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A study on factors influencing impulsive on buying behavior among women in Thanjavur district

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Abstract

Studying women could be interesting as shopping is the accepted domain of women; however, modern social and demographic movements challenge traditional gender roles within the family structure. This study makes an attempt to understand the women's purchase behavior along with an attempt to know what factors play a significant role in her purchase behavior. A questionnaire was developed and distributed to women consumers by using convenience sampling technique. The total sample consists of 150 respondents. The study provides evidence and an insight on various variables used for analysis and reveals that brand loyalty, attitude, values and belief have given more significance on impulse women purchasing. Primary data has been used to collect information based on the circumstances closed end questionnaire has been opted to get the exact information about what is the perceived. Most of the respondents have responded in fair way. The results have showed positive impact on impulse buying behavior.

Keywords: Buying behavior, demographic movements, shopping

Introduction

Studying women could be interesting as shopping is the accepted domain of women; however, modern social and demographic movements challenge traditional gender roles within the family structure. Women has specific influence on impulse buying such as women tend to be more impulsive than men. If consumers are in a good mood, they tend to reward themselves more generously and tend to be more impulsive Giraud (2001). Women involve themselves in a more thorough analysis of message content and display a greater sensitivity to the details of information when making judgments, Joan & Durairaj (1991). Piron (1991) stated that impulse is unplanned, the result of an exposure to a stimulus and is decided on-the-spot. Consumers are influenced by internal and external factors that triggers their impulse purchase behavior.

Review of Literature

Siddhartha shriram shimpi; Dr. D.K. Sinha 2012 ^[2], investigated and evaluated attitude, brands, values which created an impulse towards women buying behavior. The study provides evidence and an insight on various variables used for analysis and reveals that self-esteem, self-presentation and conformity have given more significance on women purchasing. Each person has her own behavior towards the purchasing process; however they are influenced by certain factors Dr. Sushil Mohan (2012) ^[1]. Status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behavior while increasing consumer involvement in fashion clothing Hareem Zeb, Kashif Rashid, and M. Bilal Javeed (2011). Customer behaviors are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, etc. and so they show different customer behaviors Seda yoldas (2012). 88% of impulse buying was accounted for the combination of consumers' demographic characteristics. The strength of the predictor variables revealed that though education was insignificant, but it exerted the most influence on impulse buying among consumers. As a result, when making product purchases to avoid buying unplanned product A. B Ekeng, F. L Lifu, F. A Asinya (2012). Personality plays a significant role in the consumer buying behavior since different consumers have different personality traits which reflect their buying behavior Agbo J. C. Onu (2014) ^[4].

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Objectives of the study

- To study the women consumers’ awareness, preferences and purchase decision.
- To analyze the influence of the demographic variables on the factors of buying behavior of women.
- To understand and analyze the consumer behavior, attitudes, brand loyalty, values and belief, perceptions, that results in impulse buying.

Hypothesis testing

For regression model, the hypothesis framed are

- **H0:** There is no relationship between factors and impulse buying behavior
- **H1:** There is relationship between factors and impulse buying behavior

For Anova model, the hypothesis framed are

- **H0:** There is no relationship between the age and impulse buying behavior
- **H1:** There is relationship between age and impulse buying behavior

Data methodology

This study used descriptive research design, convenience sampling and the sample size is 150.

Data analysis and interpretation

Correlation Analysis

Table 1

	Particulars	Ej	Blj	Aj	Vj	Bdj	Bgj	baj	Imj
Ej	Pearson Correlation	1	.521**	.464**	.313**	.264**	.327**	.644**	.576**
	Sig. (2-tailed)		.000	.000	.000	.001	.000	.000	.000
	N	150	150	150	150	150	150	149	150
Blj	Pearson Correlation	.521**	1	.466**	.377**	.328**	.427**	.583**	.516**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	149	150
Aj	Pearson Correlation	.464**	.466**	1	.357**	.211**	.561**	.597**	.618**
	Sig. (2-tailed)	.000	.000		.000	.009	.000	.000	.000
	N	150	150	150	150	150	150	149	150
Vj	Pearson Correlation	.313**	.377**	.357**	1	.358**	.337**	.512**	.440**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	149	150
Bdj	Pearson Correlation	.264**	.328**	.211**	.358**	1	.243**	.262**	.225**
	Sig. (2-tailed)	.001	.000	.009	.000		.003	.001	.006
	N	150	150	150	150	150	150	149	150
Bgj	Pearson Correlation	.327**	.427**	.561**	.337**	.243**	1	.290**	.235**
	Sig. (2-tailed)	.000	.000	.000	.000	.003		.000	.004
	N	150	150	150	150	150	150	149	150
Baj	Pearson Correlation	.644**	.583**	.597**	.512**	.262**	.290**	1	.956**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000		.000
	N	149	149	149	149	149	149	149	149
Imj	Pearson Correlation	.576**	.516**	.618**	.440**	.225**	.235**	.956**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.004	.000	
	N	150	150	150	150	150	150	149	150

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The values are positively correlated. This results shows that there is a relationship among shopping experience, brand

loyalty, attitude, values of buying products, buying decision, advertisements and impulse buying behavior.

Age and impulse buying behavior

Table 2: Anova Imj

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	209.320	3	69.773	3.032	.031
Within Groups	3360.153	146	23.015		
Total	3569.473	149			

The results shows that, the significance value is.031 which is less than 0.05. It shows that there is significance Difference between them. So, hypothesis H₁ is accepted and H₀ is rejected. Buying behavior varies with age.

Regression Analysis

Table 3: ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2090.339	7	298.620	28.668	.000 ^b
	Residual	1479.134	142	10.416		
	Total	3569.473	149			
a. Dependent Variable: imj						
b. Predictors: (Constant)						

The results shows that, the significance value is.000 which is less than 0.05. It shows that there is significance difference between them. So, hypothesis H₁ is accepted and H₀ is rejected. This says that, there is impact between the impulse buying behaviour and shopping experience, brand loyalty, attitude, values & belief.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.586	.565	3.22745
a. Predictors: (Constant)				

The R square value is 0.586 It says that independent variables have 59% influence towards dependent variable i.e. impulse buying behavior.

Implications

This study is to identify the factors influencing impulse on women buying behaviour. Shopping experience Brand loyalty, Attitude, Values and belief, Values of buying products, Buying decision, Advertisements were considered most significant factors influencing purchase behaviour of women.

Accordingly it can be stated that following are the most significant factors which affects the purchase behaviour of the women. Females over below-25 years old are more likely to intend to impulse buy, perhaps because they would like to spend money on themselves. Promotions have an effect on female consumers. Impulse buying intention is significantly and positively influenced by factors affecting impulse buying Female consumers' buying intention is easily affected by advertising, displays of goods, atmosphere, promotions and sales. In addition, female impulse buying intention can increase because of the performance of salespeople and recommendations from other customers. When highly impulsive female consumers have more money, their impulse buying intention becomes stronger.

Conclusion

Impulse buying has been a challenge for market researchers due to its complex nature. This study also prevails that there is a significant difference in buying behaviour brand loyalty, attitude, values and belief. Women are apt to be more involved with purchasing than men, since women have traditionally been the family purchasing agents and perceive purchasing as being associated with their role in the family. Women's role as the family purchasing agent, however, seems to be changing, due primarily to the large increase in the number of working women in recent decades. Therefore, women has developed as an important segment for the marketers. Therefore, marketers should consider them with utmost importance.

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