Influence of Store Characteristics of Consumer Impulse Buying Behaviour on Organised Retail Stores in Erode District of Tamilnadu

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***Abstract*—The customers play a major role in determining the success of any business. It is the buying behavior of these customers that ultimately determines the sales volume of any business that is directing to make a profit. The buying behavior of the customers differs due to different factors including marketing related sales promotional practices being used to influence the buying behaviour of the customers. Impulse buying is an unplanned purchase after being exposed to stimuli and confirms the purchase on the compelling urge. It is the prompt purchase decision inside an organized retail store without intention to buy some apparels prior to shopping trip. As customers browse inside shopping context without intention to buy any specific products, they are exposed to wonderful in store layouts and cheerful atmospheric cues, appealing display and many others, thus provoking customers urging buying desire for unplanned items. From the discussion, the research emerged and examine the influence of store characteristics on impulse buying behaviour of organized retail stores in Erode district of Tamilnadu. For the purpose, the researcher has selected 110 respondents who purchased apparels from organised retail stores and their opinion has been collected through a well-structured questionnaire and the collected data were coded in tabulation and charts with the help of percentage analysis, mean score analysis, standard deviation and chi-square analysis. The results showed that most of the respondents belong to age group of 41-50 years, male and married.**

***Index Terms*—Buying Behaviour, Store Characteristics, Impulse Buying Behaviour and Organised Retail Store**

I. INTRODUCTION

An impulse buy is an unplanned or otherwise spontaneous purchase. Customer who has not unplanned to purchase product they have to see product and they decided to purchase. There are many factors, which can prompt impulse purchase like, age of the shopper, gender, marital status, monthly income, frequency of visiting store, spending amount for purchase. These factors can stimulate the unrecognized store needs and desires customer to purchase unintended products, inturn, act impulsively. Retailers and marketers tend to motivate consumers' intention to buy impulsively through various promotional methods and marketing strategies. This fact has led to know about the factors which determine impulsive buying. The customer buying behaviour is sum total of a customer attitude, preference, intention and buying decision regarding the customer choice in the organized retail stores when purchasing apparels. The customer process is a complex and many internal and external factors have an impact on the buying decision of customer. It will give producer and manufacturer how they are sense at the time of buying instant and what are the features which attract customer to buy a particular product. It will help to design the product or for future changes of the product according to the customer satisfaction. The factors are marketing communication mix which affects consumers' impulse buying behaviour in marketing such as advertising, sales promotion, personal selling and public relations.

II. REVIEW OF LITERATURE

The study from Maha Jamal and Samreen Lodhi (2015) revealed that visual merchandising and hedonic motivation and shopping environment have an important role-play for consumer's impulse buying. Further, the availability of credit cards and promotional offers also somehow influence consumers for impulse buying. According to Vasanthi and Deepa (2016) identified that there exists a association between consumer attitude and satisfaction with the impulse buying behaviour. Also, ambience, attraction and discount/offers are the most influencing factors in buying behaviour of the consumers. The researchers Pushpa and Samudhra Rajakumar (2017) concluded that the visual merchandising influence consumer impulse buying behaviour. Also, they confirmed that the consumer impulse buying behaviour is significantly influenced by the store aesthetics cleanliness, lighting and colour. The outcomes from Mira Ustanti (2018) noted that shopping lifestyle and Hedonic Shopping simultaneously affect the impulse buying behaviour of middle-class society in online shopping based on the result of the study about shopping lifestyle, fashion involvement towards impulse buying behavior. The authors Pooja Gautamchand Luniya & Manoj Verghese, (2018) found in their study that five important factors influenced consumers' impulse buying decision such as store environment, situational factor, promotion, consumer characteristics and product related factors.

III. OBJECTIVES OF THE STUDY

- To study the demographic profile of the selected consumers in Erode district.
- To examine the influence of store characteristics on impulse buying behaviour of selected consumers in Erode district.

IV. HYPOTHESES OF THE STUDY

- There is no significant relationship between age of the respondents and their influence of impulse buying behaviour.
- There is no significant relationship between gender of the respondents and their influence of impulse buying behaviour.
- There is no significant relationship between marital status of the respondents and their influence of impulse buying behaviour.
- There is no significant relationship between monthly income of the respondents and their influence of impulse buying behaviour.
- There is no significant relationship between frequency of visiting of the respondents and their influence of impulse buying behaviour.
- There is no significant relationship between spending amount of the respondents and their influence of impulse buying behaviour.
- There is no significant relationship between shopping partner of the respondents and their influence of impulse buying behaviour.

V. RESEARCH DESIGN

This research has basically descriptive research design. For examining the influence of store characteristics of the consumers impulsively, the researcher has selected organised retail stores in Erode district of Tamilnadu. Specifically, the researcher has selected organised textile retail showroom owing to Erode is a textile hub. In particularly, the researcher has selected The Chennai Silks and SPP Silks for examining the consumer impulse buying behaviour. The researcher has selected 110 customers who have purchased products from the selected organised stores for atleast 2 years. A well-structured questionnaire has been prepared for collecting the opinion of the customers of the store. The collected details are subdued into tables and graphs with the help of MS-Excel and SPSS 22.0. The simple statistical tools like percentage analysis, mean score analysis and chi-square analysis are used in this research.

VI. RESULTS AND DISCUSSION

Section 1: Demographic profile of the respondents
The following table shows the demographic profile of the selected customers of organized retailing in the study area.

Table 1 : Demographic variables of the respondents

No.	Demographic Variables	No. of Respondents	%
	Age		
1	Below 30 Years	19	17.3
2	30-40 Years	30	27.3
3	41-50 Years	38	34.5
4	Above 50 Years	23	20.9
	Total	110	100.0
	Gender		
1	Male	62	56.4
2	Female	48	43.6
	Total	110	100.0
	Marital Status		
1	Married	85	77.3
2	Single	25	22.7
	Total	110	100.0
	Monthly Income		
1	Below Rs.10000	20	18.2
2	Rs.10001-Rs.20000	37	33.6
3	Rs.20001-Rs.30000	28	25.5
4	Above Rs.30000	25	22.7
	Total	110	100.0
	Frequency of Visiting		
1	Daily	24	21.8
2	Weekly	20	18.2
3	Monthly	43	39.1
4	Whenever necessary	23	20.9
	Total	110	100.0
	Purchasing Amount		
1	Upto Rs.1000	16	14.5
2	Rs.1001-Rs.2000	37	33.7
3	Rs.2001-Rs.3000	35	31.8
4	Above Rs.3000	22	20.0
	Total	110	100.0
	Shopping Partner		
1	None	24	21.8
2	Family members	31	28.2
3	Friends	41	37.3
4	Relatives	14	12.7
	Total	110	100.0

- It is obtained from the above analysis that 17.3 percent of the respondents belong to age group of below 30 years, 27.3 percent of the respondents belong to 30-40 years of age category, 34.5 percent of the respondents belong to 41-50 years of age group and 20.9 percent of the respondents belong to age category of above 50 years.
- It is showed from the analysis that 56.4 percent of the respondents are male and 43.6 percent of the respondents are female.
- It is indicated from the analysis that 77.3 percent of the respondents are married and 22.7 percent of

the respondents are single.

- It is observed from the analysis that 18.2 percent of the respondents are earning below Rs.10000 monthly, 33.6 percent of the respondents are earning Rs.10001-Rs.20000 per month, 25.5 percent of the respondents are earning Rs.20001-Rs.30000 and 22.7 percent of the respondents are earning above Rs.30000 in a month.
- It is determined from the analysis that 21.8 percent of the respondents are visiting store daily, 18.2 percent of the respondents are visiting weekly, 39.1 percent of the respondents are visiting monthly and 20.9 percent of the respondents are visiting store whenever necessary.
- It is examined from the analysis that 14.5 percent of the respondents are purchasing upto Rs.1000 in a month, 33.7 percent of the respondents are purchasing for Rs.1001-Rs.2000, 31.8 percent of the respondents are purchasing Rs.2001-Rs.3000 and 20.0 percent of the respondents are purchasing above Rs.3000 monthly.
- It is confirmed from the analysis that 21.8 percent of the respondents are shopping without partner, 28.2 percent of the respondents are shopping with family members, 37.3 percent of the respondents are shopping with relatives and 12.7 percent of the respondents are shopping with friends.

Section 2: Influence of Impulse Buying Behaviour

In this section, the researcher has discussed about the influence of impulse buying behaviour of selected customers in the study area. For the purpose, six statements have been framed with 5 point Likert's scaling method for examining the influence of impulse buying behaviour. The mean and SD of the statements are given in the following table.

Table 2 : Influence of Impulse Buying Behaviour

S.No.	Influence of Impulse Buying Behaviour	Mean	SD
1	Many promotional schemes influence buying behavior	3.93	1.18
2	I design my shopping list, adopt and purchase that aware	3.73	1.15
3	I feel shopping is a pleasure	3.61	1.09
4	While seeing a design, the need to own the design at the moment induces to purchase	3.27	1.43
5	I tend to shop when attracted by an eye-catching window display	3.75	1.29
6	I buy clothes an inspiring item even if it is of slight use	3.54	1.24

It is examined from the above analysis that among the six categories, many promotional schemes influence buying behavior with the mean score of 3.93 and followed by tend to shop when attracted by an eye-catching window display with the mean score of 3.75.

Relationship between Demographic Variables and Influence of Impulse Buying Behaviour (Chi-square Analysis)

For testing the relationship between selected independent variables and influence of impulse buying behaviour, a hypothesis has been framed and tested by Chi-square test. The test results are discussed in the following tables.

Relationship between age and influence of impulse buying behaviour

H_0 : There is no significant relationship between age of the respondents and their influence of impulse buying behaviour.

Table 3 : Age and Influence of Impulse Buying Behaviour

	Age	Mean	$\chi 2$ Value	'p' Value
1	Below 30 Years	3.92	20.829	0.002*
2	30-40 Years	3.36		
3	41-50 Years	3.61		
4	Above 50 Years	3.80		

Note: * - Significant at 1% level

It is revealed from the above analysis that maximum influence of impulse buying behaviour is perceived by the respondents who belong to below 30 years age group. It is explored that the 'p' value is lesser than 0.05 and so the null hypothesis is rejected. From the analysis, it is found that there is a close significant relationship between the age of the respondents and influence of impulse buying behaviour.

Relationship between Gender and Influence of Impulse Buying Behaviour

H_0 : There is no significant relationship between gender of the respondents and their influence of impulse buying behaviour.

Table 4 : Gender and Influence of Impulse Buying Behaviour

	Gender	Mean	χ2 Value	'p' Value
1	Male	3.77	7.973	0.019**
2	Female	3.46		

Note: ** - Significant at 5% level

It is evaluated from the above analysis that maximum influence of impulse buying behaviour is perceived by male. It is obtained that the 'p' value is lesser than 0.05 and so the null hypothesis is rejected. From the analysis, it is found that there is a close significant relationship between the gender of the respondents and influence of impulse buying behaviour.

Relationship between Marital Status and Influence of Impulse Buying Behaviour

H_0 : There is no significant relationship between marital status of the respondents and their influence of impulse buying behaviour.

Table 5 : Marital Status and Influence of Impulse Buying Behaviour

	Marital Status	Mean	χ2 Value	'p' Value
1	Married	3.77	26.488	0.000*
2	Single	3.17		

Note: * - Significant at 1% level

It is obtained from the above analysis that maximum influence of impulse buying behaviour is perceived by the married respondents. It is stated that the 'p' value is lesser than 0.05 and so the null hypothesis is rejected. From the analysis, it is found that there is a close significant relationship between the marital status of the respondents and influence of impulse buying behaviour.

Relationship between Monthly Income and Influence of Impulse Buying Behaviour

H_0 : There is no significant relationship between monthly income of the respondents and their influence of impulse buying behaviour.

Table 6 : Monthly Income and Influence of Impulse Buying Behaviour

	Monthly Income	Mean	χ2 Value	'p' Value
1	Below Rs.10000	3.73	16.903	0.010*
2	Rs.10001-Rs.20000	3.35		
3	Rs.20001-Rs.30000	3.78		
4	Above Rs.30000	3.82		

Note: * - Significant at 1% level

It is noted from the above analysis that maximum influence of impulse buying behaviour is perceived by the respondents earning above Rs.30000 monthly. It is proved that the 'p' value is lesser than 0.05 and so the null hypothesis is rejected. From the analysis, it is found that there is a close significant relationship between the monthly income of the respondents and influence of impulse buying behaviour.

Relationship between Frequency of Visiting and Influence of Impulse Buying Behaviour

H_0 : There is no significant relationship between frequency of visiting of the respondents and their influence of impulse buying behaviour.

Table 7 : Frequency of Visiting and Influence of Impulse Buying Behaviour

	Frequency of Visiting	Mean	χ2 Value	'p' Value
1	Daily	3.64	16.586	0.011**
2	Weekly	3.22		
3	Monthly	3.80		
4	Whenever necessary	3.70		

Note: ** - Significant at 5% level

It is indicated from the above analysis that maximum influence of impulse buying behaviour is perceived by the respondents visiting stores monthly. It is confirmed that the 'p' value is lesser than 0.05 and so the null hypothesis is rejected. From the analysis, it is found that there is a close significant relationship between the frequency of visiting of the respondents and influence of impulse buying behaviour.

Relationship between Spending Amount and Influence of Impulse Buying Behaviour

H_0 : There is no significant relationship between spending amount of the respondents and their influence of impulse buying behaviour.

Table 8 : Spending Amount and Influence of Impulse Buying Behaviour

	Spending Amount	Mean	χ2 Value	'p' Value
1	Upto Rs.1000	3.11	26.088	0.000*
2	Rs.1001-Rs.2000	3.55		
3	Rs.2001-Rs.3000	3.86		
4	Above Rs.3000	3.80		

Note: * - Significant at 1% level

It is showed from the above analysis that maximum influence of impulse buying behaviour is perceived by the respondents spending Rs.2001-Rs.3000 monthly for purchase. It is revealed that the 'p' value is lesser than 0.05 and so the null hypothesis is rejected. From the analysis, it is found that there is a close significant relationship between the spending amount for purchase of the respondents and influence of impulse buying behaviour.

Relationship between Shopping Partner and Influence of Impulse Buying Behaviour

H_0 : There is no significant relationship between shopping partner of the respondents and their influence of impulse buying behaviour.

Table 9 : Shopping Partner and Influence of Impulse Buying Behaviour

	Shopping Partner	Mean	χ2 Value	'p' Value
1	None	3.69	10.614	0.101^{NS}
2	Family members	3.83		
3	Friends	3.48		
4	Relatives	3.64		

Note: NS – Not Significant

It is concluded from the above analysis that maximum influence of impulse buying behaviour is perceived by the respondents shopping with family members. It is indicated that the 'p' value is greater than 0.05 and so the null hypothesis is accepted. From the analysis, it is found that there is no significant relationship between the shopping partner of the respondents and influence of impulse buying behaviour.

VII. FINDINGS

- It is found from the analysis that majority (34.5%) of the respondents belong to age group of 41-50 years.
- It is evaluated from the analysis that majority (56.4%) of the respondents are male.
- It is observed from the analysis that majority (77.3%) of the respondents are married.
- It is concluded from the analysis that majority (33.6%) of the respondents are earning Rs.10001-Rs.20000 monthly.
- It is found from the analysis that majority (39.1%) of the respondents are visiting store monthly.
- It is determined from the analysis that majority (33.7%) of the respondents are purchasing Rs.1001-Rs.2000 in a month.
- It is revealed from the analysis that majority (37.3%) of the respondents are shopping with their friends.
- It is revealed from the analysis that many promotional schemes influence buying behavior with the mean score of 3.93 among the six categories.
- From the analysis, it is found that there is a close significant relationship between the age of the respondents and influence of impulse buying behaviour.
- From the analysis, it is found that there is a close significant relationship between the gender of the respondents and influence of impulse buying behaviour.
- From the analysis, it is found that there is a close significant relationship between the marital status of the respondents and influence of impulse buying behaviour.
- From the analysis, it is found that there is a close significant relationship between the monthly income of the respondents and influence of impulse buying behaviour.
- From the analysis, it is found that there is a close significant relationship between the frequency of visiting of the respondents and influence of impulse buying behaviour.
- From the analysis, it is found that there is a close significant relationship between the spending amount for purchase of the respondents and influence of impulse buying behaviour.
- From the analysis, it is found that there is no significant relationship between the shopping partner of the respondents and influence of impulse buying behaviour.

VIII. SUGGESTIONS

- It is suggested to managers of organized retailing to give more attention to store atmosphere promotional activities by this impulse buying behaviour of customers will be increased.
- The employees of organized retailing should be young, neat, attractive male and female attendants and emphasis good dressing code for them for the reason that the customers will be attracted.
- The organized retailing should provide particulars about new arrivals and attracting price sensitive customers by displaying promotional merchandize therefore in-charges should put up an interesting and informational display.
- Also, retailing executives should be engaged to show the design and execute appealing promotional activities to the customers by it will induce the purchasing behaviour.
- The admin of organized retailing need to take care to display their apparels effectively using window display and models while the customers may be induced on impulse buying behavirour.

IX. CONCLUSION

This study focused to analyse the influence of store characteristics of consumer impulse buying behaviour on organised retail stores in Erode District of Tamilnadu. In-store looking appears to be positively affected by consumers' impulse buying behaviour and has a positive impact on consumers' positive feelings and impulse buying urges. This attempt is given to identify various factors that influences consumers' impulse buying behaviour in Chennai Silks and SSP Silks. The result indicated the important factors influencing consumers' impulse buying behaviour. So, organized retail stores need to focus on these factors to increase impulse buying behaviour of customers. This study will provide some guidelines to organized retail stores, so that they can apply some strategies to increase impulse buying behaviour in the selected organized retail stores.

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