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Factors Influencing Impulse Buying of Personal Care Products in Salem City

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ABSTRACT

In today's Post-modern Era shopping is has become a social and leisure activity, reducing the number of cognitively planned purchases made by consumers. Hedonic and pleasure driven shopping endeavours have led to the rapid increase in impulse buying, making it common place and socially acceptable. Even though, most impulse decisions are made when consumers are inside the store, the effect of in-store stimuli on such decisions has not been adequately explored. This has led to the purpose of this research, which is to understand the interaction between consumer's affective states and in-store stimuli, with respect to impulse buying. In keeping with the exploratory nature of the research, an interpretive approach was employed to collect data on the garment shopping behaviour of young females, through semi-structured, in-depth interviews. The analysis of the information gathered highlights the importance of in-store stimuli on impulse buying as well as illustrates its interaction with consumer specific variables and affective states.

Keywords :

1.1 Introduction

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

Definition

"Impulse buying of the moment, unplanned decision to buy, made just before a purchase. 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. Such purchases ranges from small (chocolate, clothing, magazines) to substantially large (jewellery, vehicle, work of art) and usually (about 80 percent of the time) lead to problems such as financial difficulties, family disapproval, or feeling of guilt or disappointment".

1.3 Statement of the problem

Sporteam license merchandised was deemed a product that was likely to be purchased impulsively base on the descriptions provided in various researches. As such products characteristics were not examined in this study. Instead this study focused on consumer a characteristic that is shopping enjoyment band spot identification which measured consumer. Identification with the product to be purchased and situational factors money and time availability during the shopping encounter. The dependent variables in this study were impulse buying behaviour and the actual amount spent on spot licensed merchandised.

1.4 Objectives of the study

The over all objectives of the present study are to analysis the impulse buying of personal care product with special reference to Salem city. The following specific objectives are;

- To find out the demographic factor of respondents.
- To find out the factors influencing impulse buying towards the personal products.

- To analyse the impulse buying behaviour of customer towards the personal care products.
- To know the customer attitude towards impulse buying.

Research Methodology

This chapter deals with description of methodology and the steps undertaken for collection and organization of data and presenting the findings of investigation. The methodology of research indicates the general pattern of organizing the procedure for gathering valid and reliable data for the purpose of investigation (Kothori 1996).

The methodology of the study includes the description of research design, population, sample size, sampling technique, development and description of tool, data collection procedure and method of analysis.

Research Design

Research design refers to the researchers over plan for obtaining answers to the research questions and the strategies that the researchers adapt to develops information that as adequate, accurate, objective and interpretable. Research design is a blue print study that maximizes control over factors that could interfere with the study-desired outcome.

Sampling

The data were collected from the respondent at Salem only. The convenient sampling method was adapted to collected primary data. A total of 120 samples were used for analysis.

Sampling Technique

Collected data were arranged as per the importance. Tabulation, chart, and statistical tools such as percentage analysis, chi-square analysis, and ANOVA test are used in the study.

Tools for Collection of Data

Both primary as well as secondary data were collected for the study.

(a) Primary Data

Primary data is known as the data collected for the first

time through field survey. For this research study, the researcher has collected primary data by drafting questioners for impulse buyer and prepared interview scheduled for impulse buyers on personal care products.

(b) Secondary Data

Secondary data is collected from various sources. That actually refers to the information of facts already published data. Secondary data are collected to the larger extend through reports from books, journals and some information was also downloaded from Internet and so on.

Area of the Study

The area of Study by the researcher is factors influencing impulse buying of personal care product with special reference to Salem city.

Period of Study

This researcher work was done during the period of last 6 months for academic year 2010-2011.

Limitation of the study

The study is based on the information of the representation sample group selected from total population. So it will cover the whole customer in Salem city .The analysis was based on the collection with the help of questioners and this might has its own limitation. The period of study restricted to want of arability of data. The study is focused on only customers based. The area of the study is not applicable to other then Salem city. The researcher is focused only limited impulse buying of personal care product. The data collected only from customer attitude.

DATA ANALYSIS AND INTERPRETATION

Age wise Classification

Particular	No Of Respondents	Percentage
Below 20	9	8%
21-35	60	50%
36-50	33	27%
Above 50	18	15%
Total	120	100%

Source: primary data

From the above table it was identified that out of 120 respondents taken for this study, 50% of the respondents were age groups is 21-35, 27% of the respondents were age groups is 36-50, 15% of the respondents were age group is above50, and remaining 8% of the respondents were age groups is below 20.

Residential wise Classification

Particular	No Of Respondents	Percentage
Village	30	25%
Taluk	36	30%
City	42	35%
Corporation	12	10%
Total	120	100%

Source: primary data

From the above table it was identified that out of 120 respondents taken for this study, 35% of the respondents were city, 30% of the respondents were taluk, 25% of the respondents were village, and remaining 10% of the respondents were corporation.

Products wise Classification

Particular	No Of Respondents	Percentage
hair care	18	15%
facial care	27	22%
Skin Care	18	15%
Perfumes	24	20%

Makeup	9	8%
All and above	24	20%
Total	120	100%

Source: primary data

From the above table it was identified that out of 120 respondents taken for this study, 22% of the respondents were using facial care products, 20% of the respondents were using perfumes products, 20% of the respondents were using for all products, 15% of the respondents were using hair care products, 15% of the respondents were using skin care products, and remaining 8% of the respondents were using makeup items products.

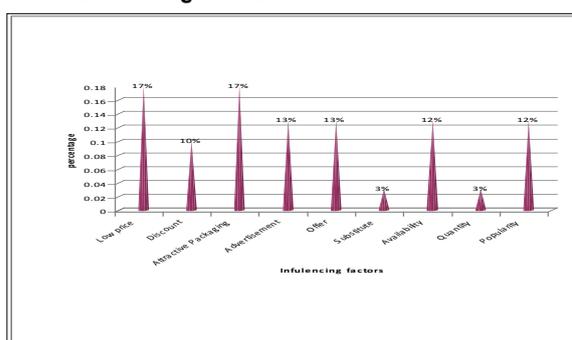
Factor influencing wise Classification

Particular	No Of Respondents	Percentage
Low price	21	17%
Discount	12	10%
Attractive Packaging	21	17%
Advertisement	15	13%
Offer	15	13%
Substitute	3	3%
Availability	15	12%
Quantity	3	3%
Popularity	15	12%
Total	120	100%

Source: primary data

From the above table it was identified that out of 120 respondents taken for this study, 17% of the respondents were influencing on low price, 17% of the respondents were influencing on attractive packaging, 13% of the respondents were influencing on advertisement, 13% of the respondents were influencing on offer, 12% of the respondents were influencing on availability in near, 12% of the respondents were influencing on popularity, 10% of the respondents were influencing on discount, 3% of the respondents were influencing on quantity, and remaining 3% of the respondents were influencing on substitute.

Factor influencing wise Classification



Shopping is a not waste of time

Particular	No Of Respondents	Percentage
Strongly Agree	6	5%
Agree	63	52%
Moderate	42	35%
Disagree	6	5%
Strongly Disagree	3	3%
Total	120	100%

Source: primary data

From the above table it was identified that out of 120 respondents taken for this study, 52% of the respondents were agree that they not wasting time in shopping. At the same time 35% of the respondents were moderately agree ,5% of the respondents were disagree, 5% of the respondents were strongly agree and remaining 3% of the respondents were strongly disagree.

Shopping is entertaining

Particular	No of Respondents	Percentage
Strongly Agree	21	18%
Agree	36	30%
Moderate	39	32%
Disagree	18	15%
Strongly Disagree	6	5%
Total	120	100%

Source: primary data

From the above table it was identified that out of 120 respondents taken for this study, 32% of the respondents were moderately agree that shopping is an entertainment. At the same time 30% of the respondents were agree, 18% of the respondents were strongly agree, 15% of the respondents were disagree, and remaining 5% of the respondents were strongly disagree.

Association between shopping is a favorable and Gender

With a view to find the degree of association between shopping is a favorable and Gender, were shown in the following a chi square test was prepared and the results.

Null hypothesis:

Ho: there is no association between shopping is a favorable and Gender.

Table describes the shopping is a favorable and Gender by classified in to strongly agree, agree, moderate, disagree, strongly disagree.

Table

particulars		Gender		Total
		Male	Female	
favorable	Strongly agree	6	9	15
	Agree	18	21	39
	Moderate	21	24	45
	Disagree	3	15	18
	Strongly disagree	3	0	3
Total		51	69	120

(Source: primary data)

In order to find the relationship between shopping is a favorable and Gender Chi-Square Tests was used and result of test is shown in the following table.

Chi-Square Tests

particulars	Value	df	P	Remark
Pearson Chi-Square	9.546	4	.049	Moderately significant

5% level of significant

Inferences:

From the above table showed that the "P" value (P=.049) is less then 0.05.hence the result is moderately significant and the null hypothesis was rejected. So there is a strong association between shopping is a favorable and Gender.

Association between age and impulse buying products

With a view to find the degree of association between age respondents and impulse buying products, were shown in the following a chi square test was prepared and the results.

Null hypothesis:

Ho: there is no association between age and impulse buying products.

Table describes the age of respondent and age and impulse buying products by classified in to below 20, 21-35, 36-50, above50.

Table

particulars		Impulse buying						Total
		hair care	facial care	Skin Care	Per-fumes	Make-up	All and above	
Age	Below 20	3	0	3	0	0	3	9
	21-35	12	9	9	15	9	6	60
	36-50	3	9	3	3	0	15	33
	Above 50	0	9	3	6	0	0	18
Total		18	27	18	24	9	24	120

(Source: primary data)

In order to find the relationship between age of respondent and Gender a Chi-Square Tests was used and result of test is shown in the following table.

Chi-Square Tests

particulars	Value	df	P	Remark
Pearson Chi-Square	52.417	15	.000	highly significant

5% level of significant

Inferences:

From the above table showed that the "P" value (P=.000) is less then 0.05. Hence the result is highly significant and the null hypothesis was rejected. So there is a strong association relationship between age and impulse buying products.

Findings

- It was found from the analysis that maximum 50% of respondent's age group was 21-35 and the minimum 7.5% of the respondents' age group were below 20.
- It was found from the analysis that maximum 35% of the respondents' residential was city and the minimum 15% of the respondents' residential were corporation.
- It was found from the analysis that maximum 22% of the respondents' were purchasing facial care product and the minimum 8% of the respondents' were purchasing make-up items.
- It was found from the analysis that maximum 17% of the respondents' was influencing by low price, and the minimum 3% of the respondents' were influencing by quantity.
- It was found from the analysis that maximum 52% of the respondents' agree with shopping is a not waste of time at the same time minimum 3% of the respondents' were strongly disagree.
- It was found from the analysis that maximum 32% of the respondents' moderately agree with shopping is entertaining at the same time minimum 5% of the respondents' were strongly disagree.
- It was found from the analysis that maximum 35% of the respondents' moderately agree with I can afford to make any unplanned purchase at the same time minimum 7% of the respondents' were strongly disagree.
- It was found from the analysis that maximum 32% of the respondents' strongly agree with factor influence me at the same time minimum 3% of the respondents' were strongly disagree.

Chi-square test:

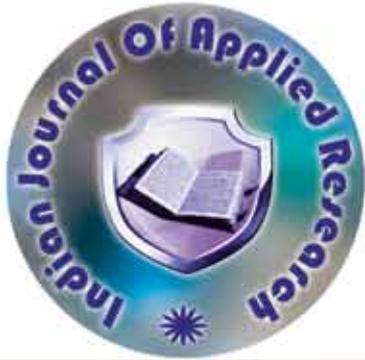
- The significant value is less than 0.5. Therefore null hypothesis was rejected. There is relationship between impulse buying products and factors more influencing to make impulse buying.
- The significant value is less than 0.5. Therefore null hypothesis was rejected. There is relationship between shopping is a favorable and Gender.
- The significant value is less than 0.5. Therefore null hypothesis was rejected. There is relationship between age and impulse buying products.

Conclusion

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. Researchers have attempted to determine if consumers who frequently engage in impulse buying behavior have some common personality traits. The study determined the extent of factors influencing planned and impulse buying behavior of personal care products in Salem city, Plan their purchases, having shopping lifestyle related to planned purchases and their post- decisions are also not guilty.

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