

A Study On Impulse Buying Behaviour On Shopping Malls

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43

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Abstract

In the market today competitive world mall shopping plays a vital role to promote the impulse marketing. It always may not be a planned buying rather it is totally unexpected and unplanned. This behaviour of customers is said to be impulse buying behaviour. As impulse buying behaviour includes the unplanned and sudden purchasing thought, cognitive and affective given forces guiding to purchase the products or typically instigated at the time and place of purchase impulse buying is the offer accompany by strong affective reaction such as power full urge to buy or feelings of pleasure and excitement. The objective of the study is to understand the influence buying behaviour among consumer. The study was conducted in Coimbatore city with 120 respondents comprised of consumers. The collection of data were analyzed and tabulated with the help of SPSS software. Likerts five point table, chi-square, and percentage analysis are calculated. The solution of the study indicated that a prominent shopping stimulant aspect of impulse buying was due to sales promoting factors like offers, cost and influence of friends and relatives at the peak , which creates attraction and stimulation to make sudden purchase at shopping malls.

Key words: Mall, Impulse, Behaviour, Pleasure, Excitement.

Introduction

Impulse buying is a tendency of a customer to buy goods and services without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. Impulse buying is the major research issue among consumer behaviour researcher not only because of its complexities but also it's wide spread prevalence across a broad range of products categories. Similarly, variety seeking is an important determinant of consumer choice and receives much attention in consumer behaviour literature it relates positively with consumer impulsiveness and variety

seeking with optimum stimulation level. Moreover, despite among evidence contrasting socio-normative influence on both these behaviours, for example, negative influence of self-monitoring (SM) treated on impulse buying and positive on variety seeking in private versus public consumption context, there is no research exploring moderating influence of SM on the association of CI and OSL with the level of impulse buying and variety seeking. As impulse buying behaviour includes the unplanned and sudden purchasing thought, cognitive and affective given forces guiding to purchase the products or typically instigated at the time and place of purchase impulse buying is the offer accompany by strong affective reaction such as power full urge to buy or feelings of pleasure and excitement. Although impulse buying is most often measured in the contest of a shopping environment, there is also strong evidence of chronic individual difference in consumers' propensity to buy on impulse to measure two aspect of general buying tendency, cognitive facet related to lack of planning in association with purchase decision, and an affective facet associated with feelings of excitement and over powering and urges to buy. In psychology, impulsivity (or impulsiveness) is a tendency to act on a whim, displaying behaviour characterized by little or no forethought, reflection, or consideration of the consequences. Impulsive action is typically "poorly conceived, prematurely expressed, unduly risky, or inappropriate to the situation that often results in undesirable consequences, which imperil long-term goals and strategies for success. Impulsivity can be classified as a multifactorial construct.

BEHAVIOUR OF IMPULSE BUYING

- ❖ Impulse buys near the front of the store can draw curious customers in to check them out. (Put the product close enough to be seen from outside, but not so close that shoplifters can easily grab them.)
- ❖ Put low-priced impulse buys where shoppers can't miss them on end caps, at the checkout or even in the middle of the aisle. Track which areas of your store shoppers spend the most time in, and set up little impulse buy stations there.
- ❖ Got impulse buys you want parents to buy for their kids? Display them at children's eye level. Hey, it works for candy at the supermarket checkout line).
- ❖ When customers are waiting at the checkout counter, merchandising potential impulse buys nearby can turn a wait into an enjoyable browsing spree. H&M and sephora are masters of this game.

- ❖ When a customer is already tempted by a nearby impulse purchase, all it takes is a little nudge like “Buy two, get the third free” to push them over the edge to buy.
- ❖ Just about every store can spur impulse buys by holding demonstrations, (Think Costco.) An apparel boutique can hold a fashion show; a cooking store can demonstrate a cool new food processors; an auto parts store can demonstrate a new waterless car wash product. Have plenty of whatever you’re demonstrating on hand; gives out free samples, too.
- ❖ As sales people interact with customers, they can direct their attention to possible impulse buys. For example, if a customer is trying on a pair of jeans, the salesperson could suggest a different wash, or a completely different product like a belt or jacket that would look good with the jeans.
- ❖ Product with sensual appeal, such as lotions, perfumes, cosmetics, candy, gum, or small toys. Anything that calls out to be touched or held can be a good impulse buy.
- ❖ Practical products that everyone needs. Sometimes, impulse buys have nothing to do with your store, but are things you might find in the average person’s purse, pocket or junk drawer at home. This category includes facial tissues, lip balm, batteries, hand sanitizers, etc.

Review of Literature

Ambica Prakash et al(2016),”Dimensions of Point of Purchase factors in impulsive buying of women skincare cosmetics in India, the study states that Impulsive buying has long remained puzzle for marketers as well as consumers. However it generates substantial business worldwide and this developed the interest of many researchers as well as marketers in understanding the phenomenon. The nature of impulse buying is not only difficult to predict. The subject has been researched for over sixty years. The objective of this study is to assess the demographic factors and their role in enhancing consumer’s impulsivity towards point of purchase factors. To analyze the consumer impulsivity towards point of purchase factors in buying of skin care products. .

Dr. Smita Harwani et al.,(2013)”Impact of Demographic Differences and Others Factors on Impulse Buying, this study states that Impulse buying of goods without planning to do so in advance, because of a sudden whim or impulse. People do buy items without thinking. Retailers model their establishment with impulse buying in mind; placing common impulse purchased products strategically impulse buying starts without any intension of a purchase. The objective of this research is to evaluate the internal and external factor that

impacts the consumer's impulse behaviour. To know the effect of demographic differences on impulse buying.

Objectives

- To study the customers awareness of the impulse buying behaviour on shopping mall.
- To analyse the customer attitude and satisfaction of impulse buying behaviour

Research Design:

This section is mainly to explain the methodology used to achieve the objective of the study. It also provides the details about the selection of the samples, collection of data, and period of study and data analysis procedure. The study uses both primary and secondary The required data that is collected for the study comprises both primary and secondary sources. The researcher has adopted convenience sampling method for data collection. It is important for the researcher to be careful to ensure that the sample respondents are from the whole area of the study. This mainly depends upon the primary data which have been collected from the 120 respondents. The customers are classified on the basis of age, gender, income, occupation, family type, qualification. In this study the sample size is restricted to 120 customers in Coimbatore city

TABLE - 1
SOCIO ECONOMIC CHARACTERISTIC OF THE RESPONDENTS

Socio economic profile of the respondent	Basis	Number of respondent	Percentage
Age	Below 25	74	61.7
	25 – 50	29	24.2
	50 – 75	7	5.8
	Above 75	10	8.3
	TOTAL	120	100
Gender	Male	74	61.7
	Female	46	38.3
	TOTAL	120	100
Family income	Below 20000	36	30.0
	20000- 40000	34	28.3
	40000 – 60000	35	29.2
	Above 60000	15	12.5
	TOTAL	120	100
Educational qualification	School level	8	6.7
	Under graduate	36	30.0
	Post graduate	50	41.7
	Professional	18	15.0
	Others	8	6.7
	TOTAL	120	100
Marital status	Married	42	35.0
	Unmarried	78	65.0
	TOTAL	120	100
Size of the family	Nuclear family	83	69.2
	Joint family	37	30.8
	TOTAL	120	100

Source: Primary data

Table 1, exhibits the majority of 61.71 percentage of the respondents belong to the age group of below 25 years, 24.2 percent of the respondents belong in between 25 - 50 years of age, 5.8 percent of the respondents belong in between 50 - 75 years of age and rest of 8.3 percent of the respondents were above 70 years of the age. The gender wise classification showed that of the total respondents, majority 38.3 percent are female and the remaining 61.7 percent were male. The classification based on education attainment of the respondents shows that majority of respondents 30.0 percent were under graduates, 6.7 percent studied up to school level, 41.7 percent of the respondents were post graduate and 18 percent of the respondent for professionals and 8 percent were for others. Majority of the sample respondents belong to the nuclear family 69.2 percent and the rest belong to the joint family 30.8 percent. Majority of the sample respondents were married 35.0 percent and the rest were unmarried 65.0 percent. The income wise classification showed that 30.0 percent for below 20000 the majority of respondents below, 28.3 percent were having monthly income between 20000 - 40000, 29.2 percent of the respondents having income of between 40000 - 60000 and remaining 12.5 percent of the respondents having income above 60000.

It is inferred from the above table that the customers at the shopping malls are highly possess impulsivity from the age group of below25, under graduates, predominantly male and unmarried respondents. The respondents having annual income between 20000 -40000 were the majority customers who made impulse purchasing at shopping mall.

Purchase behaviour of the respondents

The purchase behaviour of the respondents such as shop at sore, factor influence to visit, Amount spent, factors considered and price of the products. Hence this section is an attempt made to analyse the purchase behaviour of the consumers during shopping made at different malls.

**TABLE 2
PURCHASE BEHAVIOUR OF THE RESPONDENTS**

S.no	Particulars	No. of Respondents (120)		Percentage (%)
1.	Preference on visiting shopping malls.	Week days	16	13.3
		Week ends	44	36.7
		Holidays	29	24.2
		Occasionally	31	25.8
		TOTAL	120	100
2.	Favourite combination	Shopping+Entertainment	28	23.3
		Shopping +Food	20	16.7
		Shopping +Food + Entertainment	64	53.3
		Food+Entertainment	8	6.7
		TOTAL	120	100

3.	Sales promotion techniques	Free products	10	8.3
		Price discounts	29	24.2
		Loyal cards/coupon	18	15.0
		Exchange scheme	15	12.5
		Vouchers	16	13.3
		Free samples	6	5.0
		Gifts	13	10.8
		Money back offer	13	10.8
		Scratch and win offer	0	0
		TOTAL	120	100
4.	Awareness about sales promotion	Newspaper /magazines	25	20.8
		Friends/relatives	65	54.2
		Media	21	17.5
		Banners/pamphlets	9	7.5
		TOTAL	120	100
5.	Amount spent	Below 500	12	10.0
		500-1000	40	33.3
		1000-2000	47	39.2
		Above 2000	21	17.5
		TOTAL	120	100
6.	Factors influencing the impulse purchase	Place	5	4.2
		Quality	66	55.0
		Price	27	22.5
		Image/brand	22	18.3
		Others	0	0
		TOTAL	120	100
7.	Frequency of buying	Never buy	8	6.7
		Often buy	42	35.0
		Frequently buy	44	36.7
		Regularly buy	14	11.7
		Always buy	12	10
		TOTAL	120	100

Source: Primary data

Table 2, exhibits majority of respondents 36.7 percentage shopped or often visit the shopping malls at weekends, 25.8 percent of the respondents visit occasionally, 24.2percent of respondents visit on holidays, 13.3percent of the respondents visit on weekdays. Majority of 53.3 percent sample respondents like the combination of shopping+food+entertainment,23.3 percent of respondents like shopping + entertainment,16.7 percent of respondents like shopping +food and 6.7 percent remaining like the food +entertainment. Majority of 24.2 percent of respondents are attracted by the price as the sales promotion technique,15.0 percent respondents are motivated by loyal cards and coupons,13.3 percent respondents are attracted by vouchers,12.5 percent with exchange schemes,10.5 percent respondents by the gifts and money back offer,8.3 percent respondents by free products and 5.0 percent of respondents with the free promotions.54.2 percent of respondents are aware about the sales promotion through their friends and relatives,20.8percent of respondents are

aware through newspapers, 17.5 percent of respondents are aware through media and 7.5 percent through banners and pamphlets. Majority 39.2 percent of respondents spend Rs.1000-2000, 33.3 percent spend from 500-1000, 17.5 percent of respondents spend above 2000 and the remaining 10 percent of respondents spend below 500. Of the respondents, majority respondents 55 percent consider quality is a main factor while purchasing a product in shopping mall, next comes the price with 22.5 percent, then 18.3 percent of the respondents go with image/brand, 4.2 percent of the respondents purchase a product by place. Out of 100 percent of respondents 36.7 percent of respondents buy frequently at shopping mall, 35 percent respondents often buy products at shopping malls, 11.7 percent of respondents regularly buy, 10 percent of respondents always buy and the remaining 6.7 percent never buy at shopping malls.

It is inferred from the above discussion that the majority of the customers were visiting shopping malls at weekends through sales promotion, different offer prices attract the consumer to visit, spending 1000-2000 rupees every time in the mall, for the reason of quality and price and it is considered as a main factor to purchase a product, finally consumers are always aware about the products at regular intervals through their friends and relatives

Table 3
SOURCE OF AWARENESS OF THE RESPONDENTS

The source of awareness of the respondents such as newspaper/ magazines, friends/relatives, media, banners/ pamphlets are given, Hence the below table shows the percentage of source of awareness are explained.

Variables	No. of respondents (120)	Percentage (%)
Newspaper/magazines	25	20.8
Friends/relatives	65	54.2
Media	21	17.5
Banners/pamphlets	9	7.5

Source: Primary data

Table 3 reveals, the source of awareness of the respondents 54.42 percent of the respondents have the awareness through friends and relatives, 25.61 percent of the respondents have the awareness through newspaper and magazines, 15.00 percent of the respondents have the awareness through media, and remaining 5.00 percent of the respondents have the awareness through banners and pamphlets.

TABLE.4
PROMOTION TOOLS THAT IMPULSE THE RESPONDENTS

Various promotional tools that impulse the respondents to promote the sales promotion are given below.

Variables	No. of respondents (120)	Percentage (%)
Free products	10	8.3
Price discounts	29	24.2
Loyal card/coupons	18	15.0
Exchange schemes	15	12.5
Voucher	16	13.3
Free sample	6	5.0
Gifts	13	10.8
Money back offer	13	10.8
Scratch and win offer	0	0

Source: Primary data

Table 4, exhibits all the sales promotion activities undertaken by the store, the majority of respondents 24.2 percent were influenced by price discounts, 15.00 percent were influenced by loyal cards /coupons, 13.3 percent through vouchers, 12.5 percent were influenced by exchange schemes, 10.8 percent were influenced through money back offer and gifts, 8.3 percent influenced through free products, 5.0 percent influenced through free samples, none were influenced through scratch and win offer.

Table 5
FACTORS AFFECTING BUYING DECISION

Particulars	Total	Percentage	Mean score	Ranking
Company image	305	50.83	2.54	VI
Brand reputation	323	53.83	2.69	V
Dealers influence	366	61.0	3.05	IV
Word from mouth	393	65.5	3.27	I
Salesmen perception	375	82.5	3.12	III
Company leaf let	377	82.8	3.14	II

Source: primary data

Table no 5, reveals the factors that affect the buying decision for impulse buying using the likerts five point scaling method. With the average scaling point of 3.27,65.5 percent of the

respondents are affected through word from mouth factor and this scores I position among the other factors, followed by the 3.14 average scale point on five point scaling,82.8 percent of the respondents are affected through company leaf let factor and this scored II position and on 3.12 average scaling,82.5 percent of the respondents are affected through the salesmens perception in the malls and this scored III position among other factors. Next with the average scale of 3.05, the 61.0 percent of the respondents are affected through the dealers influence at shopping malls and this scores IV position. With the 2.69 average scaling point,53.83 percent of the respondents are affected by the brand reputation and it has scored V position among other factors and 2.54 average scaling points ,50.83 percent of the respondents are affected through the company image available and it scores VI position in the factors that affect decision making of impulse buying.

Findings of the study given below

- ❖ Majority of the 61.71 percent of the respondents, who are between the age group of below 25 years, are more attracted by impulse buying.
- ❖ The majority of 61.7 percent of the male respondents and the remaining 38.3 percent were female.
- ❖ The majority of classification of the respondents based on education showed that 41.7 percent of post Graduate students are more fascinated by impulse buying.
- ❖ On the basis of income classification about 30.1 percent of respondents whose income is below 20000 are more attracted to buy at shopping malls.
- ❖ The majority of the respondents 65.0 are unmarried and remaining 35.0percent were married.
- ❖ The classification of the respondents based on family type showed that 69.2 percentage who are having nuclear families.
- ❖ The majority of 24.2 percentage of the customer's opinion on impulse buying behaviour by avail of sales promotion given in shopping malls.
- ❖ The majority of 55 percentage of the respondent's opinion towards influence on quality in shopping malls.
- ❖ The majority of 36.7 percentage of the consumer purchase the product frequently at shopping malls.
- ❖ The majority of 53.5 percentages of the respondents buy on the combination of shopping+food+entertainment.

- ❖ The majority of 54.2 percentages of the respondents get source of awareness about sales promotion offers in shopping malls through friends/relatives.
- ❖ The majority of 39.2 percentages of the respondents spend Rs. 1000-2000 on the product every time in shopping malls.

CONCLUSION:

Nowadays impulse buying behaviour has excellent future with a lot of new exploration in the market with creativity, displays, presentation. Due to given in the display marketing the customers give more idea to future producers to purchase of the customer knowing the new arrivals of products, new technology. So impulse buying behaviour motivate the buyer to purchase at shopping malls. Sales promotion is one of the important factors for impulse buying behaviour at shopping malls. It is an immensely growing in professional field. The objective of this research is to analyze the customer's attitude and level of satisfaction towards purchase of product through impulse on buying behaviour on shopping malls. The impulse buying behaviour on shopping malls may provide combinations of shopping, food and entertainment to the buyers who may prefer going to shopping malls.

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