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A STUDY OF CONSUMER'S IMPULSE BUYING BEHAVIOUR WITH REFERENCE TO EFFECT OF PROMOTIONAL TOOL IN THE OUTLETS OF CHHATTISGARH

DR. MANOJ VERGHESE

HEAD

DEPARTMENT OF MANAGEMENT

RUNGTA COLLEGE OF ENGINEERING & TECHNOLOGY

BHILAI

POOJA G. LUNIYA

ASST. PROFESSOR

DEPARTMENT OF MANAGEMENT

RUNGTA GROUP OF COLLEGE

BHILAI

ABSTRACT

The study aims to analyse sales promotion tools on impulse buying behaviour of consumers in organised Retail. Sales promotion is designed by retailers to gain attention of consumers who get influenced to visit a store which increases the chances of unplanned buying. Primary data is collected from 122 randomly selected shoppers in Bhilai city. For this a questionnaire was developed to collect the views and opinions of consumers. Descriptive data analysis along with ANOVA was applied to analyse the data. The results of this study indicate that price form of promotion have a significant impact on impulse buying. Moreover Non price form of promotion like premium, sweepstakes also influences consumer impulse buying decision which varies according to gender. The sample size for the current research is very small and is geographically limited to Bhilai. A larger sample with data collection from other cities may produce different results. Present study will contribute the retailer to form some strategies to increase the sales by using the most effective sales promotion tool on consumer.

KEYWORDS

impulse buying, retailer, Sales Promotion.

INTRODUCTION

In today's cut throat competition among business rivals, knowledge about the consumer is the first step toward a successful competitive strategy. To accumulate accurate information about consumer behaviour is the main purpose of marketing research. To understand why and how people acquire products is part of the focus of marketing concepts. The process used by individual in selecting, purchasing and using good and services is of utmost importance to the marketers. And the course of action which consumer adopts to purchase a product is the subject matter of consumer behaviour. Consumer behaviour may be defined as the decision process and physical activity that individual is engaged in when evaluating acquiring, using disposing of goods and services (Loudon and Bitta, 1988). The study of consumer behaviour is very complex but it is necessary for the marketers to know about their target market how they behave, what influences them to make a decision to buy and what process they follow when selecting a product or service, And to understand this behaviour is actually the study of consumer behaviour. During the decision-making process, consumers use rational thinking. However, there can be factors, such as time and the encouragement of peers that cause consumers to abbreviate the decision-making process to make purchase decisions and therefore exhibit irrational consumption behaviour, called "impulse buying" (Mowen and Minor, 1998). According to prior studies, Researchers have declared that vendors can make customers to be impulsive through some store incentives, promotions, product packaging, sales and other things (Dholakia 2000). Sales promotions are a marketing tool for manufacturers as well as for retailers. Manufacturers use them to increase sales to retailers (trade promotions) and consumers (consumer promotions). Our focus will be on retailer promotions, which are used by retailers to increase sales to consumers. Typical examples of retailer promotions are temporary price reductions (TPRs), coupons, premiums etc.

LITERATURE REVIEW

Sales promotion has become an indispensable tool of marketing and marketers are using it immensely for a couple of decades. One of the dominant reasons of its massive usage is its direct impact on the consumers' purchase behaviour (Ansari, 2011). The American Marketing Association (AMA) defined sales promotion as those marketing activities other than personal selling, advertising, publicity that stimulate consumer purchasing and dealer effectiveness such as display, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine.

According Kotler and Armstrong (2002), consumer promotion is a category of sales promotion including free samples, winning contests, different price packs, and sweep stakes. Sales promotion is projected to increase the sales of final ultimate consumers of the product. Many researchers found that sales promotion is an important marketing activity which increases the sales of the store. It is a technique which attracts consumer to check out the product and results into unplanned buying. Cooper, (1992) examined consumers' response to retailers' price promotions. The study suggests that the discounting and changes in purchase intention depend on the discount level, store image, and whether the product advertised is a name brand or a store brand. Ion and Faber in their research showed that people are buying more impulsively, more react to the promotional gifts (such as free gifts, Discounts, free samples, etc.) (Youn et al., 2000).

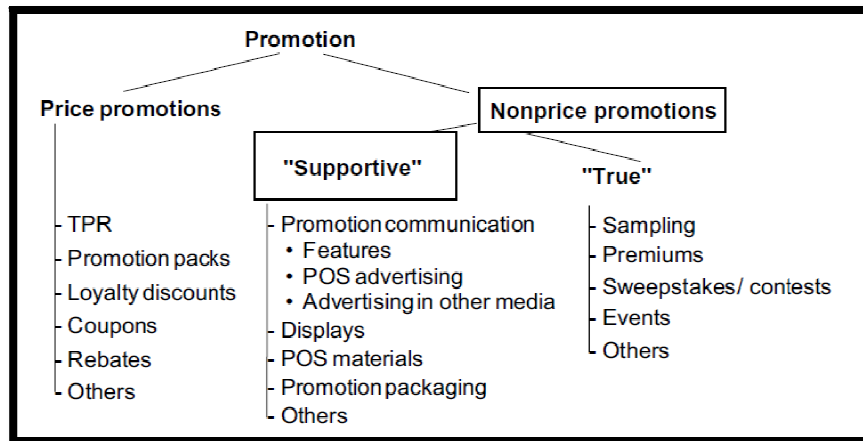
The operational definition of each tool investigated in this study is as follows:

- ✓ **TEMPORARY PRICE REDUCTION** is the percentage or cent offs on the price of any product.
- ✓ **COUPONS** are paper offers that are available in magazines and newspapers, may be downloaded from the Internet, or are available at the point-of-purchase and entitle the recipient to a reduction in price for a product or service.
- ✓ **PROMOTIONS** are packages with extra content.
- ✓ **PREMIUMS** are items offered free or at a reduced price with the purchase of another item.
- ✓ **SWEEP STAKES** are provides a chance to win a large prize based on chance or luck.

Impulse buying Impulse buying is simply defined as the sudden and immediate purchase decision inside a store with no prior intention to buy the specific product or products (Kollat & Willet, 1967; Beatty & Farrell, 1998). According to Rook (1987, p.191), "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. Stern (1962) in their studies refers the term "Impulse buying" as "unplanned buying"-that is, it describes any purchase which a shopper makes but has not planned in advance. According to him, impulse purchasing was classified as four types: pure, reminder, suggestion & planned impulse buying. Pure impulse buying is a novelty or escape-type purchase which breaks normal buying items. Second category i.e. Reminder impulse buying occurs when a shopper sees an item and remembers that the stock at home is low, or recalls an advertisement or other information and a previous decision to buy. Third type of impulse buying is Suggestion impulse purchasing which occurs when a shopper sees a product for

the first time and visualizes a need for it. Last category is planned impulse buying which occurs when a shopper enters the store with some specific purchases in mind but with the expectations and intention of making other purchases, depending on price specials, etc.

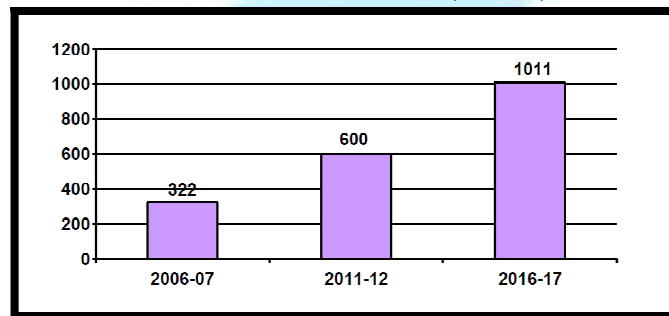
FIGURE 1: PRICE & NON-PRICE PROMOTION VARIABLES



NEED / IMPORTANCE

With the emergence of organized retail in Chhattisgarh, drastic change in lifestyle and consumption patterns of consumers has been observed. People are now more inclined towards spending their weekend at malls, which influences them to visit stores. This lead to breakdown of traditional pattern of planned buying. Unplanned buying or impulse buying is a common phenomenon that usually takes place by a consumer nowadays. Many efforts have been given to analyse the purchase behaviour of consumers in previous studies. But impulse buying behaviour still needs to be explored. Nowadays marketers are smart enough to develop promotional strategies which instantly influence buying decision of consumers without giving them chance to plan their purchase.

FIGURE 2: SIZE OF INDIAN RETAIL (in US\$ bn).



Source: Technopak Analysis, CSO and other sources

STATEMENT OF PROBLEM

The purpose of the research study is to test the Impact of the independent variables that is various sales promotion tools such as discounts, schemes & coupons regarding consumer purchasing with the dependent variable that is; impulse buying behaviour of consumers who shop in the malls of Raipur. Most of the researches had focussed on impact of various variables on impulse buying but less attention is paid on price and non-price forms of promotional variables. Since price has always been a major deciding factor in every purchase, it becomes necessary to study the individual effect of price and non-price promotional tools so that marketers can plan their strategies accordingly. Therefore, this research will fill the gap in the promotions literature by addressing this topic with the following problem statement:

- How do price promotions influence impulse buying behaviour of consumers?
- How do nonprice promotions influence impulse buying behaviour of consumers?

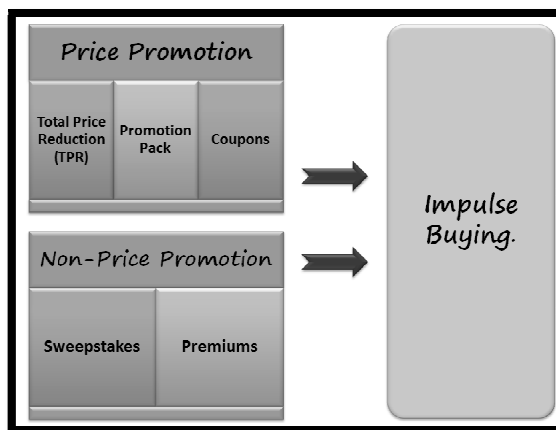
RESEARCH OBJECTIVES

- To analyse various sales promotion tools which influences impulse buying among consumers?
- To find out the most influencing promotional tool towards impulse buying behaviour among consumers.

RESEARCH HYPOTHESIS

- H1: Price form of promotions influences impulse buying behaviour among consumers.
- H2: Non Price form of promotions influences impulse buying behaviour among consumers.

FIGURE 3: RESEARCH MODEL BASED ON PRICE & NON-PRICE VARIABLES.



RESEARCH METHODOLOGY

Research Approach	Survey Method was used for Collection of Primary Data. Questionnaire was developed to find the impact of promotion on consumers.
Research Instrument	Data collected with the help of Research Questionnaire with 5 point Likert Scale consisting predetermined questions, given to the consumers to know their opinions and interest
Sample Unit	Consumers / Shoppers of Bhilai & Raipur City.
Sample size	122 consumers randomly selected from Business man, Service class, Household persons & Students.
Sampling Design	Convenient sampling was used to collect the data.

RESULTS & DISCUSSION

TABLE 1: ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5349	14	382.07	0.56	0.88	1.92
Within Groups	30538	45	678.62			
Total	35887	59				

For analysis the questionnaire uses single factor ANOVA to test the difference among the mean of price and non-price form of promotion. Analysis on the data shows that, calculated F value is less than critical F value (table value). Hence, the null hypothesis is accepted i.e. Price form of promotions influences impulse buying behaviour among consumers.

FINDINGS

Majority of respondents belong to students (i.e. 31%). The second largest group is that of service class, which comprises of 30 % of whole sample. From the table it can be seen that most of the respondent have no definite time period to visit the mall.

TABLE 2

Frequency of visiting the mall	BUSINESS MAN	SERVICE	HOUSEHOLDS	STUDENTS	Total
Once in a week	05	04	0	03	12
Once in a month	02	10	06	09	27
Bi-monthly	03	03	02	04	12
No definite time period	14	19	15	23	71
TOTAL	24	36	23	39	122

It is found that most of the visitors visit mall for shopping which is 61 i.e. 50 % of the survey. Further it can be seen that most of the students visit malls for spending leisure time.

TABLE 3

Purpose Of Visiting The Mall	Business Man	Service	Households	Students	Total
Shopping	13	23	13	12	61
Spending Leisure Time	04	08	06	16	34
Watching Movie	05	03	03	09	20
Other	02	02	01	02	07
Total	24	36	23	39	122

RECOMMENDATIONS

Retailers need to create sufficient awareness about various sales promotion tools categorised under price and non-price tags. Almost all the female buyers are easily attracted towards price promotional tools as compared to male buyers. Therefore marketers need to design price and non-price promotion specifically focussed more on males. Further retailers should focus on identifying the psychology of consumers which motivates them for impulse buying due to sales promotion. By understanding the insights of motives of consumer retailer can identify exact sales promotion technique which influences the consumers mostly. Through this he can plan the marketing activities which will be implemented to boost the sales and also helps the retailer to make the consumer loyal towards his product.

CONCLUSION

The results of the study show that, price form of promotion influences impulse buying among consumers. TPR is the major tool which mostly influences the consumer as it provides direct off on the product. Mostly females are more attracted towards TPR. Further it is seen that coupons and promotion packs which are other forms of price promotion also influences impulse buying behaviour of consumers. Non price form of promotion such as premiums and sweep stakes have lesser impact on impulse buying behaviour. As premium packs provides assured free gifts with product which sometimes seems to be not so much useful for

consumers. Sweepstakes on other hand does not assures gift but gives a chance to consumer to win a prize which is based on chance .So consumers are having lesser influence of this promotion tool on impulse buying behaviour.

SCOPE FOR FUTURE RESEARCH

In this paper, research is made by taking various variables altogether. Each variable can be studied individually so that effectiveness of individual variable can be studied more accurately. Further investigation can also be done on the basis on other demographic aspects. Moreover, segment specific research can be done to learn how differently these promotional variables influence buying decision in different segment.

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