



A Study on the Impact of Demographic Factors On Impulse Buying Behaviour of Consumers in Chennai City

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ABSTRACT

Consumer behavior decision differs as individual from groups. Various factors such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude, etc...). Impulse buying is a sudden and immediate purchase with no pre shopping intention either to buy the specific product or to fulfill a specific buying task. The purpose of the research study focused on impact of demographic factors on impulse buying behavior of consumers in Chennai city.

KEYWORDS

Consumer behavior, Impulse buying, Retailing, Shopper.

Introduction

Modern retail which offers 'all under one roof', optimizes core consumers with many dimensions including saving of time, enhanced shopping experience and combined shopping with leisure and recreation. In-store and online purchase appears to be positively affected by consumers' impulse buying tendency and in turn has a positive impact on consumers' positive feelings and impulse buying urges (Beatty & Ferrell, 1998). In addition to exposing consumers to stimuli, such as retail settings, browsing tends to produce positive feelings for many shoppers. These positive feelings ends in impulse buying behavior. Consumers all over the world, are increasingly shifting from crowded stores to the One-click online shopping format. The rising population of upper-middle income urban elites is likely to boost the online shopping markets in China and India underpinned by a paid pace of urbanization, robust economic expansion and rising spending power.

The previous study found that the higher the satisfaction rate, the higher the likelihood of the customer making an impulse purchase.

Research Objectives

To analyze the impact of Demographic factors in impulse buying

Hypothesis

- Ho 1: There is no significant difference between male and female consumers in impulse buying.
Ho 2: There is no significant difference between married and unmarried consumers in impulse buying
Ho 3: There is no significant difference among age groups in impulse buying
Ho 4: There is no significant difference among income groups in impulse buying
Ho 5: There is no significant difference among various occupation in impulse buying
Ho 6: There is no significant difference among various Educational levels in impulse buying

Review of Literature

Kollat and Willett (1967) found that the characteristics of consumers and their demographics influence the impulse purchasing. Local market conditions and various cultural forces could also impact the way consumer; go for impulse purchasing (Vohs & Faber, 2007). Dittmar *et al.* (1995) observed that gender, as a social category, affects impulse buying. Men tend to involve in impulse buying of instrumental and leisure items

which projects their independence and activity. Women tend to buy the symbolic and self-expressive goods which are associated with their appearance and emotional aspects of self.

Dramatic increases in personal disposable incomes and credit availability have made impulse buying in retail environments prevalent consumer behaviour (Dittmar *et al.*, 1995). From a socioeconomic point of view, individuals with relatively low levels of household income tend to enjoy immediate indulgence (such as day-to-day savings and sensory stimulation) as opposed to delay-of-gratification.

Internal, personal-related factor like educational experience influences the act of impulse buying (Wood, 1998).

Jones *et al.* (2003) identified that IB behaviour is better forecasted by specific conceptualization of product. Demographic factors such as family background, gender and age and many other influence IB behaviour.

Coley and Burgess (2003) examined that gender variances play a main part in affective and cognitive IB. They identified that gender influences uniquely on process of buying decisions since female and male have unique psyche to perform things and make decisions in unique ways or styles.

Yang *et al.*, (2011) examined about other demographic factors such as age, income and education. They identified that demographic factors have effect on IB decisions.

Praise from others, such as salesperson, friends during the shopping may increase the chances of impulse purchase (Yu & Bastin, 2010).

Luo (2005) research work about "influence of shopping with others on impulsive purchasing" revealed that the presence of peers increases the urge to purchase but the presence of family members decreases it.

Rook and Fisher (1995) suggested that anonymity might encourage impulse purchasing. Shoppers tend to try on new things, styles and fantasize, wrapped in the anonymity of a self-service environment.

Bashir *et al.* (2013) identified that role of gender, construct of lifestyles and cultural values of university students in the Pakistan differ across genders. It was found out that constructs of lifestyles and cultural values namely life style, financial satisfac-

tion, life satisfaction, gender role, in group contact and security had effect on IB behaviour of Pakistani customers.

Kumar *et al.* (2014) studied about the factors that influence customer's buying behaviour with specific reference to cosmetic products. There exists a light difference between the levels of income that revealed that various groups' preference varies on customer buying behaviour.

Gender is another important cause for impulse buying behavior (Chien-Wen, 2010; Lai, 2010; Pentecost & Andrews, 2010; Bashir *et al.*, 2013).

Some studies declare women as more impulsive as compared to men in buying (Priyanka & Rooble, 2012; Kollat & Willett, 1967b; Dittmar *et al.*, 1995; Melnikas & Smaliukiene, 2007; Jalees, 2009; Virvilaite *et al.*, 2009). While some other studies find men to be more impulsive than women as females carefully plan their purchases (Cobb & Hoyer, 1986; Mai *et al.*, 2003).

People belonging to high income group having high disposable income can be assumed to be more impulsive buyer as compared to people with low disposable income. However no significant relationship between impulsive buying & income was found by (Ghani *et al.*, 2011; Yang *et al.*, 2011; Wood, 1998; Gutierrez, 2004).

Research Methodology

This research is concerned with Descriptive research. The sampling frame was prepared and sampling for this study was probability sampling method where simple random sampling was chosen. This method is very simple and it can be pointed out that in this method each and every participant has a chance of getting selected. This study consists of 396 samples who are living in the Chennai city. The primary and secondary data are used in this study. The primary data is collected through well-structured questionnaire.

Data Analysis and Interpretation

The primary data is fed in the Excel sheet and further it is uploaded in IBM SPSS. The following results are generated.

Frequency Distribution of Demographic Factors

Table 1

Demographical aspects	Frequency (n)	Percent (%)
Gender		
Male	195	49.2
Female	201	50.8
Total	396	100.0
Age groups		
18-25	141	35.6
26-35	147	37.1
36-45	108	27.3
Total	396	100.0
Income groups		
<49,999	119	30.1
50,001-99,999	234	59.1
1,00,001-2,99,999	43	10.9
Total	396	100.0
Education		
Graduate	62	15.7
Post graduate	153	38.6
Professional	181	45.7

Total	396	100.0
Occupation		
Self-employee	192	48.5
Business	96	24.2
Managers	33	8.3
Home makers	24	6.1
Employed	51	12.9
Total	396	100.0
Marital Status		
Married	324	81.8
Unmarried	72	18.2
Total	396	100.0

Table 1 represents the demographical details of participants. From this analysis, majority of the participants were female (51%) compared with male participants (49%). When considered the age groups of the participants, most (37%) of them were belonged to the age group 26-35 years followed by, 35 percent were belonged to 18-25 years and only 27 percent were in the age between 36 and 45 years. Similarly when considered the income status of participants, majority (60%) of the participants' income level was 50001-100000 and only 11 percent of the participants' income level was 100001-299999. When considered the educational qualification of participants, most of them were completed professional degree (46%) which is followed by, 39 percent were completed post-graduation and only 16 percent were completed graduation. In addition, majority of the participants were self-employed and 24 percent were doing business. Also, most of the participants were married (82%) and rests of the participants were unmarried.

Independent Sample t-test and ANOVA

Independent Sample t-test and ANOVA was done and the following results were identified

Table 2

VARIABLE		Mean ± SD	t- value	p-value
Gender	Male (n=195)	3.69 ± 0.68	-4.516	0.001
	Female (n=201)	3.96 ± 0.55		
Marital Status	Married (n=324)	3.82 ± 0.62	-0.619	0.536
	Unmarried (n=72)	3.87 ± 0.61		

Table 2 (Gender) gives the p-value of 0.001 (p-value <0.05). So Null Hypothesis (H0) is rejected and the alternative hypothesis is accepted with 1% level of significance. So the result says that there is a significant difference between male and female consumers in impulse buying.

Table 2 (Marital status) gives the p-value of 0.536 (p-value >0.05). So Null Hypothesis (H0) is accepted and the alternative hypothesis is rejected. So the result says that there is no significant relationship between Married and Unmarried consumers in impulse buying.

Table 3

VARIABLE		Mean ± SD	F-value	p-value
Age Group	18-25 (n=141)	3.82 ± 0.64	3.933	0.020
	26-35 (n=147)	3.74 ± 0.62		
	36-45 (n=108)	3.96 ± 0.56		
Income Group	< 49999 (n=119)	3.80 ± 0.66	2.543	0.080
	50001-99999 (n=234)	3.81 ± 0.59		
	100001-299999 (n=43)	4.03 ± 0.59		
Occupation	Self-employee (n=192)	3.83 ± 0.61	1.277	0.278
	Business (n=96)	3.74 ± 0.59		
	Managers (n=33)	3.99 ± 0.52		
	Home makers (n=24)	3.92 ± 0.64		
	Employed (n=51)	3.82 ± 0.69		
Education Level	Graduate (n=62)	3.77 ± 0.72	0.779	0.460
	Post Graduate (n=153)	3.80 ± 0.59		
	Professional (n=181)	3.87 ± 0.59		

Table 3 (Age Group) gives the p-value of 0.02 (p-value <0.05). So Null Hypothesis (H₀) is rejected and the alternative hypothesis is accepted. So the result says that there is a significant difference among various age group of consumers in impulse buying.

Table 3 (Income group) gives the p-value of 0.080 (p-value >0.05). So Null Hypothesis (H₀) is accepted and the alternative hypothesis is rejected. So the result says that there is no significant difference among various income groups of consumers in impulse buying.

Table 3 (Occupation) gives the p-value of 0.278 (p-value >0.05). So Null Hypothesis (H₀) is accepted and the alternative hypothesis is rejected. So the result says that there is no significant difference among various occupation of consumers in impulse buying.

Table 3 (Education level) gives the p-value of 0.460 (p-value >0.05). So Null Hypothesis (H₀) is accepted and the alternative hypothesis is rejected. So the result says that there is no significant difference among various Education level of consumers in impulse buying.

Conclusion

Keeping in mind the universal nature of impulse buying, it can be capitalized by retailers to benefit their respective businesses. Impulse buying is a complicated and multifaceted phenomenon which accounts for a huge volume of the products sold each and every year. Impulse buying has been a challenge for Market researchers due to its complex nature. Based upon the changing trends of the market in the developing economies, it is possible to infer that impulse buying may turn into a growing area of research and could be seen across the various forms of retailing.

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