

A STUDY ON IMPULSE BUYING BEHAVIOUR OF IT EMPLOYEES ON SPECIFIC PRODUCTS IT COMPANY

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ABSTRACT

The purpose of this projects to provide a detailed account of the impulse buying behavior by compiling the various research works literature in the field of Retailing and Consumer Behavior. It gives a broad overview of the impulse buying construct and the various behavior related aspects. A wide range of journal databases and books were referred to review the works of various researchers. The content analysis of the various research works led to the classification of literature into different factors influencing impulse buying and further development of research framework. The multiple aspects of the subject are categorized for future research works in the area of impulse buying with the suggestions. The paper will be useful for marketing practitioners and researchers towards comprehensive understanding of the consumer's impulsiveness.

Keywords: Consumer Behavior, impulse buying, consumer's impulsiveness.

1. INTRODUCTION

1.1 Introduction

Impulse buying is one of the recent change we witness among consumers. At present with the advancement in technology, impulsive buying has increased a lot more. There are various factors that determine the impulse purchasing behavior. Considering IT Employees we try to analyse how often they make impulse purchases.

Impulse buying behavior of IT Employees:

An impulse buying is an unplanned decision taken by a person to make purchase of product or service. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Research findings suggest that emotions and feelings play an important role in purchasing, triggered by seeing the product or upon exposure to a well crafted promotional message. Few factors like age, income, gender represents how IT employees are making impulse purchases. This research is to examine the relationship between IT employees impulse buying behavior and what are the common factors that are affecting to make them purchase impulsively. Impulse buying can be done through online shopping as well as through offline shopping of apparels.

Normal buying pattern is a three staged buying process

- 1. Extensive problem solving (EPS):** It is an initial stage of buying decision making process. Buyers when has limited knowledge/information or has no previous experience about the product adopt this process. Also when buyer accepting a new product/product category, and has not developed a choice criteria takes longer time to make decision. It is especially when the product is expensive in nature and risk involved is substantially high, in terms on capital and product failure.
- 2. Limited problem solving (LPS):** This process is somewhat enhanced stage of consumer decision making process. A buyer in this case is somewhat better informed, having some knowledge and had some previous experience about the product adopt this process. Buyer in this case not certain on, evoked set of brands, and also apparent about the brand he or she should choose to which will satisfy his or her needs completely. Level of involvement in the decision process is moderate and time to seek information on different stages of decision process is also moderate.
- 3. Routinized response behavior (RRB):** The buyers who have complete information, knowledge and had enough experience about the product adopt reutilized response behavior. Level of involvement in the decision process is low and time to seek information on different stages of decision process is very less. It is mostly in case of our day to day purchases, with product of low level involvement. The buyer knows/determined to choose the specific brand, which will meet all his needs. There is long list of internal factors like personality characteristics, mood of the buyer, self control, ability to handle tension, and external factors like situational factors, market's stimuli facilitate impulsive buying.

The impulse buying behavior, it involves four stage process

1. Exploring information
2. Need stimulation
3. Impulse buying intention
4. Impulse purchase decision

2. REVIEW OF LITERATURE

1. The authors (jacqueline) in the article Cultural influences on consumer satisfaction with impulse and planned purchase decisions Data was collected in four countries such as the USA, Australia, Singapore, and Malaysia. The results show that overall consumers are influenced by various factors. These differential influences can be explained by culture. The major differences between impulse and planned purchases are the amount of information that a person can have prior to the purchase decision and the length of time that is spent on the decision process making. From the conducted survey Culture clearly impacts consumers buying behavior. Over all in this article the findings highlight important differences in consumers planned and impulsive purchasing behavior. Impulsive purchase is also making difference with respect to countries.
2. The authors (muhammad) in the article Impact of Cultural Values and Life Style on Impulse Buying Behavior: A case study of Pakistan The main purpose of this study is to examine the impact of cultural values and life styles on impulse buying behavior of Pakistani customers. Survey methodology was used to collect the data by adopting convenient sampling technique. Various factors like pricing, placement of products, promotions and window merchandising have impact on the impulse buying behavior of the consumers.
3. The authors (Yarahmadi) in the article Evaluating Effective Factors on Consumer Impulse Buying Behavior studied the Nature of Impulse Buying, Impulse purchase is made without engaging in a great deal or discuss(Lee & Kacen, 2008)ion of evaluation in process of buying. The person makes a purchase spontaneously without even thinking of whether the purchased product is useful or not. will it used for future need. In-store form (window display) has important role to encouraging consumers or customers to buy impulsively.
4. The authors (Raju, Kumar, & Srinivasa Raju, 2015) in the article A Comprehensive Review Of Impulse Purchase Process And Various Factors Affecting it has found that there are few factors which are like age,gender,culture,mood,emotions,shopping enjoyment.External factors like store characteristics,storelayout,presence of salesperson, store atmosphere,displays,visual merchandising will effect customer to buy impulsively. The author also stated that situational factors like time, money,presence of others,instore browsing are few other factors in making impulse purchase. Festive seasonal atmosphere makes people to purchase on impulse than on normal days and even people who don't do it will tend to do it because of their family and friends.
5. The authors (gurleen) in the article Impulse Buying Behaviour of Consumers in the Shopping Malls examined the internal and external factors that are affecting the Impulse Buying Behavior. The population of the study comprised with people in Jalandhar. Sample consisted of 200 respondents of age group (18-35). Convenient sampling method was adopted to fill the questionnaire. Calculations shows that Shopping malls makes people to purchase the products even if that was not previously planned to buy.
6. The authors (Khan, Hui Hui, Booi Chen, & Yong Hoe, 2015) in the article Impulse Buying Behaviour of Generation Y in Fashion Retail gone through the factors that are influencing buying behaviour of generation y people. According to the previous findings, situational, demographic and personal factors could be some of the possible factors that determine the impulse buying behaviour of customers.

OBJECTIVES:

1. To examine what are the most influencing factors that are influencing IT in TCS.
2. Employees while purchasing apparels in a specific store.
3. To find out impulse purchasing behavior have affect on IT Employees in TCS while doing apparel shopping.
4. To know how often TCS Employees are making impulse purchases of apparels.

HYPOTHESIS OF THE STUDY:

1. H1: Impulse purchase behavior has significant affect on IT Employees in TCS while purchasing apparels.
2. H2: There is a significant difference between demographic variables and their apparel purchase behavior.

3. RESEARCH METHODOLOGY

Need For the Study- Impulse buying is a sudden and immediate purchase with no decision making process involved. Sometimes customers in TCS (IT employees) often regret their purchase after purchasing apparels. The present study is to know how people in IT companies tend to make impulse purchase. In this study we examine how and IT employee in TCS behaves while making purchase of apparels. It also concentrates on, which generation IT employees are more tended to make purchase of apparels impulsively.

Scope Of the Stud- Research is limited to employees who are working in TCS (Hyderabad). Considering people from different ages of IT employees and evaluates the factors that are affecting them to make impulse purchase of apparels.

Research methodology

Methodology Elements	Methodology Description
Research name	Descriptive study
Location	Hyderabad
Total population	
Sample size determination	
Sample size	110
Source of data	Primary sources & secondary sources
Sample selection technique	Convenient sample
Data collection technique	Structured questionnaire
Measuring scale	Likert 5-point rating scale
Data analysis technique	Descriptive statistics, Reliability teste, Cronbach's Alpha, Regression, Correlation, Factor analysis, NOVA (SPSS V 22).

4. DATA ANALYSIS & INTERPRETATION

H1: Impulse purchase behaviour has significant affect on IT Employees while purchasing apparels.

		Factors_affe cting_purc hase_price	factors_affe cting_purch ase_quality	factors_affe cting_purch ase_design	factors_affe cting_purch ase_material	factors_affe cting_purch ase_comfort	Factors_affe cting_purch ase_brand_name
factors_affe cting_purch _price	Pea rso n Cor rela tion	1	.265**	-.107	.005	-.138	-.094
	Sig. (2- tail ed)		.005	.266	.959	.152	.331
	N	110	110	110	110	110	109
factors_affe cting_purch _quality	Pea rso n Cor rela tion	.265**	1	-.066	-.305**	-.243*	.006
	Sig. (2- tail ed)	.005		.495	.001	.011	.947

	N	110	110	110	110	110	109
factors_affecting_purchase_design	Person Correlation	-.107	-.066	1	.068	.140	.031
	Sig. (2-tailed)	.266	.495		.479	.145	.746
	N	110	110	110	110	110	109
factors_affecting_purchase_material	Person Correlation	.005	-.305**	.068	1	.288**	.069
	Sig. (2-tailed)	.959	.001	.479		.002	.475
	N	110	110	110	110	110	109
factors_affecting_purchase_comfort	Person Correlation	-.138	-.243*	.140	.288**	1	.006
	Sig. (2-tailed)	.152	.011	.145	.002		.947
	N	110	110	110	110	110	109
factors_affecting_purchase_brand_name	Person Correlation	-.094	.006	.031	.069	.006	1
	Sig. (2-tailed)	.331	.947	.746	.475	.947	
	N	109	109	109	109	109	109
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

compared to price and quality value(.005), design value(.266),material value (.959),comfort value(.152),brane name value(.331). Only price with quality has less than .05 but rest of the variables like design, material ,comfort and brand name has got more than .05.

- From the above correlation table it has been observed that, when compared to quality and price value(.005),design value(.495),material value(.001),comfort value(.011),brand name value(.947).only quality with material value has less than .05 but rest of the variables like price, design ,comfort and brand name has got more than .05.
- From the above correlation table it has been observed that, when compared to design and price value(.266),quality value(.495), material value(.479),comfort value(.145),brand name value(.746) only design with comfort value has less than .05 but rest of the variables like price,quality,material and brand name has got more than .05.
- From the above correlation table it has been observed that, when compared to material and price value(.959),quality value(.001),design value(.479),comfort value(.002),brand name value(.475) only material with quality value has less than .05 but rest of the variables like price,design ,comfort and brand name has got more than .05.
- From the above correlation table it has been observed that, when compared to comfort and price value(.152),quality value(.011),Design value(.145),material value(.002),brand name value(.947) only comfort with material value has less than .05 but rest of the variables like price,design ,comfort and brand name has got more than .05.
- From the above correlation table it has been observed that, when compared to brand name and price value(.331),quality value(.947),design value(.746),material value(.475),comfort value(.947) only brand name with price value has less than .05 but rest of the variables like quality ,design ,comfort and brand name has got more than .05.
- hence it has proved that reject null hypotheses and accept alternative hypotheses,. Impulse purchase behavior has significant affect on IT Employees while purchasing apparels.

H2:there is a significant difference between demographic variables and their apparel purchase behavior.

Apparel purchase behavior verses price of the product and gender.

Multivariate Tests^c						
Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.955	704.429 ^a	3.000	100.000	.000
	Wilks' Lambda	.045	704.429 ^a	3.000	100.000	.000
	Hotelling's Trace	21.133	704.429 ^a	3.000	100.000	.000
	Roy's Largest Root	21.133	704.429 ^a	3.000	100.000	.000
Gender	Pillai's Trace	.154	6.077 ^a	3.000	100.000	.001
	Wilks' Lambda	.846	6.077 ^a	3.000	100.000	.001
	Hotelling's Trace	.182	6.077 ^a	3.000	100.000	.001
	Roy's Largest Root	.182	6.077 ^a	3.000	100.000	.001
factors_affecting_purchase_price	Pillai's Trace	.052	.599	9.000	306.000	.798
	Wilks' Lambda	.948	.596	9.000	243.524	.800
	Hotelling's Trace	.054	.593	9.000	296.000	.803
	Roy's Largest Root	.047	1.593 ^b	3.000	102.000	.196
Gender * factors_affecting_purchase_price	Pillai's Trace	.116	1.372	9.000	306.000	.200
	Wilks' Lambda	.886	1.381	9.000	243.524	.197
	Hotelling's Trace	.126	1.385	9.000	296.000	.194
	Roy's Largest Root	.103	3.491 ^b	3.000	102.000	.018
a. Exact statistic						
b. The statistic is an upper bound on F that yields a lower bound on the significance level.						
c. Design: Intercept + Gender + factors_affecting_purchase_price + Gender * factors_affecting_purchase_price						

From the above table we can say that the value of MANOVA is greater than .05, therefore null hypotheses is accepted, thus there is no significant difference between demographic variables and their apparel purchase behaviour.

5. CONCLUSION OF THE STUDY

Impulse buying behavior is a sensitive behavior which gets influenced by various external and internal factors. These factors after going through the filters of controllable and uncontrollable urge leads to the different buying patterns of the consumers. The study has primarily focused on identifying the different factors that induce impulse buying and concludes that, the external and internal factors do affect the impulse of the consumers. However, All the factors do not have an equal impact on the impulse buying behaviour of the respondents. Dramatic increases in personal disposable income, life style and credit availability have made impulse buying a wide phenomenon. It has been found that gender differences affect the impulse behaviour, and females are tending more towards impulse buying. The impulse behaviour also varies across the age groups of the individuals.

6. REFERENCES

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