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# **A study on the factors promote impulse buying on ready to wear garments at Thanajvur**

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**Abstract**--The aim of the study is to determine the factors that promote the impulse buying among the customers on ready to wear garments.. The internal and external factors considered for the study were personal factors, economic factors, promotional factors and situational factors. The respondents were randomly selected from the customers in the textile malls at Thanajvur. A structured questionnaire was framed to collect the opinion of the respondents. The questionnaire consists of personal profile of the customers and questions regarding the factors taken for the study. The collected responses were analyzed with statistical tools such as descriptive statistics, ANOVA, regression and chi square test. The income and promotional factors have strong influence over the impulse buying of the customers. Other factors such as personal factors, situational factors, and store environment have minimum impact over the impulse buying of the customers. Based on the study suggestions were given to the textile showrooms regarding the improvement of promotional factors.

**Keywords**---impulse buying, personal factors, store environment, promotional factors, situational factors.

## **Introduction**

Based on the emotions, attitudes and one's own feeling initiate an individual to purchase a product or service in an unplanned manner is termed as impulse purchase or unplanned purchase or impulse buying. Always the impulse buying is done without any prior plan and depends on the moment of purchase of the product. The impulse buying may be due to the inner feelings of the customer or the inner emotions may be triggered by the advertisement, offers or any other services offered by the company or shopping malls.

This kind of buying cannot be categorized for a particular product and common to purchasing activity of the individual and impulse buying is a common practice in the ready to wear garments. Common ready to wear products comes under impulse buying are kid's items, men's wear, ladies garments, other apparels. Generally the shop keepers try to tap the customers based on impulse buying and try to boost the sales. During the festival seasons, yearend sales the shops try to boost the sales through offers and thereby stimulate the feelings of the customers to purchase the products.

As an impulse buyer the customer frequently forgets the necessity of the product and purchase the product based on the offers, suggestions and sometimes even as a status symbol towards the purchasing of the product. This paper review on the Personal Factors, Store Environment, Promotional Factors, Situational Factors of impulse buying and the positive, negative aspects of impulse purchase and provide certain suggestions to improve the customer purchase towards impulse buying behavior.

### **Objectives of the Study**

- To study the factors promotes impulse buying on ready to wear garments
- To analyze the personal factors that influences the impulse buying of the customers
- To know about the economic factors, promotional factors, situational factors motivate the buying behavior of the customer
- To provide suggestions for improving the customer satisfaction towards impulse buying

### **Scope of the Study**

The study provides suggestions to the customer for improving the purchase level in impulse buying. Since the study was conducted in the Thanjavur region the suggestions provided would be applicable for the region only.

### **Review of Literature**

Sid Hakins Stern (1962) in his paper discusses on the types of impulse buying namely pure impulse buying, reminder impulse buying, suggestion impulse buying and planned impulse buying. Pure impulse buying is the consumer diverts from the normal purchase pattern and tends to impulse buying. Reminder impulse buying is the customer remembers the items to be purchased which missed during the regular purchase pattern. Suggestion impulse buying is the customer receives suggestion from the shop keeper regarding the purchase of the product. Planned impulse buying the customer waits for the new deals from the shop and add to the already planned purchase list.

Verma Priyanka and Verma Rooble (2012) the products in impulse buying may be small products or large products. Communication mix like advertisement, sales promotions activity, personal selling, customer relations, direct marketing were discussed and results analyzed. An unplanned purchase made by the customers

reflects the buying behaviour of the customer and have impact over the purchasing activity.

Sonali Banerjee, Sunetra Saha (2012) says impulse buying as purchase made by the customers within the restricted situations. With hedonic and pleasure stimulate the customer for impulse purchase and made as a common practice among the buyers. Human senses like touching the product, visual information about the product create stimulus among the buyer towards impulse buying. The consumption patterns of the Indian customers remarkably accelerated with the stimulus and make changes in the spending patterns of the Indian society as a whole.

FB Kennedy, Dr. B Vimala 2018 explains the working women's intensity on the impulse buying. The inner feelings of the working women like shopping enjoyment tendency, Hedonism, Impulse Buying Tendency and Self-Identity stimulate them towards the impulse buying. Impulse buying for the apparel items is normally a spontaneous decision taken within the showroom premises.

Suganya S and Beena Joice M says women were fond of purchasing but the social environment and demographic environment challenge the purchasing behaviour of the women in the family. The factors like brand loyalty, attitude, values and belief have more significance towards the impulse purchasing of women. Also women have more tendencies towards shopping than men specifically impulse purchasing. Women thoroughly analyze the information displayed, message given by the marketer in the impulse buying. The internal factors and the external factors play a major role in the impulse buying.

Arslan Qaisar, Muhammad Adnan Sial, Kashif Rathour 2018 relates the promotional practices done to increase sales like buy one get one free, discount, coupon, and samples have a positive impact over the impulse buying. Among these promotional practices coupon has no relationship with the impulse buying. Other promotional practices have a positive relationship with the impulse buying. The data were collected from different departmental stores and the analysis was done. To increase the sales volume the decision makers can follow these promotional activities. The buying behaviour of the customers changes from individual to individual so the promotional concepts would not be common for different categories of products.

Aradhana Gandhi says impulse buying were influenced through, advertising, store promotion and distribution. There was a gap for future research to concentrate on the demographic factors, sales promotion strategies and in store advertising.

Lim Pei Ling & Dr. Rashad Yazdanifard 2015 says the online impulse buying is essential to improve the profit and also the shopping experience of the customers. Impulse buying is influenced by the factors like personality traits, affective states, interest, product involvement, perception, normative evaluation and other cognitive factors play direct roles in affecting impulsive buying behavior. The external factors like situational factors, online website characteristics and product characteristics also influence the impulse buying.

Saloni Jain, Vandana Tandon Kha 2015 says to benefit the producers, wholesalers, the retailers should organize time based promotional activities. The study also says there was a lack in the training of the staff and the retailers should give proper training to the sales staff.

Sanjeev Prashar, Adeshwar Raja B 2015 says the product related features promote the impulse buying. Hedonism, in- store facility, promotional activities, convenience of the buyers and socialization affect the impulse buying. The future study can conduct with the mixing of the factors.

## **Research Methodology**

### **Research Design**

A research design gives the overall view of the study. It gives the target population, type of sampling, sample size and the statistical tools for the research

### **Population of the Study**

The target population for the study was the customers visiting the textile showrooms in Thanjavur.

### **Sample Size Determination**

The sample size for the study is 100 respondents visiting the textile showrooms in Thanjavur.

### **Simple Random Sampling**

The Simple Random sampling is a sampling technique in which all the customers of the textile showrooms were given equal chance for giving their opinion.

### **Hypothesis for the study**

- There is no significance relationship between the Income and the promotional factors by the textile showroom
- There is no significance relationship between the Income and the situational factors
- There is no significance relationship between the Age and the Store Environment
- There is no significance relationship between the Age and the personal factors of the customers

## **Data Analysis and Interpretation**

### **Simple Percentage Analysis**

| Sl. No. | Gender | Frequency | Percentage |
|---------|--------|-----------|------------|
| 1.      | Male   | 51        | 51.0       |
| 2.      | Female | 49        | 49.0       |

|    | Age                       | Frequency | Percentage |
|----|---------------------------|-----------|------------|
| 1. | <25                       | 28        | 28.0       |
| 2. | 25-35                     | 52        | 52.0       |
| 3. | 23-45                     | 10        | 10.0       |
| 4. | >45                       | 10        | 10.0       |
|    | Educational Qualification | Frequency | Percentage |
| 1. | PG                        | 31        | 31.0       |
| 2. | UG                        | 25        | 25.0       |
| 3. | School                    | 21        | 21.0       |
| 4. | Others                    | 23        | 23.0       |
|    | Occupation                | Frequency | Percentage |
| 1. | Government                | 25        | 25.0       |
| 2. | Private                   | 32        | 32.0       |
| 3. | Business                  | 6         | 6.0        |
| 4. | Others                    | 37        | 37.0       |
|    | Income                    | Frequency | Percentage |
| 1. | <20,000                   | 41        | 41.0       |
| 2. | 20,000-40,000             | 37        | 37.0       |
| 3. | 40,000-60,000             | 4         | 4.0        |
| 4. | >60,000                   | 18        | 18.0       |
|    | Marital Status            | Frequency | Percentage |
| 1. | Single                    | 28        | 28.0       |
| 2. | Married                   | 30        | 30.0       |
| 3. | Divorce                   | 21        | 21.0       |
| 4. | Others                    | 21        | 21.0       |
|    | Family Type               | Frequency | Percentage |
| 1. | joint family              | 24        | 24.0       |
| 2. | nuclear family            | 28        | 28.0       |
| 3. | Bachelor                  | 27        | 27.0       |
| 4. | Others                    | 21        | 21.0       |
|    | Frequency of Shopping     | Frequency | Percentage |
| 1. | Monthly                   | 23        | 23.0       |
| 2. | Weekly                    | 21        | 21.0       |
| 3. | Seasonally                | 34        | 34.0       |
| 4. | Occasionally              | 22        | 22.0       |
|    | Shopping Budget           | Frequency | Percentage |
| 1. | <5000                     | 26        | 26.0       |
| 2. | 5000-10,000               | 31        | 31.0       |
| 3. | 10,000-15,000             | 22        | 22.0       |
| 4. | >15,000                   | 21        | 21.0       |

## Interpretation

### Gender

The frequency table shows the gender of the respondent. Out of 100 respondents, 51 were male and 49 were female. So the both gender have given equal importance for the study.

**Age**

The frequency table shows the age of the respondent. Out of 100 respondents, 28 were below the age of 25, 52 were between the age of 25 to 35, 10 were between 35 to 45 and the remaining 10 were above 45. So majority of the respondents were between 25 to 35 of middle age group.

**Educational Qualification**

The frequency table shows the educational qualification of the respondent. Out of 100 respondents, 31 were Post Graduates qualified, 25 were Under Graduates, 21 were completed school level and the remaining 23 were belongs to other category. So majority of the respondents were completed their post graduation.

**Occupation**

The frequency table shows the Occupation of the respondent. Out of 100 respondents, 25 were Government Employees, 32 were Private Employees, 6 were doing business and the remaining 37 were belongs to other occupation. So majority of the respondents belongs to other occupations.

**Income**

The frequency table shows the Income level of the respondent. Out of 100 respondents, 41 were earning below 20,000, 37 were earning 20,000 to 40,000, 4 were earning 40,000 to 60,000 and the remaining 18 were earning above 60,000. So majority of the respondents belongs to below 20,000 earning category.

**Martial Status**

The frequency table shows the martial status of the respondent. Out of 100 respondents, 28 were single, 30 were married, 21 were divorce and the remaining 21 were other. So majority of the respondents belongs to married category.

**Family Type**

The frequency table shows the family type of the respondent. Out of 100 respondents, 24 were joint family, 28 were nuclear family, 27 were bachelor and the remaining 21 were other. So majority of the respondents belongs to nuclear family.

**Frequency of Shopping**

The frequency table shows the frequency of shopping of the respondent. Out of 100 respondents, 23 do shopping monthly, 21 do shopping weekly, 34 do shopping seasonally and the remaining 22 do shopping occasionally. So majority of the respondents belongs seasonal buyers.

### Shopping Budget

The frequency table shows the shopping budget of the respondent. Out of 100 respondents, 26 respondents shopping budget was below 5,000, 31 respondents budget were between 5000 to 10,000, 22 respondents budget were between 10,000 to 15,000 and the remaining 21 were above 15,000. So majority of the respondent's budget were between 10,000 to 15,000 of middle age group.

### Descriptive Statistics

|   | Mean | Std. Deviation |
|---|------|----------------|
| Store Environment                                   |      |                |
| Ambience of the store is good for purchase          | 3.71 | 1.258          |
| Store timings supports shopping                     | 4.30 | .689           |
| Shop infrastructure is good for shopping            | 3.34 | 1.458          |
| Window display creates curiosity in shopping        | 4.17 | .985           |
| Arrangement of materials is clear for shopping      | 3.67 | 1.311          |
| Sign boards encourage the purchase                  | 4.18 | .914           |
| Music creates pleasant in shopping                  | 3.30 | 1.446          |
| Sales person supports the purchase                  | 4.18 | .903           |
| Safety measures are good                            | 3.62 | 1.339          |
| Parking facilities are good                         | 4.26 | .705           |
| Promotional Factors                                 | Mean | Std. Deviation |
| Shopping information is easily available            | 3.17 | 1.457          |
| Purchase products based on discounts                | 4.10 | .948           |
| Purchase products based on coupons                  | 3.99 | 1.124          |
| e payment methods encourage convenient in shopping  | 4.27 | .584           |
| Buying based on celebrities                         | 3.14 | 1.576          |
| Credit purchase encourage my shopping               | 4.02 | 1.110          |
| Freebies encourage my shopping                      | 3.93 | 1.121          |
| I prefer quantity than quality of product           | 4.20 | .853           |
| Expect offers during your auspicious days           | 3.27 | 1.503          |
| I choose only branded dresses with discounts        | 4.11 | 1.100          |
| Situational Factors                                 | Mean | Std. Deviation |
| Store location encourages the frequency of shopping | 4.07 | .879           |
| Starting of the month encourages shopping           | 3.14 | 1.544          |
| My budget is not affected by monthly dress purchase | 3.89 | 1.188          |
| I do unplanned shopping in positive mode            | 3.86 | 1.172          |
| My purchase is based on complementary items         | 4.05 | .968           |
| Prefer new shops for usual purchase                 | 3.14 | 1.436          |
| Prefer new dresses for daily uses                   | 3.74 | 1.292          |
| My emotions not affect my shopping                  | 3.78 | 1.194          |

|   |      |                |
|---|------|----------------|
| I prefer fashion oriented purchase                        | 3.95 | .989           |
| Festival crowds won't affect my shopping                  | 3.04 | 1.421          |
| Personal Factors  | Mean | Std. Deviation |
| Shopping is my passion                                    | 3.14 | 1.414          |
| I am self centered in shopping                            | 3.82 | 1.226          |
| I do shopping spontaneously                               | 3.57 | 1.358          |
| I believe in fortunate factors (day & time) on purchasing | 4.22 | .980           |
| I look for offers before shopping                         | 3.36 | 1.446          |
| Price is not a constraint for buying                      | 3.79 | 1.258          |
| I prepare budget before going for purchase                | 3.71 | 1.289          |
| I purchase beyond my budget                               | 4.21 | .844           |
| I make On the spot purchase decisions                     | 3.31 | 1.447          |
| My family, friends influence my purchase decisions        | 3.91 | 1.198          |

### Interpretation

The descriptive statistics shows the mean and standard deviation of the store environment, situational factors, promotional factors and personal factors. The standard deviation for the test elements were minimum and the spread was also minimum. The minimum value and maximum value for most of the elements were similar. So the customers were influenced with the buying of readymade garments.

### ANOVA for age and store environment

Null Hypothesis H<sub>0</sub>: There is no significant relationship between the Age of the respondent and the Store Environment

| Store Environment                            |                | Sum of Squares | df | Mean Square | F    | Sig. |
|--|----------------|----------------|----|-------------|------|------|
| Ambience of the store is good for purchase   | Between Groups | .001           | 1  | .001        | .000 | .983 |
|  | Within Groups  | 156.589        | 98 | 1.598       |      |      |
|  | Total          | 156.590        | 99 |             |      |      |
| Store timings supports shopping              | Between Groups | .018           | 1  | .018        | .037 | .847 |
|  | Within Groups  | 46.982         | 98 | .479        |      |      |
|  | Total          | 47.000         | 99 |             |      |      |
| Shop infrastructure is good for shopping     | Between Groups | .109           | 1  | .109        | .051 | .822 |
|  | Within Groups  | 210.331        | 98 | 2.146       |      |      |
|  | Total          | 210.440        | 99 |             |      |      |
| Window display creates curiosity in shopping | Between Groups | .701           | 1  | .701        | .720 | .398 |
|  | Within Groups  | 95.409         | 98 | .974        |      |      |
|  | Total          | 96.110         | 99 |             |      |      |

|  |                |         |    |       |      |      |
|--|----------------|---------|----|-------|------|------|
| Arrangement of materials is clear for shopping | Between Groups | .378    | 1  | .378  | .218 | .641 |
|  | Within Groups  | 169.732 | 98 | 1.732 |      |      |
|  | Total          | 170.110 | 99 |       |      |      |
| Sign boards encourage the purchase             | Between Groups | .206    | 1  | .206  | .245 | .622 |
|  | Within Groups  | 82.554  | 98 | .842  |      |      |
|  | Total          | 82.760  | 99 |       |      |      |
| Music creates pleasant in shopping             | Between Groups | 1.050   | 1  | 1.050 | .499 | .481 |
|  | Within Groups  | 205.950 | 98 | 2.102 |      |      |
|  | Total          | 207.000 | 99 |       |      |      |
| Sales person supports the purchase             | Between Groups | .191    | 1  | .191  | .232 | .631 |
|  | Within Groups  | 80.569  | 98 | .822  |      |      |
|  | Total          | 80.760  | 99 |       |      |      |
| Safety measures are good                       | Between Groups | 1.068   | 1  | 1.068 | .593 | .443 |
|  | Within Groups  | 176.492 | 98 | 1.801 |      |      |
|  | Total          | 177.560 | 99 |       |      |      |
| Parking facilities are good                    | Between Groups | .004    | 1  | .004  | .008 | .930 |
|  | Within Groups  | 49.236  | 98 | .502  |      |      |
|  | Total          | 49.240  | 99 |       |      |      |

### Interpretation

The significant value of the elements of store environment more than the probability 'P' value (0.05%), so the null hypothesis is accepted and hence, there is no significant relationship between the age and the store environment.

### ANOVA for Income and Promotional Factors

Null Hypothesis H0: There is no significant relationship between the Income of the respondent and the Promotional factors

| Promotional Factors                      |                | Sum of Squares | df | Mean Square | F     | Sig. |
|--|----------------|----------------|----|-------------|-------|------|
| Shopping information is easily available | Between Groups | .003           | 1  | .003        | .001  | .971 |
|  | Within Groups  | 210.107        | 98 | 2.144       |       |      |
|  | Total          | 210.110        | 99 |             |       |      |
| Purchase products based on discounts     | Between Groups | 3.335          | 1  | 3.335       | 3.816 | .054 |
|  | Within Groups  | 85.665         | 98 | .874        |       |      |
|  | Total          | 89.000         | 99 |             |       |      |
| Purchase products based on coupons       | Between Groups | 5.700          | 1  | 5.700       | 4.683 | .033 |
|  | Within Groups  | 119.290        | 98 | 1.217       |       |      |
|  | Total          | 124.990        | 99 |             |       |      |
| e payment methods                        | Between Groups | .103           | 1  | .103        | .300  | .585 |

|  |                |         |    |       |       |      |
|--|----------------|---------|----|-------|-------|------|
| encourage convenient in shopping             | Within Groups  | 33.607  | 98 | .343  |       |      |
|  | Total          | 33.710  | 99 |       |       |      |
| Buying based on celebrities                  | Between Groups | .042    | 1  | .042  | .017  | .897 |
|  | Within Groups  | 245.998 | 98 | 2.510 |       |      |
|  | Total          | 246.040 | 99 |       |       |      |
| Credit purchase encourage my shopping        | Between Groups | 5.406   | 1  | 5.406 | 4.546 | .035 |
|  | Within Groups  | 116.554 | 98 | 1.189 |       |      |
|  | Total          | 121.960 | 99 |       |       |      |
| Freebies encourage my shopping               | Between Groups | 4.054   | 1  | 4.054 | 3.298 | .072 |
|  | Within Groups  | 120.456 | 98 | 1.229 |       |      |
|  | Total          | 124.510 | 99 |       |       |      |
| I prefer quantity than quality of product    | Between Groups | 2.032   | 1  | 2.032 | 2.846 | .095 |
|  | Within Groups  | 69.968  | 98 | .714  |       |      |
|  | Total          | 72.000  | 99 |       |       |      |
| Expect offers during your auspicious days    | Between Groups | .016    | 1  | .016  | .007  | .934 |
|  | Within Groups  | 223.694 | 98 | 2.283 |       |      |
|  | Total          | 223.710 | 99 |       |       |      |
| I choose only branded dresses with discounts | Between Groups | 3.947   | 1  | 3.947 | 3.339 | .071 |
|  | Within Groups  | 115.843 | 98 | 1.182 |       |      |
|  | Total          | 119.790 | 99 |       |       |      |

### Interpretation

The significant value of the elements of promotional factors such as Purchase products based on coupons, Credit purchase encourage my shopping is less than the probability 'P' value (0.05%), so the null hypothesis is rejected and hence, there is a significant relationship between the coupon purchase and credit purchase.

### Chi Square Test

#### Income vs promotional factors

| Promotional factors                                | Chi-square Value | df | Significance value | Status    |
|--|------------------|----|--------------------|-----------|
| Shopping information is easily available           | 31.261           | 12 | .002               | Reject H0 |
| Purchase products based on discounts               | 25.929           | 12 | .011               | Reject H0 |
| Purchase products based on coupons                 | 33.279           | 12 | .001               | Reject H0 |
| e payment methods encourage convenient in shopping | 29.051           | 6  | .000               | Reject H0 |
| Buying based on celebrities                        | 22.897           | 12 | .029               | Reject H0 |

|  |        |    |      |           |
|--|--------|----|------|-----------|
| Credit purchase encourage my shopping        | 32.074 | 12 | .001 | Reject H0 |
| Freebies encourage my shopping               | 28.933 | 12 | .004 | Reject H0 |
| I prefer quantity than quality of product    | 33.648 | 12 | .001 | Reject H0 |
| Expect offers during your auspicious days    | 21.780 | 12 | .040 | Reject H0 |
| I choose only branded dresses with discounts | 29.504 | 12 | .003 | Reject H0 |

### Interpretation

Based on the analysis of ten statements of customer satisfaction in ready to wear garments, the significance values of all the statements were less than the probability 'P' value 0.05% and therefore reject the null hypothesis H0. Thus there is a significant relationship between income and the promotional factors. So the customers were satisfied with the promotional factors on impulse buying.

### Age vs store environment

| Store Environment                              | Chi-square Value | df | Significance value | Status    |
|--|------------------|----|--------------------|-----------|
| Ambience of the store is good for purchase     | 1.983            | 4  | .739               | Accept H0 |
| Store timings supports shopping                | 1.729            | 3  | .631               | Accept H0 |
| Shop infrastructure is good for shopping       | 2.414            | 4  | .660               | Accept H0 |
| Window display creates curiosity in shopping   | 7.675            | 4  | .104               | Accept H0 |
| Arrangement of materials is clear for shopping | 2.715            | 4  | .607               | Accept H0 |
| Sign boards encourage the purchase             | 2.674            | 4  | .614               | Accept H0 |
| Music creates pleasant in shopping             | 3.213            | 4  | .523               | Accept H0 |
| Sales person supports the purchase             | 6.195            | 4  | .185               | Accept H0 |
| Safety measures are good                       | 3.026            | 4  | .553               | Accept H0 |
| Parking facilities are good                    | 3.661            | 3  | .300               | Accept H0 |

### Interpretation

Based on the analysis of ten statements of customer satisfaction in ready to wear garments, the significance values of all the statements more than the probability 'P' value 0.05% and therefore accept the null hypothesis H0. Thus there is no significant relationship between age and the store environment. So the customer's satisfaction does not depend on the store environment on impulse buying.

## Findings

- Both gender have given equal importance for the study.
- Majority of the respondents were between 25 to 35 of middle age group.
- Majority of the respondents were completed their post graduation.
- Majority of the respondents belongs to other occupations.
- Majority of the respondents belongs to below 20,000 earning category.
- Majority of the respondents belongs to married category.
- Majority of the respondents belongs to nuclear family.
- Majority of the respondents belongs seasonal buyers.
- Majority of the respondent's budget were between 10,000 to 15,000 of middle age group.
- The standard deviation of the factors store environment, situational factors, promotional factors and personal factors were minimum and the spread was also minimum. So the customers were satisfied with the buying of readymade garments.
- There is no significant relationship between the age and the store environment.
- The significant value of the elements of promotional factors such as Purchase products based on coupons, Credit purchase encourage my. There is a significant relationship between the coupon purchase and credit purchase.
- There is a significant relationship between income and the promotional factors. So the customers were satisfied with the promotional factors on impulse buying.
- There is no significant relationship between age and the store environment. So the customer's satisfaction does not depend on the store environment on impulse buying.

## Suggestions

It is suggest the shop keepers must improve the promotional activities to improve the sales. Also the customers requirement should be considered to have better customer purchace on impulse buying. The sales person should properly trained to explain the offers, discounts, coupons and other promotional activities. Credit purchase promotes the impulse buying, but it should not affect the sales turnover of the shops. So the retailer should prefer the suitable promotional methods.

## Conclusion

Impulse buying is one of the critical subjects to analyze in the field of retail business. The customer without any intention purchases the product. In the future they consider the product is waste of money. So to promote the impulse buying and also the customer satisfaction the study revealed factors influence the customer on impulse buying at Thanjvur. Major factors considered for the study were the personal factors, store environment, promotional factors and economic factors. Promotional factors have strong influence over the impulse buying and the customer purchase level. Store environment, personal factors, economic factors have less impact over the impulse buying. Among the promotional factors

elements like free coupons and credit purchase promotes the customer purchase. So the sellers must concentrate on the promotional factors to improve the customer satisfaction.

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