



IS GENDER WISE DISPROPORTION SEEN IN IMPULSIVE BUYING BEHAVIOR?

Dr. Vishal Khasgiwala* Dr. Vishal Soni Dr. Harish Bapat*****

*Professor & Director, Kum. M.H. Gardi School of Management, Rajkot (Gujarat)

** HOD, Swami Viveknand College, Indore (M.P.)

*** Director, VITS, Indore (M.P.)

Abstract

Impulse purchase or impulse buying describes any purchase which a shopper makes; through it was not planned in advance. The purpose of the present paper is to explore the concept of Impulsive buying behavior in different age groups. This study was carried out at anchor store of India. The Impulsive buying was measured by the scale developed by Shimp and Sharma (1987). The (n=168) respondents were used collect the samples. It is expected that the findings will provide vital inputs to marketers in framing their marketing strategies keeping in mind the various tendencies among youth & their behavior. The result shows that the impulsive buying behavior has disproportion as age groups.

Keywords: *Impulsive buying, disproportion, Anchor Store, Age Groups, Marketing Strategies.*

1. Introduction

An impulse purchase or impulse buying is an unplanned or otherwise spontaneous purchase. Impulse items can be anything, a new product, samples or well-established products at surprising low prices. Parboteeah (2005; based on Piron, 1991:512) stated that impulse purchasing is unplanned, the result of an exposure to a stimulus, and is decided on-the-spot. Impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store. Impulsive buying is a common behavior today and can occur in any setting. Much of the human activity is driven by impulses that are biochemically & psychologically stimulated.

Beatty and Ferrell (1998) described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfill a specific need. It is not consciously planned, but arises immediately upon confrontation with certain stimulus (Wolman, 1975 (Schiffman and Kanuk, 2007). India Being a transitional economy technological boom such as television shopping channels and the Internet expand consumers' impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made. Impulse buying is an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession (Rook & Gardner, 1993).

Previous research on impulse buying was more focused on product attributes, while the recent research emphasizes on the personal attributes or characteristics of the buyer. This study is purposed to identify and explain the characteristics of consumers that influence them to buy on impulse.

Consumer's characteristics comprise of individual characteristics or traits that enhance consumer's tendency to show impulsive behavior (Weun et al., 1998; Young & Faber, 2000). In consistency with the literature of impulse buying in psychology, many studies stress that impulse buying is an individual's personal trait. Individuals are responsible for impulse buying as compared to previous product-centered believe of researchers (Jalees, 2009). (Chavosha et al, 2011) identified a significant relationship between consumers' characteristics and impulse buying in Singaporean consumers.

Different tendencies of the consumers also reflects the Impulsive buying behavior, highly impulsive buyers are likely to be unreflective in their thinking, to be emotionally attracted to the object, and to desire immediate gratification (Hoch & Loewenstein, 1991; Thompson et al., 1990). The present study attempts to explore the impulsive buying behavior among the Indian of the different age group.

The paper is structured as follows: First, to position the paper, the context of the study is provided by highlighting the objectives of studying this topic. This is followed by a brief review of prior Impulsive buying tendencies. Methodology is presented, followed by discussion of the results. The paper concludes with a discussion and implications of the study's findings for marketing and research.

2. Literature Review

Extensive research on impulsive buying behavior began in the early 1950's. The DuPont (1945) studies defined Impulse buying an unplanned purchase. As far as marketing perspective is concerned, impulsive buying tendencies may be desirable only in very limited contexts, such as low-involvement and low-cost products. In all other contexts, impulsive purchases impose serious difficulties both to the individual, as well as to the respective brand. Rook & Hoch, (1985) suggested that it is the people, not the product who experiencing the consuming impulses.

The impulse buying tendency of an individual is the impression of consumer's trait (Rook & Fisher, 1995). This helps classifying consumers into impulsive buyers and non-impulsive buyers (Weun et al., 1998; Young & Faber, 2000). A review of literature depicts that early research was more focused on defining the concept of impulse buying, differentiating it from non-impulsive buying and developing framework for investigating impulse buying rather than identifying the factors that can influence it (Young & Faber, 2000). Consumer's characteristics comprise of individual characteristics or traits that enhance consumer's tendency to show impulsive behavior.

An anchor store is a large store, such as a department store or supermarket that is prominently located in a shopping mall to attract customers who are then expected to patronize the other shops in the mall (Houghton Mifflin Company, 2009). In India, there are many anchor store are exist like big Bazaar, More, D-mart, Reliance Mart Etc.

Impulsive buying tends to increase between the age 18 to 39, and then it decline there after (bellenger & Robertson Hirshman, 1978). An inverse relationship was found between age & impulsive buying. It was found that the relationship non monotonic. It's at a higher level between age 18 to 39 and at a lower level there after (wood, 1998). Young generation is more impulsive than others, age of buyers from 18 to 40 are generally Impulsive (Mai et al., 2003).

This paper is intended to introduce the influence of impulsiveness buying behavior of consumers and analyze the age disparity on the real target purchaser for Indian consumers.

3. Objectives of Research Study

1. To assess the normality of data for the impulsive buying behavior variable.
2. To measure the discriminate power of the variable.
3. To evaluate the reliability and validity of the impulsive buying scale.
4. To analyze the age wise impulsive buying behavior of the purchaser of the anchor store, India.

3.1 Development of Hypothesis

- H₁** : The Impulsive buying scale has internal consistency.
- H₂** : Each of the five items of impulsive tendency is able to discriminate between high score and low score by youth of central India.
- H₃** : The impulsive buying scales have content and construct validity.
- H₄** : Age wise significant differences in Impulsive buying behavior.

4. Methodology

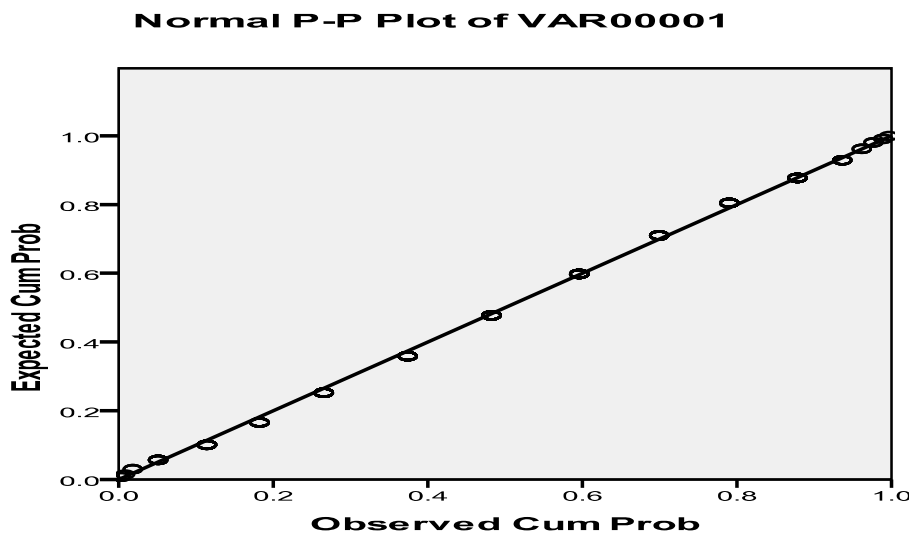
To test the hypothesis questionnaires were borrowed. It includes the questions on impulsive buying. We had distributed questionnaire personally to the shopper, who are visiting the anchor store D-Mart, Reliance Mart & Big Bazaar, Rajkot (Gujarat) & Big Bazaar, More, Indore, India. Some respondent sent the questionnaire by mail.

A total of 210 questionnaires were distributed to the age group of 18-24. From our dataset; we had removed incomplete, identical answer to all questions where we dimmed this to be a consequence of respondent fatigue become 174 samples also to make equality among defined age group, our final dataset contains 164 valid questionnaires. The data set contains similar number of responses from defined age groups.

The Impulsive buying scale contains 5 items with a reverse question. Respondent were asked to indicate response on 7-point Likert-type scale. The scale was developed by shimp & Sharma (1987). The developed scales were used by many researchers and found reliable and valid.

4.1 Normality of variables

The collected dataset was analyzed by SPSS. Mean computation and mean centric values were drawn for testing normality of data. The P-P plot was prepared and shown normality of data for Impulsive buying also the shapiro's test for Normality was also used to check the normality of the data. All the values are more than .05 which shows that data are normal.



Impulsive Buying

4.2 Reliability Measure

The internal consistency of Impulsive buying was evaluated by Cronbach's alpha. The table-1 shows that items of impulsive buying were internal consistent (.81) & correlated. Hence the hypothesis H₁ was accepted. So, means items of the variable had revealed internal consistent

Reliability Statistics

Cronbach's Alpha	N of Items
.81	5

Table-1 Impulsive Buying

4.3 Discriminating Power Measures

To explain the discriminating power between five items of Impulsive buying (Table-2), mean score of top 25 % scorer, and the bottom 25% score were calculated.

Items	Mean For All Respondents	Mean for low Quartile	Mean For High Quartile
1	2.82	1.88	4.04
2	3.01	1.56	4.20
3	2.55	1.68	3.72
4	2.90	1.88	3.88
5	2.90	2.16	3.64

Table-2 Discriminating Power Impulsive Buying

The difference of mean score of both the variables is tested by t- test. The t-value of impulsive buying behavior is significant at 5% level of significant (.000) table-3. The null hypothesis is rejected so, alternate hypothesis (H_2) is accepted i.e. five items of impulsive tendency is able to discriminate between high score and low score, hence items have ability to measured.

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00006	Equal variances assumed	.016	.902	14.257	8	.000	2.06400	.14478	1.73015	2.39785
	Equal variances not assumed			14.257	8.000	.000	2.06400	.14478	1.73015	2.39785

Table-3: t-value of Impulsive buying

Content & Construct Validity Measure

The panel of experts had analysed that, items of scale of Impulsive buying behavior is correlated with the objective. So the scale has content validity. The construct validity of impulsive buying is verified by applying factor analysis. Before going on for factor analysis, applicability of factor analysis is tested. For Impulsive buying, The KMO score (Table-4) was .644 (>.5) & significant (.000) at 1% level of significance prove the applicability of factor analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	73.554
	Df	10
	Sig.	.000

Table-4 KMO and bartlett's Test for Impulsive buying

The loading of each items in communalities matrix is more than .3 so, all items are contributing in the variables with the sample size 168. So, it proved convergent validity. The Eigen value (3.68) is more than 1 signified the construct validity & H_3 is accepted.

	VAR00002	N	Mean	Std. Deviation	Std. Error Mean
VAR00001	1	82	2.9073	.66011	.07290
	2	82	2.8049	.62773	.06932

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
VAR00001	Equal variances assumed	.134	.715	1.018	162	.310	.10244	.10060	-.09621	.30109
	Equal variances not assumed			1.018	161.592	.310	.10244	.10060	-.09621	.30109

The null hypothesis is fail to rejected ($>.05$) i.e. H_4 was rejected (Table-5). So there was no disproportion seen between impulsive buying behavior of youth belongs to the age of 18-24 of central India. It was also reflected by the mean value (Table-6)

Discussion & Implication

The impulsive buying scale was tested and established for youth of central India. From the study it was found that, impulsive buying behavior is exit but there is no difference identified gender wise. This will be opportunity to the marketers that if attractive offers is given then male and female both are interested to buy the products to the age of 18-24. Marketers have to design attractive sales promotion scheme to boost the sales.

The market is driven by youth. The population in the age-group of 15-34 increased from 353 million in 2001 to 430 million in 2011. Current predictions suggest a steady increase in the youth population to 464 million by 2021. By 2020, India is set to become the world's youngest country with 64 per cent of its population in the working age group (The Hindu, 17 April 2013).

Limitation and Direction for Future Research

The Sample Was Collected From The Students Belong To The Age 18- 24 Although Their Proposition In The Population Is Significant And They are future owner of nation and market. But other age people also play important role. The central India has a cosmopolitan culture and Education & industry hub still scope is available to go out of territory to make finding more generalized. We had tried to remove rating scale as much as in selecting the sample for final data analysis. The other demographic attribute can also be considered in future study.

References

1. Beatty, S.E. and Ferrell, M.E. (1998). Impulse Buying: Modeling its Precursors, *Journal of Retailing*,74(2):169-191.
2. Crawford, G. and Melewar, T.C. (2003). "The Importance of Impulse Purchasing Behavior in the

3. International Airport Environment”, *Journal of Consumer Behavior*, 3(1):85-98.
4. Dittmar, H. (2001). Impulse Buying in Ordinary and Compulsive Consumers, In E.U.Weber, J. Baron, and G. Loomes (Eds.), *Conflicts and Tradeoffs in Decision Making*, Press Syndicate of the University of Cambridge, UK, 110-135.
5. Jones, M.A., Reynolds, K.E., Weun, S., and Beatty, S.E. (2003) “The Product-Specific Nature of Impulse Buying Tendency”, *Journal of Business Research*, 56(7):505-511.
6. Mai, N.T.T., Jung, K., Lantz, G., and Loeb, S.G. (2003), “An Exploratory Investigation into Impulse Buying Behavior in a Transitional Economy: A Study of Urban Consumers in Vietnam”, *Journal of International Marketing*, 11(2):13-35.
7. Sharma, P. and Sivakumaran, B. (2004) “Impulse Buying and Variety Seeking: Two Faces of the Same Coin? Or Maybe Not!”, *Advances in Consumer Research*, 31, pp 260-261.
8. Tinne, W. S. (2011), “Impulse Purchasing: A Literature Overview”, *ASA University Review*, 4(2):65-73.
9. Zhou, L. and Wong, A. (2003) “Consumer Impulse Buying and In-Store Stimuli in Chinese Supermarkets”, *Journal of International Consumer Marketing*, 16(2):37-53.
10. Rook, D.; Fisher, R. (1995), “Normative Influences on Impulsive Buying Behavior”, *Journal of Consumer Research*, 22(3), pp. 305-313.
11. Rook, W. D.; Gardner, M. P. (1993): In the Mood: Impulse Buyings' Affective Antecedents, in Janeen Arnold-Costa and Russell W. Belk (Eds.). *Research in Consumer Behavior*, 6, Greenwich, CT: JAI Press, pp. 1-28, 1993.
12. Ruiz, J. P.; Chebat, J.; Hansen, P. (2004): Another trip to the mall: a segmentation study of customers based on their activities. *Journal of Retailing and Consumer Services*, 11, pp. 333-350.
13. Sinha, P. K.; Uniyal, D. P. (2005): Using observational research for behavioural segmentation of shoppers. *Journal of Retailing and Consumer Services*, 12, pp. 35-48.
14. Silayoi, P.; Speece, M. (2004): “Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure” *British Food Journal*, 106(8), pp. 607-628.
15. Tai, S. H. C.; Fung, M.C.A (1997): “Application of an environmental psychology model to in-store buying behavior”, *International Review of Retail, Distribution & Consumer Research*, 7, pp. 311 – 337.
16. Tirmizi, M. A; Kashif, U.; Iqbal, S. M. (2009): “An Empirical Study of Consumer Impulse Buying Behavior in Local Markets”, *European Journal of Scientific Research*, 28 (4), pp. 522-532.
17. Verplanken, B.; Herabadi, A. (2001): “Individual differences in impulse buying tendency: Felling and no thinking”, *European Journal of Personality*, 15, pp. 71-83.
18. Virvilaite, R.; Saladiene, V.; Bagdonaite, R. (2009): “Peculiarities of Impulsive Purchasing in the Market of Consumer Goods” *Inzinerine Ekonomika-Engineering Economics, Commerce of Engineering Decisions*, 2, pp. 101 – 108.