



## A Study of Factors Having Impact on Impulse Buying Behavior for Chocolates - With Special Reference to Students Aged Between 6 To 13 Years in Indore City

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### ABSTRACT

*Impulse purchase or impulse buying describes any purchase which a customer makes without making and planning in advance. This study is an attempt to find out the factors that have impact consumer impulse buying behavior for chocolates in Indore. The impact of various variables like discount offer, various scheme, festival season etc on consumer impulse buying behavior was analyzed. The study is based on the primary data collected Indore city with the help of structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Reliability analysis. After the reliability analysis, Multiple regression was applied through SPSS.*

**KEYWORDS : Impulse Buying Behavior, Consumer Behavior, Chocolate Market**

### INTRODUCTION

#### – THE CHOCOLATE MARKET SCENARIO

##### 1.1 Global Chocolate Market Scenario

Chocolate Industry analysts M&M predict the global chocolate market will experience annual sales of \$98.3 billion by 2016 -- the result of an annual growth rate approaching 3 percent. Demand in Asia is a major source in the growth of sales, and is expected to rise to a 20 percent share in the global market by 2016. It is expected that India chocolate industry will be growing at the CAGR 23% by volume between the years 2013-2018 and reach at 3,41,609 Tons.

##### 1.2 Indian Chocolate Market Scenario

India's chocolate market is estimated at around Rs 3,000 crore while the organised confectionery market is around Rs 2,000 crore. According to "India Chocolate Market Forecast & Opportunities, 2018", the per capita consumption of chocolates is increasing in the country which will continue to flourish the market revenues. As per a recently published report by Tech Sci Research, India's chocolate market is expected to reach \$3.2 billion by 2018 due to increasing gifting culture in the country and increase in the income bracket.

### 2.0 UNDERSTANDING BUYING BEHAVIOR

The term buying behavior refers to the attitude of a customer or consumer behavior towards purchase of a particular product, this buying behavior is impact by a number of factors.

#### 2.1 Defining Impulse Buying Behavior

Impulse buying occur when a consumer experiences a sudden powerful and persistent urge to buy something immediately Impulse buying is defined as a Buying action undertaken without the problem having been previously recognized or a buying intention formed prior to entering the store the items purchased whose Decisions were made after entering the store are impulse purchases

An **impulse purchase** or **impulse buy** is an unplanned decision to buy a product or service, made just before a purchase one who tends to make such purchases is referred to as an **impulse purchaser** or **impulse buyer**. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message.

### 3.0 OBJECTIVE

To study the impact of different variables on impulse buying behavior for chocolate for students aged between 6 to 13 years.

### 4.0 RESEARCH METHODOLOGY

#### 4.1 Hypothesis formulated

H01 There is no significant impact of "discounted prices of chocolates" on impulse buying behavior for students aged between 6 to 13 years.

H02 There is no significant impact of "buy 2 get one chocolate free scheme" on impulse buying behavior for students aged between 6 to

13 years.

H03 There is no significant impact of "window display of chocolates" on impulse buying behavior for students aged between 6 to 13 years.

H04 There is no significant impact of "festive season to purchase chocolates" on impulse buying behavior for students aged between 6 to 13 years.

H05 There is no significant impact of "reminder by sales person to purchase chocolate" on impulse buying behavior for students aged between 6 to 13 years.

H06 There is no significant impact of "point of purchase display for chocolates" on impulse buying behavior for students aged between 6 to 13 years.

#### 4.2 Sample Size:

The sample in this study is focused on students between 6 to 13 years of age from Indore city. They represent a significant consumer group for the chocolate market in Indore. A convenience sample of sample size 350 was drawn from Indore city.

Questionnaire consisted of dependent variable i.e Impulse buying behaviour comprising of 5 question and the responses were recorded using five point scale with choice options of never = 1 to frequently = 5. Six independent variables i.e discounted prices, Buy 2 and get one chocolate free scheme, Window display of chocolates, Buy chocolates more in festive season, reminder by sales person, point of purchase display were used and it was hypothesized that these variables has no significant impact on impulse buying behavior of students aged between 6 to 13 years while purchasing chocolates. Responses were recorded using five-point scale with choice options of never=1 to frequently=5.

#### Statistical tool:

#### 5.0 DATA ANALYSIS AND INTERPRETATION

Preliminarily reliability was assessed by using Cronbach's alpha method the values were 0.89, 0.86, 0.91, 0.88, 0.79 and 0.77 respectively. This established good reliability for the research. Further for hypothesis testing, linear regression was used.

Hypotheses and with R value and F-values from regression analysis are as under:

For Hypothesis H01, H02, H03, H04, H05 & H06 the values of R was 0.041, 0.046, 0.411, 0.492, 0.013 and 0.586 and value of F was 0.063, 0.060, 0.000, 0.000, 0.045, 0.000 respectively, thus the analysis revealed that three out of the six hypothesis i.e. H01, H02 & H05 were accepted and other three hypothesis i.e. H03, H04 & H06 were not accepted.

**Table 1**

Hypothesis	R Value	F Value	Conclusion
H01 There is no significant impact of “discounted prices of chocolates” on impulse buying behavior of students aged between 6 to 13 years.	0.041	0.063	The hypothesis is accepted
H02 There is no significant impact of “buy 2 and get one chocolate free scheme” on impulse buying behavior of students aged between 6 to 13 years.	0.046	0.060	The hypothesis is accepted
H03 There is no significant impact of “window display of chocolates” on impulse buying behavior of students aged between 6 to 13 years.	0.411	0.000**	The hypothesis is not accepted
H04 There is no significant impact of “festive season to purchase chocolates” on impulse buying behavior of students aged between 6 to 13 years.	0.492	0.000**	The hypothesis is not accepted
H05 There is no significant impact of “reminder by sales person to purchase chocolate” on impulse buying behavior of students aged between 6 to 13 years.	0.013	0.045	The hypothesis is accepted
H06 There is no significant impact of “point of purchase display for chocolates” on impulse buying behavior of students aged between 6 to 13 years.	0.586	0.000**	The hypothesis is not accepted

\*\* Relationship is significant at  $p < .005$

## 6.0 CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

### 6.1 Conclusions

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task (Rook, 1987). The study attempted to determine impact of different variables on impulse buying behavior for chocolates for students aged between 6 to 13 years. This study further investigated which factors have impact on impulse buying behavior for chocolate as FMCG product. In attempt to examine this relationship, this study tried to explain that window display of chocolates, festive season to purchase chocolates and point of purchase display for chocolates have significant impact on impulse buying behavior for students aged between 6 to 13 years.

### 6.2 Implications

An important implication of this study was that buy 2 and get one chocolate free scheme, discounted prices of chocolates and reminder by sales person to purchase chocolate does not impact significantly on the impulse buying behavior of students aged between 6 to 13 years for chocolates. The study revealed that festive season, window display and POP display are serving as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store and is having significant impact on consumers' impulse buying behaviors aged between 6 to 13 years.

### 6.3 Recommendations for Future Research

If the retailers focus on the festive seasons, make attractive PoP display and have convenient window displays the sales of the chocolates can be increased. As impulse buying behavior is strongly related to unplanned purchase thus impact of print, electronic and outdoor advertising on impulse buying behavior should also be addressed if in future and further research is done in this area.

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