

Impulse Buying Behaviour among Female Consumers

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Abstract: The purpose of this research is to study the impulse buying behaviour and women buying behaviour, separately and together. We find and study the main factors which influence these behaviours. To test our study, we use methodologies such as observation, interviews and questionnaire survey. We correlate the communication and emotional element to the buying behaviour of women. Different factors vary from the aura of the store to the visual merchandising.

Index Terms- Impulse Buying Behaviour, Women Buying Behaviour, Factors, Retailers, Marketers

I. Purpose

The purpose of this research is to study the impulse buying behaviour of female consumers in the age group of 18-25. We have tried to narrow down the factors which influence this behaviour. There are no certain regions where we focus on with reference to this research.

II. Background

Impulse Buying Behavior is when one purchases a product without any pre shopping objective in order to fulfil a need. If a customer goes to a store to purchase a pair of jeans and she ends up purchasing two tops and one dress along with jeans, this is called an Impulse Buying Behaviour. With the increase in the number of retail outlets, retailers try to tempt the customers into buying more than needed. Earlier, it used to be very difficult to attract customers as the displayed products rarely had any visual attractiveness as well as finding products was difficult due to which customers did not spend a lot of time in searching. In the modern times, the customers can easily explore the huge variety of products available which leads to impulse buying. There are various reasons due to which a customer might indulge in impulse buying. For instance, a product decision was postponed by the shopper and now he remembers it and purchases the product. There are times when the customer imagines a need after looking at a product and therefore purchases it. Sometimes, the customer also indulges in impulse buying by purchasing products apart from the planned products due to discounts, offers or promotional activities.

Demographic factors such as age, disposable income, educational qualification etc. have an impact on the impulse buying behaviour of female consumers as well. Women with good disposable income and relatively younger tend to indulge more in impulse buying (Bashar 2012). According to Freud's psychoanalysis in 1956, impulse is based on two competing principles i.e. the pleasure principle and the reality principle. Pleasure principle focuses more on the immediate satisfaction on which our impulse is based as we are encouraged to do an action without considering the consequences. But the pleasure principle is overpowered by the reality principle when the consumer finally contemplates rationally. Reality principle is more focused on the long term satisfaction in comparison to the pleasure principle. Impulse is based on both of these competing forces as discussed by Freud.

III. Theoretical Framework

We will mostly look into the work of Prof. Abu Bashar and Ms. Aradhana Gandhi on Impulse Buying Behavior of Consumers. This will help us have an insight on female consumers' behaviour as well as impulse behaviour, together and separately. We will examine which factors impact this behaviour the most and we will be mostly focusing on the age group of 18-25 as they are most likely to indulge into this behaviour due to high disposable income, especially from parents and/or relatives.

IV. Methodology

1. Conduct a literature review
2. Conduct interviews in college with female consumers in order to understand women buying behaviour and impulse buying behaviour, separately and together.

3. Observation of female consumers.
4. Questionnaire survey
5. Reading journals, blogs and reviews in order to gain a better insight into the topic.
6. Combine all data and analyse
7. Write a research report that combines my understanding of the topic along with valid data.

V. Limitations

Time constraints due to college and further CIAs will prevent us from conducting lengthy and in-depth interviews. This will lead to lack of proper and to the point data. Consumers might be uncomfortable while sharing their experience with us during questionnaire survey or observation. Also, due to the small sample size, the research will not be proper.

VI. Literature Review

“Women’s Changing Roles – A Consumer Behavior Perspective” talks about how delayed age of marriage, decreasing fertility rate, and women’s employment impact a woman’s buying behaviour. Delay in marriage leads to a longer period of independence for the individual. Being single lets a person have a more flexible approach towards their buying decision regarding household products. Also, decreasing fertility lets a woman focus more on personal use products than child related products. Due to higher education, a couple’s choice to have a child or have more than one child reduces. A working woman is more likely to spend on her leisure than household products. Women’s employment leads to her choices in more of business goods and service. (Roberts, 1981).

The momentary and short lived positive emotions like fun, excitement and joy are associated with the impulse buying decisions of the consumers. This article reviews how some consumers see shopping as a source of happiness which make them buy products impulsively. It is stated that the id of an individual requires immediate satisfaction whereas the ego of an individual requires rational contemplation and overall satisfaction. Sometimes people indulge in impulse buying if they feel that purchasing a particular mood will elevate their mood and bring happiness to them. Some people shop for products which they feel will make them superior and more valued in relative to others (Kalla, 2010).

This paper explores the connection between various factors which are shopping choices of customers; fashion trends of buyers, pre-choice stage and post-choice phase of shopper buy conduct with the attitudinal and behavioural parts of impulse buying behaviour. This examination endeavours to investigate the affiliation exists between the factors required, by tapping the reactions of 165 respondents from higher income class in the zone of Rawalpindi and Islamabad. The real discoveries of the investigation showed a general frail relationship of the arrangement of independent factors with the dependent variable yet in-depth examination found that pre-choice phase of shopper buy conduct is the main variable that came about into solid relationship with the motivation purchasing conduct. It is stated that the younger population is more likely to get attracted by the visual merchandising or products and are more inclined towards impulse buying behaviour. This investigation detailed new confirmations in the field of impulse buying behaviour of customers relating to the markets in Pakistan's two cities of Rawalpindi and Islamabad (Tirmizi 2009).

The motivation behind this paper is to give a detailed record of the impulse buying behaviour by aggregating the different research works writing in the field of Retailing and Consumer Behavior. It gives an expansive outline of the impulse purchasing and the different perspectives related to it. An extensive variety of databases and books were referred to evaluate research by different specialists. The investigation of the different research works prompted the differentiation of writing into various factors affecting impulse buying behaviour and further improvement of the overall framework (Bhakat, 2013).

The purpose behind this article is to understand the buying behaviour of a woman in comparison to a man. A marketer cannot use the same tactics for all women. He needs to understand that a woman has multiple roles. The marketer cannot talk to a mom as a girl or a woman and vice versa. A woman is inclined towards looking for information once she identifies her need. Her sources include experience of others, word of mouth etc. whereas a man prefers to get information through advertising, reviews etc. A woman also cares about the opinion of her friends, the brand equity, the environment of store and price of the product and service. A woman has more of a front end research while choosing products. A marketer should know that selling a product to a woman takes longer than selling a product to a man therefore he should communicate all the information he has to the female consumer (Goyal, 2016).

The purpose of the paper was to research the impact of in-store shopping condition on impulse buying among buyers. A sum of 320 customers was inspected at a chosen shopping center filled in as the example. For example, cost and coupons were more liable to impact purchasing than those with surrounding impact like music and aroma. Also, for instance, if a consumer finds unexpected cheaper prices after going to the store will have a more impact than instant coupons. But crowding and congestion in a store would go against the impulse buying behaviour of a consumer as it leads to less exploration and postponing purchases (Tendai, 2009).

VII. Results and Discussions

Table 7.1 Most Common Item Purchased due to Impulse Buying

Most Common Item	Frequency	Percentage	Cumulative Percentage
Food and Grocery	12	34.3	34.3
Apparels	15	42.9	77.2
Electronic Gadgets	0	0	77.2
Home and Kitchen Appliance	1	2.8	80
Cosmetics	4	11.4	91.4
Personal Use Products	3	8.6	100
TOTAL	35	100	100

According to the survey, maximum female consumers purchase apparels impulsively followed by food and groceries. \

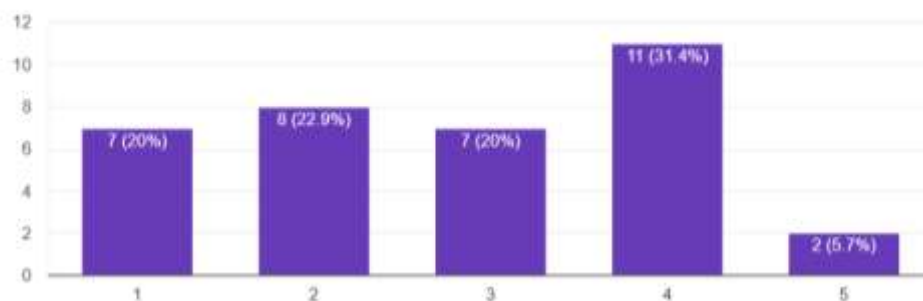
Table 7.2 Factors Influencing Impulse Buying Behaviour

Factors Influencing Impulse Behavior	Frequency	Percentage	Cumulative Percentage
Discounts and Offers	19	54.3	54.3
Promotional Activities	1	2.8	57.1
Holiday Season	0	0	57.1
Influence of Family and Friends	3	8.7	65.8
Visual Merchandising	6	17.1	82.9
Other	6	17.1	100
TOTAL	35	100	100

According to the survey, Discounts and Offers influences impulse buying among female consumers the most.

"I shop more than planned"

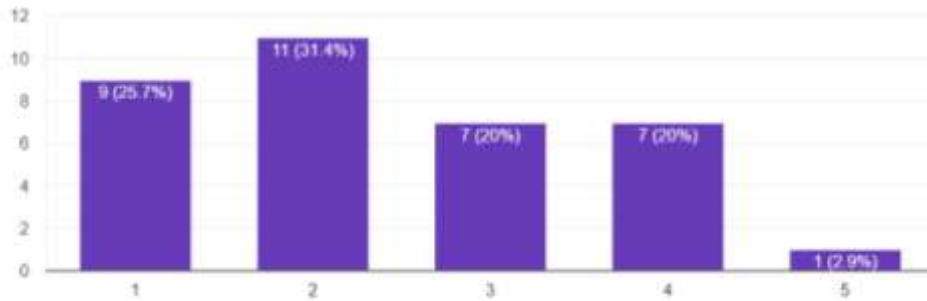
35 responses



According to the survey, most women are likely to shop more than they have planned to shop in turn leading to impulse buying. (1 – Strongly Disagree, 5 – Strongly Agree)

"I usually regret after buying a product impulsively"

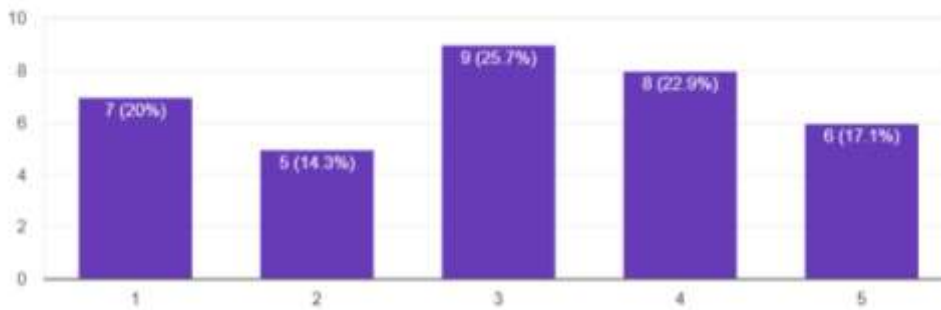
35 responses



According to the survey, most women do not regret their impulse shopping spree and enjoy the satisfaction they receive overtime i.e. reality principle. (1 – Strongly Disagree, 5 – Strongly Agree)

"Ease of finding a product influences me more to purchase it."

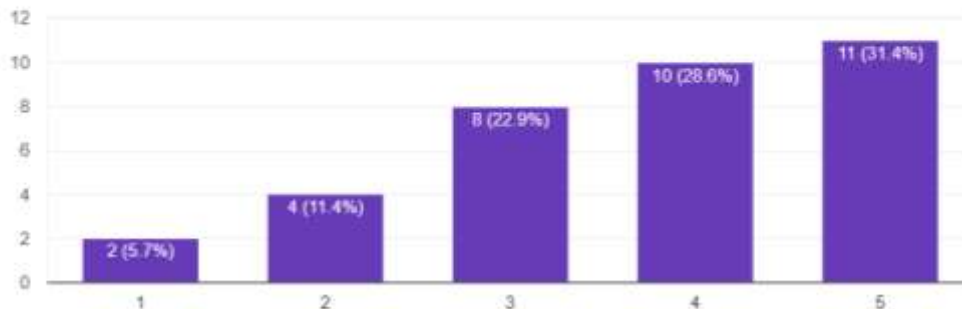
35 responses



According to the survey, most women indulge in impulse buying just because of the convenience of finding a product which they may need or may create a need for. (1 – Strongly Disagree, 5 – Strongly Agree)

"Monetary promotional activities impact buying behavior more than non monetary promotional activities."

35 responses



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According to the survey, most female consumers feel that monetary promotional activities are more effective than nonmonetary promotional activities while being influenced to purchase products impulsively. (1 – Strongly Disagree, 5 – Strongly Agree)

VIII. Conclusion

Impulse buying behaviour is increasing among female consumers. Retailers and marketers are doing in-depth research in order to influence more and more female consumers through communication and emotional touch. This will lead to huge sales and customer loyalty. They will be designing their retail outlets in a way where there is proper visual merchandising, display of in-store discounts and offers and less chance of crowding. But the retailers and marketers should also keep in mind that impulse buying leads to stocking up of goods which might reduce sales later. These results will help in further research of women buying behaviour and impulse buying behaviour, together and separately. Also, the results are applicable on many products and should not be limited to just a single product. However, gender matters while studying the impulse buying behaviour as men and women think and shop differently based on different criteria. Therefore, these tests should be done on a larger sample across the country in order to help retailers and marketers come up with a strong and successful sales and promotional strategy. They should keep in mind that discounts and offers impact these consumers the most while making decisions regarding their purchases. The product decision keeps on changing until the point of purchase, in case of women. A woman looks at the brand equity, store environment, word of mouth along with the discounts and offers provided by the retailer. In conclusion, more research should be done in this area to get accurate results for the topic which in turn helps retailers and marketers as well as other researchers.

IX. References

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Annexure

Questionnaire

Impulse Buying Behaviour among Female Consumers

Q1. Age _____

Q2. Income (per month): ___Rs. _____

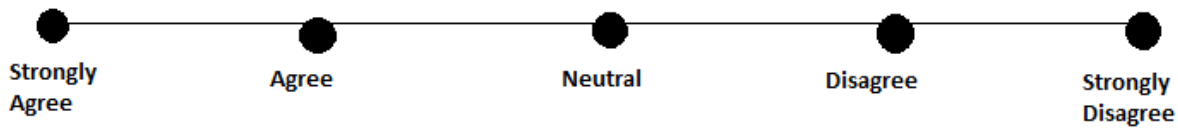
Q3. What is your main source of income?

- a) Full Time Job(37.5 hours or more/week)
- b) Part time job (Less than37.5 hours/week)
- c) Parents or Relative
- d) Other

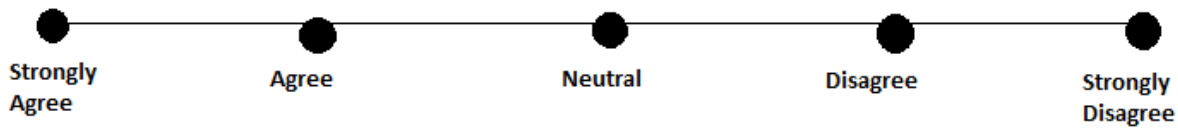
Q4. On an average, how many days per week do you buy items apart from food?

- a) Once
- b) Twice
- c) Thrice
- d) More

Q5. “Sometimes I shop in the spur of the moment”



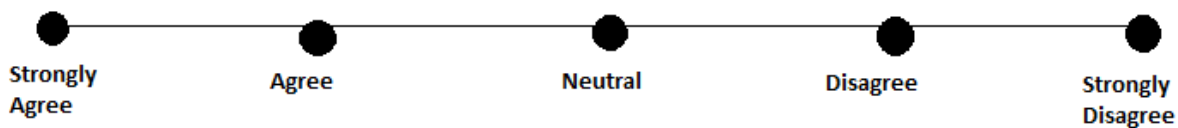
Q6. “I usually spend more than my budget on non-food items”



Q7. Which is the most common item you buy impulsively?

- a.) Food and Grocery
- b.) Apparels
- c.) Electronic Gadgets
- d.) Home and Kitchen Appliances
- e.) Cosmetics
- f.) Personal use Products

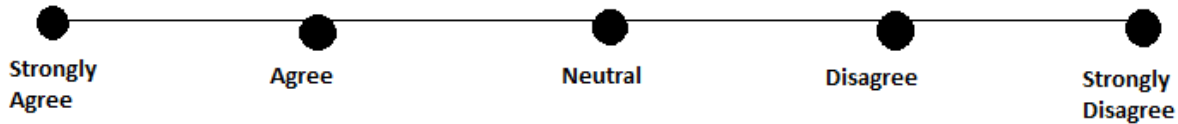
Q8. “I shop more than planned”



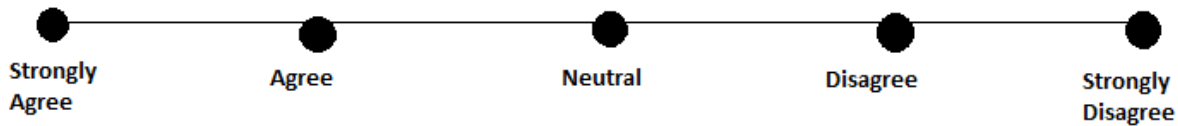
Q9. Which factor influences your impulse behaviour the most?

- a) Discounts and Offers
- b) Promotional Activities
- c) Holiday Season
- d) Influence of Family and Friends
- e) Visual Merchandising
- f) Other

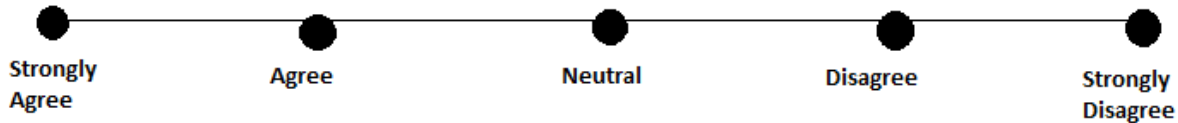
Q10. "I prefer shopping online than going to various stores"



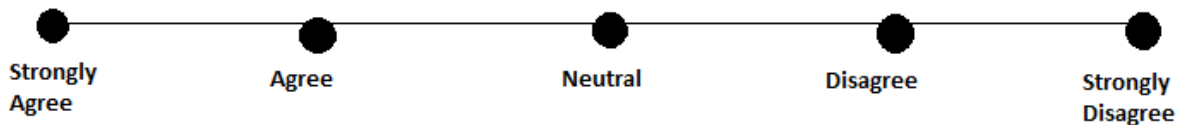
Q11. "Impulse buying behaviour is more common while shopping online due to easy returns"



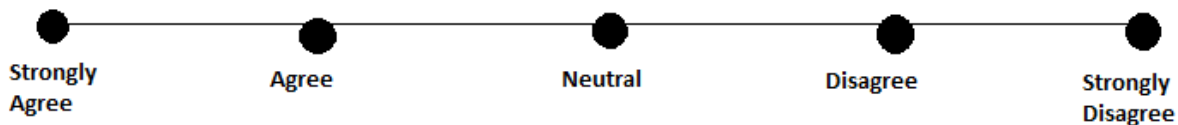
Q12. "I usually regret after buying a product impulsively."



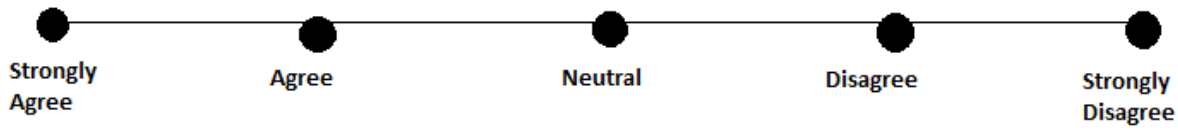
Q13. "Most of my purchases are unintended"



Q14. "Ease of finding a product influences me more to purchase it"



Q15. In order to reach the limit of free delivery, I tend to buy more than I need”



Q16. “Monetary promotional activities impact buying behaviour more than non-monetary promotional activities”

