



A STUDY OF FACTORS AFFECTING IMPULSE BUYING BEHAVIOURS AND SPECIAL REFERENCES OF PAZHAMUDIR NILAYAM IN COIMBATORE

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INTRODUCTION

- Consumer buying behaviour refers to the buying behaviour of the ultimate customers. Consumer behaviours has been always of great interest to marketers.
- A consumer buying behaviours is influenced by social, cultural, personal and psychological factors. Consumer behaviors refers to the selection, and purchases and consumptions of goods and services for the satisfaction of their wants.
- The main objectives of understanding in store buying behaviour and identifying reasons for impulse purchase is to bring in more revenue and minimize fixed cost of retailing.
- An impulse purchases or impulse buying is an unplanned decision to buy a product or services, made just before a purchase.

SCOPE OF THE STUDY

- This study is conducted to know about why customers prefers their products and there satisfaction.
- This study will help the researches the understand about the customers opinion on price, quality, quantity, and availability, which could be helpful for their satisfaction, for the further improvement in their product.
- This study helps the researches to know whether the customers are satisfied with their

products. This shows the purchase level of the products.

STATEMENT OF THE PROBLEMS

Impulse buying disrupts the normal decision-making models in consumer's brains. The logical sequence of the consumer's actions is replaced with an irrational moment of self-gratification. Impulse items appeal to the emotional side of consumers. Some items bought on impulse are not considered functional or necessary in the consumer's lives. Preventing impulse involves techniques such as setting budgets before shopping and taking time out before the purchases is made. Several researches have been conducted worldwide where it is observed that impulsive buying is prevalent in retail store and supermarket.

RESEARCH METHODOLOGY

Research Design : Descriptive Research Design.

Area of the Study : Coimbatore.

Sample Size : 120

Sources of Data : Both primary and secondary data.

Sampling Technique : Convenience Sampling Technique. Proposed Tools:

- Percentage analysis
- likert scale analysis
- Ranking analysis.



OBJECTIVES OF THE STUDY

- To determine the major factors influencing the buying decision of the customers.
- To know customers opinion about Kovai pazhamudhir niliyam
- To analyses the level of satisfaction towards on Kovai pazhamudhir niliyam.
- To find out problems faced by the customers

LIMITATION OF THE STUDY

- The study is focused on only customers based
- The researcher is focused only limited impulse buying product.
- The data collected only from customers attitude.

REVIEW OF LITERATURE

William applebaum (1951) , in the study, consumer behavior in retail stores commonly deals with the identification customer and their buying behavior factors. This article is supposed to stimulate folks that can gain the maximum from such studies to take benefits of the opportunities for gaining knowledge of extra about purchaser behaviour with in market place. Nisha athore., "A studying customer behavior in retail stores in Chennai", (journal of Marketing), ISSN:0022-2429, online ISSN: 1547-7185

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority (61.67%) of the respondents were male
- Majority (39.17%) of the respondents were above 30-40 years
- Majority (35.83%) of the respondents were Govt employees
- Majority (26.67%) of the respondents were school level
- Majority (29.17%) of the respondents are Rs.1,00,000-Rs.2,00,000
- Majority (56.67%) of the respondents are unmarried
- Majority (39.17%) of the respondents are 2-6 members
- Majority (39.17%) of the respondents are Monthly twice
- Majority (34.17%) of the respondents are sometimes daily.
- Majority (34.17%) of the respondents are fruits.

- Majority (32.50%) of the respondents are salesman explanation.
- Majority (33.33%) of the respondents are occasionally
- Majority (33.33%) of the respondents are occasional
- Majority (29.17%) of the respondents are Highly satisfied
- Majority (41.67%) of the respondents are satisfied
- Majority (40.00%) of the respondents are satisfied
- Majority (30.00%) of the respondents are below 500

LIKERT SCALE ANALYSIS

Likert scale value is 3.29 greater than the middle value(3), so the consumers are agree in the less worried with the price of product.

Likert scale value is 4 greater than the middle value(4), so the consumers are agree in the buy the product if you can get free product.

Likert scale value is 4.19 greater than the middle value(4), so the consumers are agree in the availability of money affect your impulse buying behaviours.

Likert scale value is 4.18 greater than the middle value(4), so the consumers are agree in the promotional schemes affect your choices.

Likert scale value is 3.70 greater than the middle value(3), so the consumers are agree in the satisfied with the product which you buy without any plan.

Likert scale value is 3.47 greater than the middle value(3), so the consumers are agree in the usually find great pleasure in shopping

RANK ANALYSIS

If resulted that taste is in rank 1 and it is influences the respondents to take decision money back offers.

SUGGESTIONS

- Innovative loyalty programs is to be conceived by each retail group and introduced as early or possible in order to reward the regular customers.
- The store has put in to more efforts in making the advertisement ,media, an effective source of information in reaching the customers at large.
- Efforts should be made to reduce the price of certain products like new fruits, free products, children's toys etc, to attract the customers.



- Steps to be taken to provide better facilities to customers like parking areas , and improve the price discounts, and advertisement.
- The retailers have to provide fruits and vegetables in fresh condition as expected by the customers

CONCLUSION

- Consumer buying behaviour is gate way of success in markets.
- Consumers behaviour is an important factors that will help them to tap the consumer in a better ways.
- The retailers should helps customers to explore the store.
- Consumers always looks the benefits of shopping in an organized retail store over the traditional retail outlets in terms of self-selection, variety , and also seek value for the money they pay.