulsive buying can be seen in a variety of products. Consumers nowadays have lots of alternatives to choose from. They also have more disposable income and are ready to spend more than they intended when they shop. In order to increase sales, marketers have found it necessary to capitalize on consumers' hedonistic shopping instincts. Impulse buying is usually triggered by sensory experience like visual merchandising and incentives like sales and discount. In order to design the most effective marketing strategies it is essential for marketers to identify the most likely factors of impulse purchasing and pin point the target customers.

## OBJECTIVES

- To analyse the impulse buying behaviour of women consumers in Wandoor Panchayath
- To study the factors that influences impulse buying behavior

## STATEMENT OF THE PROBLEM

There is increasing competition in the retail sector in rural areas. The shopping trends have also been shifting as disposable income of consumers is increasing. There are also more women who are willing to spend now more than ever. Previous studies have shown that women are most likely to impulsively purchase. Understanding the factors that drive this behaviour can help marketers to effectively concentrate their efforts on designing marketing strategies to target these customers. Having more advanced strategies than their competitors can help businesses to gain an edge in the market.

## Significance of study

The study is useful and will show some of its result that will allow advertisers or distributors to know different factors affecting buying habits that are impulsive. The study also focuses on the impulse buying habits of women. The findings outlined in the study will make it useful for planning marketing strategies to incentivize the buying habits of female consumers. This will help businesses to boost their revenue and maximize profits. This study will also help advertisers to identify what kind of products that female consumers are most likely to impulsively purchase

## REVIEW OF LITERATURE

**Roberts (1981)** in "Women's Changing Roles – A Consumer Behaviour Perspective," discusses how a woman's purchasing habits are influenced by her delayed marriage age, declining fertility rate, and employment status. Individuals who delay marriage experience a longer period of independence. Being single enables a person to make more nimble choices when it comes to purchasing household goods. Additionally, reducing fertility enables a woman to concentrate more on products for personal use than those related to children. Couples with more education are less likely to choose to have one child or multiple children. A woman who works is more likely to spend money on her leisure activities than on household goods. Women's choices in business goods and services increase as a result of employment.

**Kalla (2010)** concluded that consumers' impulsive purchases are correlated with feelings of fun, excitement, and joy—emotions that are brief and fleeting. This article examines how some consumers impulsively purchase products because they perceive shopping as a source of happiness. It is said that a person's ego, on the other hand, wants to be happy all the time and think rationally. Their id wants to be happy right away. When they believe that purchasing a certain mood-enhancing item will improve their mood and bring them happiness, people sometimes

make purchases on the spur of the moment. Some people buy things because they think they will make them feel better and more valuable than other people.

**Tirmizi's (2009)** study looks at how various factors influence customers' shopping decisions; the attitudinal and behavioural aspects of impulse buying behaviour are influenced by fashion trends of buyers during the pre- and post- choice phases of the buying process. This study uses the responses of 165 respondents from the higher income class in the Rawalpindi and Islamabad region to determine if there is a connection between the required factors. The actual findings of the investigation revealed a general weak relationship between the arrangement of independent factors and the dependent variable; however, a more in-depth examination revealed that the primary variable that established strong relationship with the motivation for purchasing behaviour was the pre- choice phase of the customer's purchase behaviour. It has been stated that the young generation is largely likely to be drawn to products or visual merchandising and to make impulse purchases. In relation to the markets in Pakistan's two cities of Rawalpindi and Islamabad, this investigation provided new confirmations regarding the impulse buying habits of customers.

**Bhakat (2013)** provided a comprehensive record of impulse buying behaviour by combining the various research papers published in the area of retail sector and consumer behaviour. It provides a comprehensive overview of impulse buying and the various perspectives associated with it. Different experts used a wide range of databases and books to evaluate the research. The investigation of the various research papers led to the division of writing into various factors influencing impulse buying behavior and further enhancement of the framework as a whole.

Goyal (2016) compared the purchasing habits of men and women. A marketer cannot employ the same strategies for each and every woman. He must recognize that women play multiple roles. The marketer cannot converse with a mother as a girl, a woman, or the other way around. When a woman recognizes a need, she is more likely to look for information. Her sources include personal experience, recommendations, and so on. Whereas a man prefers to read reviews, advertisements, and other sources for information. A woman also cares about her friends' opinions, the value of the brand, the store's atmosphere, and the price of the product or service. When selecting products, a woman conducts more preliminary research. A marketer should be aware that selling a product to a woman takes longer than selling it to a man, so he should give the female customer all the information he has.

## DATA ANALYSIS AND INTERPRETATION

**Table 4.1**

**Classifications of respondents on the basis of Age group**

Age Group	No. of respondents	Percentage
Below 20		.7
20-30	7	61.7
30-40	2	20.1
Above 40	0	0.7
Total	10	100.0

**Table 4.1** shows classification of respondents on the basis of Age group. Among the respondents 1.7% of them belong to the age group of below 20, 61.7% of them belongs to the age group of 20-30, 20.1% of them belongs to the age group of 30-40, and the remaining 16.7% of the respondents are the age of above 40.

**Table 4.2**

**Classification of the respondents on the basis of monthly income**

Monthly income	No. of Respondents	Percentage
Below 15000	7	15
15000-30000	9	31.7
30000-60000	4	15
Above 60000	1	8.3
Total	40	100.0

Table 4.2 shows classification of respondents based on their monthly income. Among the respondents 15% of them have a monthly income below 15000, 31.7% of them belong to the income group of 15000-30000, 15% of them belong to the income group of 30000-60000, and the remaining 8.3% of the respondents are of the income group of above 60000.

**Table 4.3**

#### Classification of the respondents on the basis of main source of income

Main source of income	No of respondents	Percentage
Full Time Job(37.5 hours or more/week)	7	17.5
Part time job(Less than 37.5 hours/week)	4	15
Parents or relative	19	47.5
Other	1	2.5
Total	40	100

Table 4.3 shows classification of respondents based on their main source of income. Among the respondents 17.5% of them have main source of income from full time job(37.5 hours or more/week), 15% have main source of income from part time job (Less than 37.5 hours/week), 47.5% of them get their main source of income from parents or relative, and the remaining 2.5% of the respondents have other sources of main income.

**Table 4.4**

#### Classification of respondents on basis of how many days per week on average they bought items apart from food

No. of average times in a week	No. of respondents	Percentage



Once	1	1.7
Twice	9	1.7
Thrice		1.7
More		
Total	10	100

Table 4.4 shows classification of respondents on basis on how many days per week on average they bought items apart from food. Among the respondents 51.7% of them bought once a week, 31.7% of them belong bought twice a week, 11.7% of them bought on average thrice a week, and the remaining 5% of the respondents bought morethan 3 times a week on average.

**Table 4.5**

**Classification of the respondents on the basis of the impulsive buying behaviour displayed**

Sometimes I shop in the spur of the moment”	No. of respondents	Percentage
Strongly Agree	4	3.3
Agree	3	8.3
Neutral	1	5
Disagree		.7
Strongly Disagree		.7
Total	10	100

Table 4.5 shows the classification of respondents based on their response to the statement, “Sometimes I shop in the spur of the moment.”23.3% of the respondents strongly agreed with the statement, 38.3% agreed with the statement, 35% were neutral on their opinion, 1.7% disagreed and the remaining 1.7% of the respondents strongly disagreed with the statement.

**Table 4.6**

**Classification of the respondents on basis of how much they agree with the statement, “I usually spend more than my budget on non-food items”**

“I usually spend more than my budget on non-food items”	No. of respondents	Percentage
Strongly Agree		0
Agree	0	3.3

Neutral	8	0
Disagree		3.3
Strongly Disagree		3.3
Total	0	00

Table 4.6 shows the classification of respondents based on their response to the statement, "I usually spend more than my budget on non-food items". 10% of the respondents have strongly agreed with these statement, 33.3% agreed with the statement, 30% were neutral on their opinion, 13.3% disagreed and the remaining 13.3% of the respondents strongly disagreed with the statement.

## CONCLUSION

Female customers are making more impulsive purchases. Marketers and retailers are conducting in-depth research with the intention of influencing an increasing number of female customers through emotional touch and communication. This will result in significant sales and customer retention. They will design their retail locations so that there will be less crowding, proper visual merchandising, and displays of in-store discounts and offers. However, marketers and retailers ought to also keep in mind that impulsive buying result in the accumulation of goods, which may reduce sales later.

These findings will be useful in future studies of women's impulse buying habit both together and separately. Additionally, the results can be applied to a variety of products and should not be restricted to just one. However, when studying impulse buying behaviour, gender matters because men and women think and shop differently based on various criteria. Therefore, in order to assist retailers and marketers in developing a strong and successful sales and promotional strategy, these tests ought to be carried out on a larger sample spread out across the nation. When making purchases, they should remember that these customers are most affected by discounts and offers. In the case of women, the decision to purchase a product evolves over time. A woman examines the retailer's discounts and offers, brand equity, store environment, and word-of-mouth. In conclusion, additional research in this area is required to obtain accurate results for the subject, which will benefit researchers as well as retailers and marketers.

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