

A STUDY ON IMPULSE PURCHASING BEHAVIOR IT EMPLOYEES IN HYDERABAD CITY

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ABSTRACT

The impulse buying decision can be categorized as a fast track process where consumer buys impulsively when need is identified. He even does not search for alternatives, which can satisfy his need/s. Researcher tried to explore the list of factors which have very strong influence on consumer impulsive buying habits. Consumer characteristics, like personality characters, attitude, mood of the consumer influencing impulsivity. Similarly marketer's dominated stimuli like product display, packaging, store characteristics, promotional activities, product characteristics also situational factors also influencing impulsivity, the various research studies explore. In Impulse purchase decision the output of the complete process is purchase, after this is the post purchase experience of the consumer i.e. whether benefits are derived or if not then whether it leads to cognitive dissonance that matters. However it is important for consumer he should not feel dissonance after buying the product impulsively. Consumers do sometimes love to purchase impulsively, some times. So marketers have to consider both sides of impulse purchasing, and plan strategies accordingly.

Keywords: impulse buying, Consumer characteristics.

1. INTRODUCTION

Impulse Buying

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 examples

Impulse buying can come in many forms, from grabbing a candy bar in the checkout line to getting sucked into a sales pitch at the mall. Here are just a few scenarios where someone might purchase something they want but don't need—and haven't budgeted for.

- Grabbing treats at the store that weren't on the grocery shopping list.
- Purchasing last-minute concert tickets because friends are going.
- Getting talked into buying expensive sunglasses from a mall kiosk.
- Splurging on a watch because it looked good in the display case.
- Signing up for a streaming subscription to watch one movie and never canceling it.
- Having dinner delivered instead of sticking to a meal plan.
- Buying a gift card because it's being sold at a discount.
- Making an unexpected investment that seems too good to pass up.

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.

2. REVIEW OF LITERATURE

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 shows 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.

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 behaviour of the consumers. The authors (Yarahmadi) in the article Evaluating Effective Factors on Consumer Impulse Buying Behaviour 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. 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, store layout, 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. 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.

OBJECTIVES:

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

HYPOTHESIS OF THE STUDY:

H1: 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.

3. RESEARCH METHODOLOGY

Need For the Study

Impulse buying is a sudden and immediate purchase with no decision making process involved. Sometimes customers (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 an IT employee 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 Study:

Research is limited to employees who are working in IT field(Hyderabad). Considering people from different ages of IT employees and evaluates the factors that are effecting them to make impulse purchase of apparels.

Data collection method:

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 behavior has significant affect on IT Employees while purchasing apparels.

		Factors_affe cting_pur chase_pric e	factors_af fecting_p urchase_q uality	factors_affecti ng_purchase_ design	factors_affecti ng_purchase_ material	factors_affecti ng_purchase_c omfort	Factors_affectin g_purchase_bran d_name
factors_affe cting_purch ase_price	Pearson Correlation	1	.265**	-.107	.005	-.138	-.094
	Sig. (2-tailed)		.005	.266	.959	.152	.331
	N	110	110	110	110	110	109
factors_affe cting_purch ase_quality	Pearson Correlation	.265**	1	-.066	-.305**	-.243*	.006
	Sig. (2-tailed)	.005		.495	.001	.011	.947
	N	110	110	110	110	110	109
factors_affe cting_purch ase_design	Pearson Correlation	-.107	-.066	1	.068	.140	.031
	Sig. (2-tailed)	.266	.495		.479	.145	.746
	N	110	110	110	110	110	109
factors_affe cting_purch ase_material	Pearson Correlation	.005	-.305**	.068	1	.288**	.069
	Sig. (2-tailed)	.959	.001	.479		.002	.475
	N	110	110	110	110	110	109
factors_affe cting_purch	Pearson Correlation	-.138	-.243*	.140	.288**	1	.006

ase_comfort	Sig. (2-tailed)	.152	.011	.145	.002		.947
	N	110	110	110	110	110	109
factors_affe cting_purch ase_brand_n ame	Pearson 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).							

- From the above correlation table it has been observed that,when compered 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 compered 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.						

5. CONCLUSION

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

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