



Impulse Buying Behaviour and Consumption Pattern Among Working Women with Reference to Coimbatore City

KEYWORDS

Impulse Buying, Consumer Behaviour, and Consumption pattern

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ABSTRACT *The study was carried out to examine impulse buying behaviour and Consumption pattern of working women in Coimbatore. This research focus on different marketing factors influence the impulse buying behaviour and consumption pattern that move on to impulse buying. The factors like life style, advertisement, promotional schemes, window displays of stores, emotional feelings, money and time pressure, mode of payment and payment schemes are motivated the working women to purchase on impulse manner. Thus the study aims to focus on impulse buying behaviour and consumption pattern of working women.*

1. Introduction

The economic growth, changes in life style and urbanization has resulted in the changes in consumption pattern of women in India. The women are playing a major role in the purchase decision making in Indian families at the same time the working women are playing a key role in the decision making process. Development of marketing places, promotional schemes, shopping malls, work life style and additional income are influencing the women to purchase in impulsive manner.

1.1. Literature Review

Radhakrishnan and Ravi(1992) Study the changing consumption pattern has resulted in decline in per capita house hold demand for food grains. **Kumar and Kumar(2004)** Study the consumption pattern of food is changing, because the consumers prefer more cereals than high calories food products. **Abdullah bin Junaid and Faheem Ahmed(2013)** Study the purchase behaviour and cosmetic consumption pattern among the females in Delhi, the female consumers consumption pattern are rapidly changing, they prefer more cosmetic products made from the herbal and natural ingredients. **Vandana Saharwal and Sanjeev Kumar(2014)** Study the women buying behaviour and consumption pattern of facial skin care products. It focused on different brands of skin care products and its usage pattern and factors influencing while purchasing the skin care products.

1.2. Objectives of the study

1. To study the impulse buying behaviour among working women in Coimbatore city.
2. To study the consumption pattern among working women in Coimbatore city.

1.3. Research design and Methodology

This study comprised all working women in Coimbatore city. The sample was collected from the working women by using structured questionnaire. Fifty samples were collected from the various categories of working women and were selected randomly. Convenience sampling method was used to collect the data. The tools are simple percentage analysis and chi square analysis.

2. Result and Discussions

Table 1

Percentage Analysis

Demographic Factors	No of Respondents	Percentage
Age		
20 -30 years	14	28%
31- 40 years	28	56%
41- 50 years	6	12%
Above 51 years	2	4%
Education		
School Level	3	6%
Graduate	15	30%
Post Graduate	25	50%
Others	7	14%
Occupation		
Self Employed	7	14%
Professional	8	16%
Private Employee	30	60%
Govt Employee	5	10%
Monthly Income		
Less Than 20,000	13	26%
20,000 To 30,000	11	22%
30,000 To 40,000	14	28%
40,000 To 50,000	10	20%
Above 50,000	2	4%

Source: primary data

The Table 1 shows that, 56% of the respondents belonging to age group of 31-40 years, 50% of the respondents are falls in the category of post graduate education, 60% of respondents are private employees, 28% of the respondents are belonging to the Monthly income of 30,000 to 40,000 category.

2.1. Impulse Buying Behaviour of working Women

Ho: There is no association between place of purchase and impulse buying behaviour of working women.

Table 2

Frequency of Impulse Buying of Working women

S.no	Impulse Buying	Fre-quency	Percentage
1	I see it and I buy it	12	24
2	I buy things when there is a special offers	11	22
3	I often buy things without any plan	8	16
4	Window Display And Self arrangements intends me to buy the things	10	20
5	If any item catches my attention I tend to buy.	9	18

Total	50	100
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Source: primary data

Table 3
Frequency of Place Of Purchase

Place Of Purchase	No of Respondents	Percentage
Shopping Malls	19	38
Departmental Stores	16	32
Textiles Showrooms	10	20
Jewellery Shops	5	10
Total	50	100

Source: primary data

Table 4
Association between Impulse Buying and Place of Purchase Chi Square Test

Association Between	Chi-Square Value	Df	Table Value	Significance Value
Impulse Buying And Place Of Purchase	10.1123	12	21.026	S

The Table 2, 3 and 4 shows the impulse buying behaviour and place of purchase of working women. Most of the women impulsively purchase their products on shopping malls and Departmental Stores. This shows that women are more curious on appearance and window displays. That attracts to purchase on impulse manner. Hence, there is a association between the impulse buying behaviour and place of purchase.

Ho: There is no association between working status and impulse buying behaviour of working women

Table 5
Impulse Buying and Working Status Women

S. No	Impulse Buying	Working Status				Total
		Full time	Part time	Work at home	Self employed	
1	I see it and I buy it.	8	2	5	3	18
2	I buy things when there is a special offers.	3	1	3	4	11
3	I often buy things without any plan.	5	1	4	2	12
4	Window display and self arrangements intends me to buy the things.	2	0	0	1	3
5	If any item catches my attention I tend to buy.	1	1	3	1	6
	Total	19	5	15	11	50

Source: primary data

Table 6
Association between the Impulse Buying Behaviour and Working Status. Chi Square Test

Association Between	Chi-Square Value	Df	Table Value	Significance Value
Association Between	Chi-Square Value	Df	Table Value	Significance Value

Impulse Buying And working Status.	10.1123	12	21.026	S
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The Table 5 and 6 shows the impulse buying behaviour and working status of women. Most of the women belonging to full time working status category are impulsively purchase more .Hence, there is a association between the impulse buying behaviour and place of purchase.

2.2.Consumption Pattern of working women:

Ho: There is no relationship between consumption pattern and demographic variables of working women

Table 7
Consumption Pattern of working women

S.No	Consumption Pattern	Frequency	Percentage
1	I purchase the products based on my shopping list	7	14
2	Schemes and offers attracts me to buy the products	11	22
3	Stores displays and window displays attracts to me to buy the products	12	24
4	Popularity and celebrity advertisement attracts me to buy the products	8	16
5	Brand of product induce me to buy	3	6
6	I like to try new and innovative products in the market	5	10
7	I like to shop through online	4	8
	Total	50	100

Source: primary data

Table 8
Association between Consumption pattern and Age

Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
20-30Years	8	4	2	0	0	14
31-40 Years	10	6	6	4	2	28
41-50 Years	3	2	1	0	0	6
Above 51	1	1	0	0	0	2
Total	21	13	9	4	2	50

Source: primary data

Table 9
Chi Square Test

Association Between	Chi-Square Value	Df	Table Value	Significance Value
Consumption Pattern And Age	7.3479	12	21.026	S

Table 7,8 and 9 shows that consumption pattern of working women on impulse manner. Most of the 24% of women respondents are purchase the products based on store arrangements,22% of respondents are purchased based on schemes and offers the products followed by the 16% popularity of the products. Based on the above table the Ho is accepted, there is a significant relationship between the age of respondents and consumption pattern. women of age 30-40 years are more frequent in purchase the products and their consumption pattern are also changing, comparing to other age group of women.

Table 10
Association between consumption pattern and Monthly Income

Monthly Income	Strongly Agree	Agree	Natural	Disagree	Strongly Disagree	Total
Less than 20,000	5	3	2	2	1	13
20,000-30,000	4	3	1	2	1	11
30,000-40,000	6	4	2	1	1	14
40,000-50,000	4	2	2	1	1	10
Above 50,000	1	1	0	0	0	2
Total	20	13	7	6	4	50

Source: primary data

Table 11
Chi Square Test

Association Between	Chi-Square Value	Df	Table Value	Significance Value
Consumption Pattern And Income	2.7982	16	26.296	S

Table 10 and 11 shows that, consumption pattern of working women on impulse manner. Based on the above table the Ho is accepted, there is a significant relationship between the Income of respondents and consumption pattern. The income is the major factor in the consumption pattern and impulse buying behaviour. This income group people are purchase more frequent and give more importance to brand.

3. Conclusion

This study is carried out with the aim to find out various factors that are associated with the impulse buying behaviour and consumption pattern with respect to working women in Coimbatore. The results of the study were most of factors like offers and discounts, self arrangement and window display, advertisement, and brand of the products are induce the buyer to move on the impulse purchases. The consumption pattern are also influenced by their age, income level and marital status. The major finding of the study is the working women are purchase more because of their additional income.

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