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Original Research Article

IMPULSE BUYING BEHAVIOR: A STUDY ON GROCERY ITEMS.

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Abstract: - The spontaneous or unplanned purchase of goods is the best way to define impulse buying. Impulse buying can happen in any product ranging from new product, samples to well establish products with various discount offers. There is limited work had been conducted to assess the impulse buying habit of customer in FMCG category. The formulated hypothesis is verified by using a self-reported questionnaire. The questionnaire contains the demographic information of respondents and 16 statements. A survey was planned and conducted on convenience basis. During survey 215 grocery items customers are approached and finally the sample size of the study is 179 by dropping the irrelevant ones. Impulsive buying is very important for grocery items. Fast Moving Consumer Goods (FMCG) companies and specially grocery item company should take into account what factors motivates and what factors de-motivates impulse buying, product category in grocery item which leads to maximum impulse buying and understand relationship between demographic detail and impulse buying in grocery items.

Keywords: Impulse Buying, Grocery Items, ANOVA

Introduction: The spontaneous or unplanned purchase of goods is the best way to define impulse buying.

Impulse buying can happen in any product ranging from new product, samples to well establish products with various discount offers.

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The research so far suggests that the quantity of impulse buying in a western country is more when compared to their eastern counterpart. At present there is no data available to assess the impulse buying habit of customer in FMCG category.

Indian retail market is one of the largest sectors in world. Impulse purchase behavior is the inherit concept driving organized retail. Understanding impulse purchase assortment opens the avenue for retail strategy planning. Impulses buying behavior is spontaneous and unplanned purchase of goods. The present

research focuses on grocery items which are purchased more on unplanned manner. The goods like fruits, daily use items and vegetables purchases are impulsively purchased and affected by demographic factors as well.

Marketers and retailers have a habit of activity, these impulses which are secured to the basic of want for instant satisfaction. But candy, gum, mints, and sweet are highly presented at the counter. Impulse buying behavior can arise a possible consumer adverts something related a product that a particular passion is them such as seeing an assured country.

The consumer becomes imbalanced due to immediate attraction and surprises. This leads to upset the normal decision making and unplanned behavior exhibits. The logical order of the consumers' activities is replaced with an illogical moment of self-gratification.

Impulse items request to the sensitive side of consumers. Some items accepted on impulse are not measured useful and necessary in the consumer lives. Avoiding impulse buying behaviors includes the method such as setting budgets before shopping and talking time out before the purchase in made. Impulsive buying is an unintended, unstructured and penetrating urge of buyer for certain product or service. The buyer under impulsion either unknowledgeable or ignore the consequences related to purchase. Impulse buying behavior rest on the frame of mind or schema under specific situation where consumer is in confident mood initiating impulse buying. It is an extra essential than a want like entertainment and emotional benefit while shopping. It has emotional and delightful worth for consumer during shopping whose value is decided after sometime of purchase. External factors affecting impulsive buying, Windows display, Visual merchandising In-store form display, Promotional signage, Word of mouth messages surprise and arouse the customer to purchase impulsively at shop and online both (Dubey *et al*., 2016; Kulshreshtha *et al*., 2017; Shahrukh, *et al*., 2017; Dubey *et al*., 2018; Sharma, *et al*., 2019). People who go for impulse buying often have post purchase shame, crazy, decision making being more responsive.

Literature Review: This chapter provides in-depth review of literature related to impulse buying: Definitions of impulse buying and normative evaluations of impulse buying behavior as well as factors and cues influencing impulse buying behavior. In addition, this section defines the relevant literature linked to unplanned or impulse buying behavior.

Younand Faber (2000)performed a study to generate revenue from broadband media content. In this study emotion plays a vital role in the consumer responses for media formats in music compact disc business. The electronic commerce use various innovative idea of verbal and visual to influence the consumer response.

Dawson and Kim (2009)found an impact of impulsive buying while online shopping.

Hausman (2000) the aimed of this study was qualitative and quantitative data relates to consumer's motivation. The hypothesis was tasted by the collection of analysis of the survey data. The further information processing of survey, the product selection and reinforcing the rewards to be obtained.

Kacen and Lee (2002) analyzed the growth of e-commerce and tele-shopping customers. The customers are more tend to impulse buying opportunities easily.

Park and Lennon (2006) proposed of this study environmental effect of impulse buying behavior. The main things of this study was psychological traits, television shopping and traditional retail channel are reflect the inherent nature of impulse buying tendency.

Shoham and Makovec (2003) the most important things of this study was consumer behavior research. In this study negative aspects of consumer behavior and specially exploring negative consumption phenomena could provide the new prospective of positive consumption behaviors.

Tirmizi, Rehmanand Saif (2009) investigated the relationship between shopping lifestyle consumers, fashion oriented consumers,

consumer purchase behavior with the attitudinal features of unplanned buying behavior.

Weun, Jones, & Beatty, (1998)examined the effect of retail store environment variables on consumer impulse buying behavior. Specifically, they proposed two distinct properties of point-of-purchase (POP) posters on shoppers' unplanned buying behavior in China.

Vohs, and Faber (2007) investigated self-control through three investigations pertaining to consumer impulsiveness during purchase process.

Mihićand Kursan (2010) Purposed of this study is to determine the correlation between situational factors and impulsive buying behavior with the aim of separating an adequate number of different customer segments. The study addressed the issues of situational factors stimulating impulsive purchase.

Baun and Groeppel-Klein (2003) **conducted a theoretical discussion of unplanned and impulse buying to define in behavioral, emotional and cognitive dimensions.**

Kollatand Willet, (1967)understood impulsive buying behavior by examining the unplanned tendency that formingconduct. The consumer behavior varies across cultures and demography.

Rook and Fisher (1995) presented theoretical and practical evidence normative evaluations moderating the association of impulse buying trait and consumers' buying behaviors.

Methodology: Research methodology analytically solves the research problem. The present study had following objectives

Objectives of the Study:

1. To study the impulse purchase behavior of Indian customers.
2. To analyze the factors influencing impulse purchase behavior of customers.
3. To know the satisfaction of customers with their impulse purchase.

In order to achieve the above objectives, the following hypotheses are formulated.

Hypothesis Formulation

H_{01} – There is no significant difference in mean between male and female in impulse buying behavior due to selection of "serviced offered"

H_{02} – There is no significant difference in mean between male and female in impulse buying behavior between colour shape and size "attracts"

H_{03} – There is no significant difference in mean between male and female in impulse buying behavior i purchase product which "match my test"

H_{04} – There is no significant difference in mean between male and female in impulse buying behavior the product is "worth buying"

H_{05} – There is no significant difference in mean between male and female in impulse buying behavior I choose product from "shopping mall"

H_{06} – There is no significant difference in mean between male and female in impulse buying behavior I purchase product when goods are available in "low or discount price"

H_{07} – There is no significant difference in mean between male and female in impulse buying behavior I purchase up-to-date product "impulsively"

H_{08} – There is no significant difference in mean between male and female in impulse buying behavior I purchase product after my "review"

H_{09} – There is no significant difference in mean between male and female in impulse buying behavior some time in malls while purchasing product I miss "gathering information"

H_{10} – There is no significant difference in mean between male and female in impulse buying behavior occasionally, before buying I do not consider "price"

H_{11} – There is no significant difference in mean between male and female in impulse buying behavior I search organized retail place for "shopping"

H_{12} – There is no significant difference in mean between male and female in impulse buying behavior my purchase depends on my "mood"

H_{13} – There is no significant difference in mean between male and female in impulse buying behavior I purchase whatever I need or want to "great extent"

H_{14} – There is no significant difference in mean between male and in impulse buying behavior I purchase some product because of "casual attachment"

H_{15} – There is no significant difference in mean between male and female in impulse buying behavior I purchase only if my "pocket allow"

H_{16} – There is no significant difference in mean between male and female in impulse buying behavior sometimes I only visit shop because of its eye-catching "window display"

The formulated hypothesis is verified by using a self-reported questionnaire. The questionnaire contains the demographic information of respondents and 16 statements. The developed questionnaire is validated by two experts and refinements were done accordingly. A survey was planned and conducted on convenience basis. During survey 215 grocery items customers are approached and finally the sample size of the study is 179 by dropping the irrelevant ones.

Result and Discussion: The collected data is tabulated by using MS-Excel software. There were45% female respondents and 55% male respondents. The age group distribution of the sample was 44 respondents of the age group below 18 years, 84 respondents of the age group 18-24, 29 respondents of the age group 24-28,11 respondents of the age group 28-32,11respondentsof the age group 18-24, 11 respondents of the age group 32-40.For testing the formulated hypotheses, the F test was applied on sampled data and the results are shown in table 1 Hypothesis Testing Using F-Test. The table exhibits the mean value of male and female responses to the corresponding statements of questionnaire along with calculated F-values and hypothesis test results. The detail discussion is as below.

Discussion for Hypothesis H_{01}

"I make purchase due to the services offered to me. For testing the hypothesis $H_{01}$the Table no 1 shows the results of sampled data analysis. The mean value of female and male respondents of study is 3.87 and 3.73for the first statement respectively. The F-value for the statement is 1.15. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{01} is accepted at 5% level of significance. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{02}

Product with different features i.e. color, shape and size, etc. attracts me. For testing the hypothesis $H_{02}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.15. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{02} is accepted. Hence there are no differences in the responses of male and female.

Discussion for Hypothesis H_{03}

I purchase product which match my taste. For testing the hypothesis $H_{03}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.72. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{03} is rejected. Hence there are differences in the responses of male and female.

Discussion for Hypothesis H_{04}

The product is worth buying. For testing the hypothesis $H_{04}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 0.81. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{04} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{05}

I choose product from shopping mall. For testing the hypothesis $H_{05}$the Table no01F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.30. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{05} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{06}

I purchase when goods are available in low or discounted price. For testing the hypothesis $H_{06}$the Table no 01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.36. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{06} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{07}

I purchase up-to-date products impulsively. For testing the hypothesis *01*the Table no10 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.21 the critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{07} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{08}

I review my product before purchase. For testing the hypothesis $H_{08}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.19. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{08} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{09}

Sometime in malls, I miss gathering information while purchasing product. For testing the hypothesis $H_{09}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 0.90. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{09} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{10}

Occasionally, I do not consider price before buying. For testing the hypothesis $H_{10}$the Table no 01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.72. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{10} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{11}

I search organized retail places for shopping. For testing the hypothesis $H_{11}$the Table no01F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.26. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{11} is accepted. Hence there are no differences in the responses of male and female.

Discussion for Hypothesis H_{12}

My purchase depends on my mood. For testing the hypothesis $H_{12}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.07. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{12} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{13}

I purchase whatever I need or want to great extent. For testing the hypothesis $H_{13}$the Table no01F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.43. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41.

Hence the null hypothesis H_{13} is rejected. Hence there is a difference in the responses of male and female.

Discussion for Hypothesis H_{14}

I purchase some product because of casual attachment. For testing the hypothesis $H_{14}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.04. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{14} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{15}

I purchase only if my pocket allows. For testing the hypothesis $H_{15}$the Table no 06 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.29. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{15} is accepted. Hence there is no difference in the responses of male and female.

Discussion for Hypothesis H_{16}

Sometimes I only visit shop because of its eye-catching window display For testing the hypothesis $H_{16}$the Table no01 F-Test Two-Sample for Variances shows the results of analysis of sampled data. The F-value for the statement is 1.08. The critical vale is 1.41. The F-value of sample lies in the acceptance region i.e. between -1.41 to +1.41. Hence the null hypothesis H_{16} is accepted. Hence there is no difference in the responses of male and female.

Table No 1 Hypothesis Testing Using F-Test

Sl	STATEMENT	MEAN		F-TEST	RESULT
		FEMALE	MALE		
1	I make purchase due to the services offered to me.	3.87	3.72	1.15	Accepted
2	Product with different features i.e. colour, shape and size, etc. attracts me.	3.84	3.99	1.58	***Rejected***
3	I purchase product which match taste.	3.93	4.14	1.72	***Rejected***
4	The product is worth buying.	3.7	3.44	0.81	Accepted
5	I choose product from shopping mall.	3.5	3.56	1.31	Accepted
6	I purchase when goods are available in low or discounted price.	3.39	3.88	1.36	Accepted
7	I purchase up-to-date products impulsively.	3.65	3.83	1.21	Accepted
8	I review my product before purchase.	3.63	3.86	1.19	Accepted
9	Sometime in malls, I miss gathering information while purchasing product.	3.55	3.59	0.91	Accepted
10	Occasionally, I do not consider price before buying.	3.51	3.49	1.36	Accepted
11	I search organized retail places for shopping.	3.44	3.73	1.26	Accepted
12	My purchase depends on my mood.	3.94	3.77	1.07	Accepted
13	I purchase whatever I need or want to great extent.	3.74	4.08	1.43	***Rejected***
14	I purchase some product because of casual attachment.	3.7	3.3	1.04	Accepted
15	I purchase only if my pocket allows.	3.58	3.91	1.16	Accepted
16	Sometimes I only visit shop because of its eye-catching window display.	3.26	3.39	1.08	Accepted
Critical Value 1.42 at 5% level of significance					

Conclusion: Impulsive buying is very important for grocery items. The sales officer of any fast moving consumer goods (FMCG) and specially grocery item company should take into account factors affecting impulse buying, product category in grocery item which leads to

maximum impulse buying and understand relationship between demographic detail and impulse buying in grocery items.

Impulse buying is a mere phenomenon; impulse buying is in fact an individual trait reliant on the consumer. It's a deeply rooted phenomenon in the basic personality of the individual. Impulse buying more likely arises with the following traits; (a) when there is no preparation on the buying; (b) need to pursue interest and experience new things; (c) most of the time the consumers ignore the negative values that may arise out of the purchase; and (d) impulse buying may be related to culture rooted deeply within the individual.

Limitations and Scope of Further Work: The present study has some limitation as well. The study is limited in its scope as self-reported instrument is used for sample survey with limited participants. The forth coming researcher can plan for larger sample and application of advance techniques like factor analysis. The marketers can utilize the information and technique to segment the market based on gender. Further multiple segments can be formed by using discriminate analysis.

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