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A STUDY ON IMPULSE BUYING BEHAVIOR OF JNTUH STUDENTS

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ABSTRACT

The study is about the Impulse Purchasing Behaviour of students. Impulse purchase is a purchase where people tend to buy products or services without a foresight or planning. It is based on an irrational thinking. There are various factors which influence customers' buying decisions and make them buy at spur of the moment. Often most of the companies use these impulses to exploit the customers. The study is to find the impact of various factors which results in impulse purchasing decisions and also to find which type of store (i.e. online and offline store) majorly influence customers to buy impulsively. Moreover, this study will also help to find which gender is most likely to shop impulsively. Questionnaire is used for data collection from the estimated sample of 150 for carrying out the data analysis and interpretation. The descriptive research design is adopted as the research method and full quota sampling is encouraged for data collection as the sample size being fairly minimal.

KEY WORDS: Impulse buying, Students, Gender, Shopping

INTRODUCTION

An impulse buy or impulse buying is a spontaneous choice to purchase an item or administration, made just before a buy. One who will in general make such buys is alluded to as an impulse buyer or impulse purchaser. Research discoveries propose that feelings and emotions assume a definitive job in obtaining, activated by observing the item or upon introduction to a very much made special message.

Impulse buying is a typical conduct today. Impulse buying is a vital part of specialists in customer conduct and the retailing stores. Impulse buying happens when the purchasers have no

reasoning or no choice before they enter the stores, so impulse buying is called impromptu buying conduct. It additionally happens when purchasers have unexpected experience. Impulse buying is uncertain buy when purchasers have not thought before extraordinary arrangement of assessment. For the most part females are more impulse buying than guys. Impulse purchasers perusing store with no aim and they have no arrangement and choice what to purchase. In impulse buying, purchasers' feelings and sentiments assume an extremely huge job.

Impulse buying upsets the ordinary basic leadership models in buyers' cerebrums. The consistent grouping of the shoppers' activities is supplanted with an unreasonable snapshot of self

delight. Impulse things offer to the enthusiastic side of purchasers. A few things purchased on impulse are not viewed as useful or important in the buyers' lives. Avoiding impulse buying includes systems, for example, setting spending plans before shopping and investing significant energy before the purchase is made.

OBJECTIVES

- To know whether there is an effect of gender on impulsive buying.
- To know whether educational qualification has an effect on impulse buying.
- To know if type of shopping has an effect on impulse buying behavior.
- To identify which type of products students buy impulsively.
- To find how often students regret their impulse purchases.
- To identify the factor which mostly influence students to buy (both offline and online) impulsively.

LITERATURE REVIEW

SCHIFFMAN AND KANUK 2007 stated that the emotional/impulsive decision making theory and impulsive buying Impulsive buying is grounded and theoretically underpinned within the emotional or impulsive decision making view to consumer decision making.

YOUN AND FABER 2000 said external factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer in an attempt to lure consumers into purchase behavior.

MATTILA AND WIRTZ 2008 found that store environmental stimuli positively affect impulse buying behaviour especially when the store environment is perceived as over stimulating (excitement and stimulation).

BAUMEISTER 2002, argued that high arousal and overstimulation lessens people's self regulation and also tends to reduce people's ability think through their actions which could further increase the chances of impulse buying.

KAUR AND SINGH 2007 studied the buying behavior of Indian youth and found that sensory stimulants such as the background music, odour, or feel of the products play an important role in shaping the shopping exercise of these individuals and could set off impulse buying activity in them.

DAVE 2011 pointed out that retail stores in Indian settings and found that all of the in-store measures taken by the retailer affects the impulse stimuli of the customers and therefore contributes towards conversion, but overall the promotional mix can act as base for differentiating a store from others and attracting customers to it.

HARMANCIOGLU 2009 suggested that to promote the impulse buying urge and behavior of new products, marketing managers may emphasize excitement; fun and variety in their promotional activities.

YU AND BASTIN 2010 studied the effect of in-store Point of Purchase (POP) posters in supermarkets and found them to induce impulse Purchase behaviors and cost-effective. In-store stimuli are promotional techniques employed to increase impulse buying of products.

KUMAR 2007 In today's marketing context, which is characterized by growing levels of aspiration, willingness to spend on the part of consumers, influence of westernization and the availability of products, marketers and retailers have several opportunities to make use of impulse buying.

RESEARCH METHODOLOGY

Methodology: The study is based on the primary data collected through sample of female and male students of JNTUH. Questionnaire has been constructed to understand the contribution of various components towards impulse buying behaviour of students. The data has been collected through online survey along with demographic details of employees.

Area of Study: The area of this study understands the impulse buying behaviour of students. All the students under study belong to JNTUH in Hyderabad.

Population: The population of the study consists of all the students of graduation and post graduation of JNTUH College.

Samples and Sampling Techniques: Students were contacted for filling of questionnaire. However, 77 students out of 150 responded by completing the questionnaire. The number of respondents varied from gender to educational qualification. As the population under the study is small, Simple random sampling method is used for this study.

Administration of the questionnaire: The questionnaire was sent by email and Whatsapp contacts in the form of Google forms. Completed questionnaire were sent back through email and responses were updated in Google forms. Follow-up enquiries were made to enhance timely response by the students.

Survey method: An online survey is a questionnaire that the target group can complete over the Internet. Online surveys are usually created as Google forms with a database to store the answers and statistical software to provide analytics. For the past few years, the Internet has been used in conducting all sorts of studies all over the world. Whether it is market or scientific research, the online survey has been a faster way of collecting data from the respondents as compared to other survey methods such as paper-and-pencil method and personal interviews. Quantitative research data primarily involves statistical analysis involving the process of data editing, coding and entering before the data being analysed (Zikmund, 2000). As for this study, data collected were analysed using the Statistical Package for Social Sciences (SPSS) version 16.0.

S. no	Null hypothesis	Alternate hypothesis
1.	Gender has no significant effect on impulse buying behavior.	Gender has a significant effect on impulse buying behavior.
2.	Educational qualification has no significant effect on impulse buying behavior.	Educational qualification has significant effect on impulse buying behavior.
3.	Type of shopping has no significant effect on impulse buying behavior.	Type of shopping has a significant effect on impulse buying behaviour.

Table 1: Hypothesis Table
RESULTS

Descriptive Analysis

Factors	N	Minimum	Maximum	Mean	Standard Deviation
Offers/discounts	77	1.0	5.0	1.714	1.036
Ambiance of store	77	1.0	5.0	2.818	0.983
Features/looks of product	77	1.0	5.0	2.00	0.932
Sales person suggested	77	1.0	5.0	3.052	1.099
Products displayed at checkout	77	1.0	5.0	2.481	1.142

Table 2: Descriptive Analysis of offline factors

Factors	N	Minimum	Maximum	Mean	Standard Deviation
Offers/discounts	77	1.0	5.0	1.597	0.99
An ad constantly pops on screen	77	1.0	5.0	2.857	1.132
Price is less than offline store	77	1.0	5.0	2.130	0.767
Wide range of variety	77	1.0	5.0	2.260	0.817
Free product for sign-up	77	1.0	5.0	2.039	1.163

Table 3: Descriptive Analysis of online factors

Statistical Analysis

Factors	Pearson Chi square value
Gender v/s impulse buying behavior	0.049
Educational Qualification v/s impulse buying behaviour	0.035
Type of shopping v/s impulse buying behaviour	0.714

Table 4: Statistical Analysis

Factors	Pearson Correlation
Educational qualification v/s impulse buying behaviour	0.061
Type of shopping v/s impulse buying	0.044

Table 5: Pearson Correlation Analysis

Hypothesis

As the Pearson chi square value for gender v/s impulse buying and educational qualification v/s impulse buying is less than 0.05, alternate

hypothesis is accepted. But, the value of Pearson chi square is greater than 0.05. Therefore, null hypothesis is accepted.

s. no	Hypothesis Parameters	Pearson chi square value	Result
1.	Gender	0.049	Alternate hypothesis is accepted.
2.	Educational Qualification	0.035	Alternate hypothesis is accepted.
3.	Shopping list	0.714	Null hypothesis accepted.

Table 6: Summary of hypothesis testing

factors influencing to purchase impulsively while shopping offline

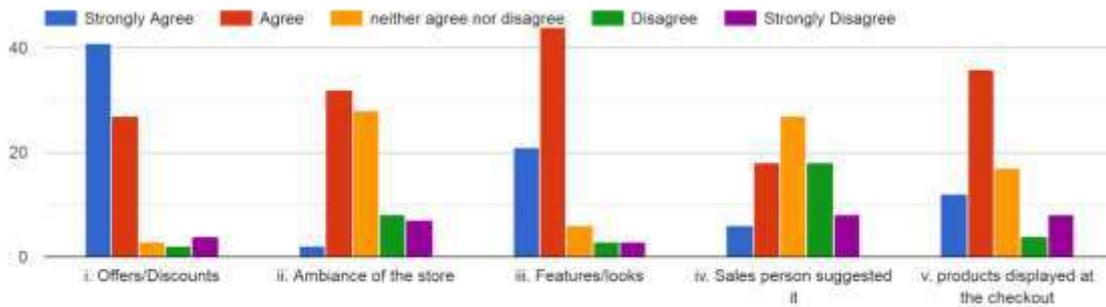


Figure 1: factors influencing offline impulse purchase

factors influencing to purchase impulsively while shopping online

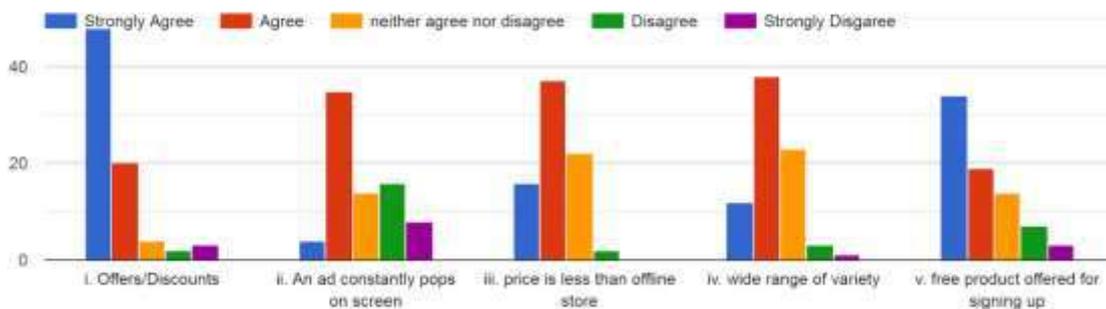


Figure 2: factors influencing online impulse purchase

FINDINGS

- 50.6% of responses are from male and 49.4% are from female.
- Among the responses, 51.9% students are post graduates and 48.1% are graduates.
- 55.8% of the total students do mostly online shopping whereas 44.2% mostly do online shopping.
- From the data it is known that 44.2%, 20.8%, 20.8%, 14.2% of students shop occasionally, monthly, once a week, more than once a week respectively.
- 27.3% of the respondents never carried a shopping list while shopping and only 6.4%

of the respondents always carried a shopping list while shopping.

- 40.3%, 44.2% of the responded students strongly agreed, agreed respectively that they buy a product if they really like it and it's unplanned.
- 50.6% made impulse purchases most of the time they shop, 19.5% made impulse purchases ever time they go shopping and 29.9% hardly made any impulse purchases.
- Among the total responses from students, 59.7% made impulse purchases when they were excited, 18.2% when they were bored and 14.3% for various other reasons.

- Only 3.8% of responded students always regretted their impulse purchases while 10.4% never regretted their impulse purchases.

6. www.scribd.com
7. www.marketresearch.com
8. www.investopedia.com

SCOPE FOR FURTHER RESEARCH

The study is carried in a very limited area and population i.e. JNTUH college of engineering Hyderabad. This study can also be done on students from various colleges, IT employees and anyone who shop in general. The only change that can be done is the slight variation of questionnaire according to the type of population. The scope for this research is infinite as people shop for various items in their day to day life and there is a chance of purchasing impulsively.

CONCLUSION

Impulse buying is done without any prior planning but there are various factors which influence shoppers to a buy product. In the study, the students mostly agreed that they buy a product impulsively because it has offers and discounts irrespective of type of shopping. Emotions also play a vital role in impulse buying, more than half of the students under the study have made impulse purchases when they were excited.

From the study it is also known that gender has a significant effect on impulse buying i.e. the impulse buying behaviour varies from male to female and the statistics of the study proved that male students are more likely to shop impulsively than female students. Educational Qualification also has a significant effect on impulse buying behaviour. Type of shopping (online and offline) and impulse buying behaviour have a weak correlation. Apart from the factors mentioned in the study, no other factor has been found that influences students to buy impulsively.

As all the students don't receive same amount of pocket money, the impulse buying behaviour varies from student to student. Finally, the study also revealed that students mostly buy food products impulsively and this is followed by clothing, footwear, gadgets and stationery.

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