

A STUDY ON IMPULSE PURCHASE BEHAVIOUR OF
CUSTOMERS WITH REFERENCE TO GLOBUS IN
BILASPUR CITY (C.G.)

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Abstract:

The Indian retailing industry, which was traditionally dominated by small and family-run stores, has come of age. Now the retail sector is the second largest employer after agriculture in the country and also the second largest untapped market after China. In my study on Impulse purchase behavior of customers with reference to Globus I have tried to study the behavior of customers towards Globus apparel retail store towards impulse purchase at 36 Mall, Bilaspur.

“Impulse buying has been considered a pervasive and distinctive phenomenon in the American lifestyle and has been receiving increasing attention from consumer researchers and theorists (Youn& Faber, 2000, p.179)”. An Impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Impulse buying is defined as “any purchase which a shopper makes but has not planned in advance”. But recently the researchers have extended the definition and included emotional element to this definition. And redefine it as "when a consumer experiences a sudden, often powerful urge to buy something immediately “(Rook 1987, Jalees 2008).

There are four factors of impulse: greed, urgency, fear of loss, and indifference. They can be remembered as GUFU (goofy) which is somewhat ironic because it is goofy not to use them.

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As a researcher in my study I have used descriptive research. However empirical references, observations & informants are also used. The efforts of this study have been aimed to check the satisfaction of customers for analyzing their Impulse purchase behavior towards Globus Retail Division, and for further improvement by more advertising to capture more market share.

Keywords: "big ticket", GUFU, Impulse purchase, rapid-fire, retail store, purchase behavior.

Introduction:

An impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase. 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 a decisive role in purchasing, triggered by seeing the product or upon exposure to a well crafted promotional message. There are four factors of impulse: greed, urgency, fear of loss, and indifference. They can be remembered as GUFU (goofy) which is somewhat ironic because it is goofy not to use them.

Impulse buying can also extend to so-called "big ticket" items such as automobiles and home appliances. Automobiles in particular are as much an emotional purchase as a rational one. This in turn leads auto dealers all over the world to market their products in a rapid-fire, almost carnival-like manner designed to appeal to emotion over reason.

Why people buy impulsively?

- Some say that it acts as a stress reliever
- Perceive it as the best buy of that time
- People are captivated as an audience
- Consumers have extra money in their budget

Launched in January 1998, Globus is part of the RajanRaheja group. The company opened its first store at Indore in 1999, followed by the launch of its second store in Chennai (T-Nagar). Soon to follow was another store in Chennai located in Adyar. The flagship store in Mumbai opened on 1st November 2001 followed by a swanky new outlet in New Delhi in South Extension Part-2.

The sixth & seventh stores opened in Bangalore in Koramangala & Richmond Road respectively. The eighth store opened in Ghaziabad at Shipra Mall and was followed by the ninth at Kalaghoda in Mumbai; tenth in Thane and eleventh in Ghaziabad. The twelfth, thirteenth, fourteenth stores opened in Kanpur, Ahmedabad and Lucknow respectively. Then Globus has opened its Store in Indore, Aurangabad, Bilaspur and the journey continues...

Objective of the Study:

The major objective of the study is to analyze the purchase behavior of customers at Globus in Bilaspur for purchasing impulsively.

The other objectives are:

- 1) To study the Impulse purchase Behavior of customers at Globus Bilaspur.
- 2) To study the factors influencing impulse purchase at Globus Bilaspur.
- 3) To study the frequency of impulse purchase at Globus Bilaspur.

Research Methodology:

Universe	Globus, Bilaspur (Chhattisgarh)
Sample Size	100.
Sample Unit	Customer/Visitors of Globus
Sample Plan	Random Sampling
Sampling Tool	Questionnaire.
Sampling Method	Survey Method
Scaling Technique	Likert Scale.
Research Type	Descriptive & Exploratory Research.
Data Collection Method	Primary Data, Secondary Data
Test Applied	Chi Square Test

Sources of Data:

Data is collected through both primary and secondary sources.

- i. Primary data is collected by general public of the city through structured questionnaire.
- ii. Secondary data is collected with the help of internet, news paper, company brochures, past research paper published in journal & magazines etc.

Hypothesis Testing

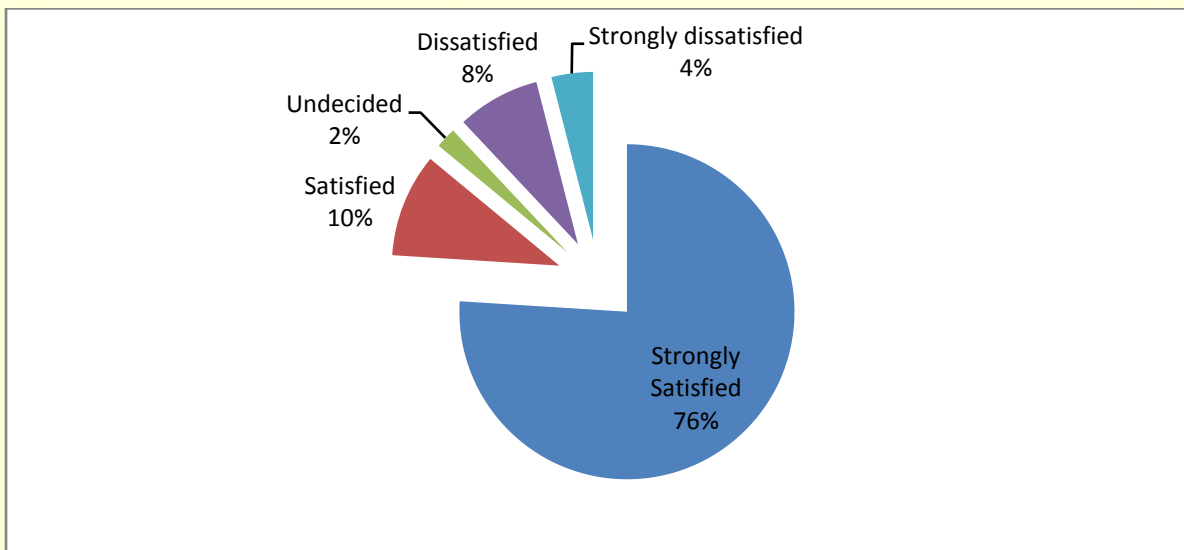
Null Hypothesis (H_0): Customer are not purchasing impulsively at Globus in Bilaspur City.

Alternative Hypothesis (A_0): Customers are purchasing impulsively at Globus in Bilaspur City.

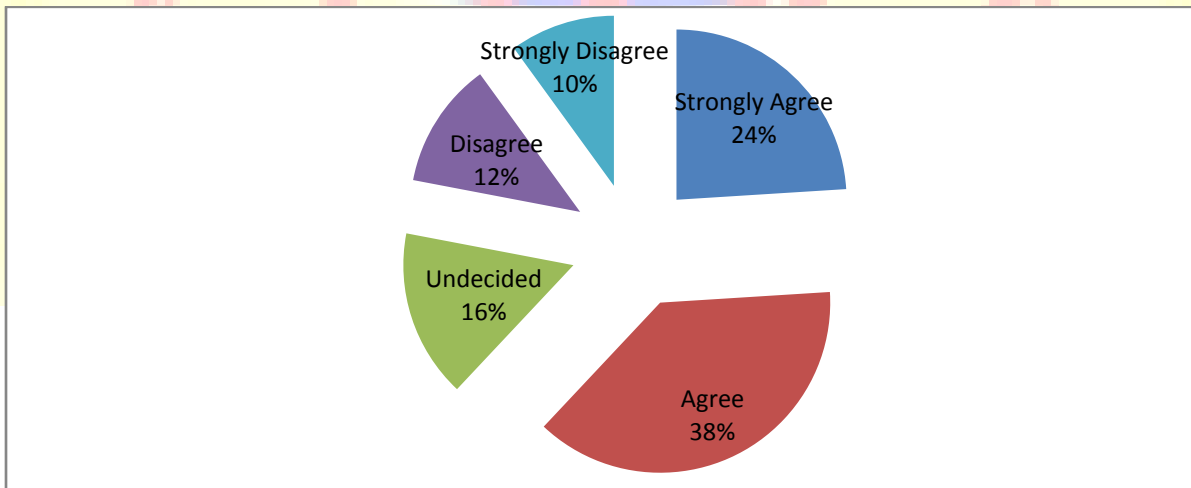
Data analysis:

For the purpose of my study following data has been collected:

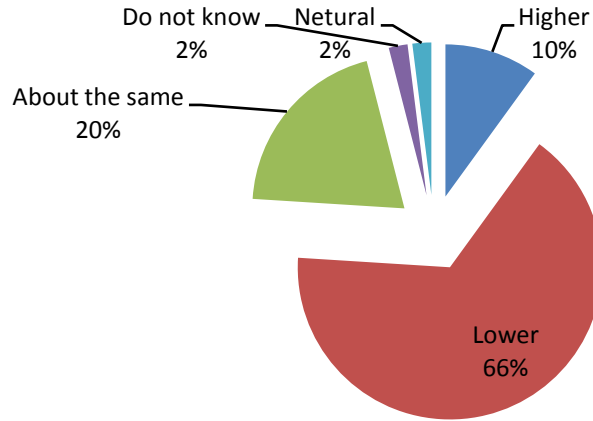
The interpretation shows the responses from the total selected population:-



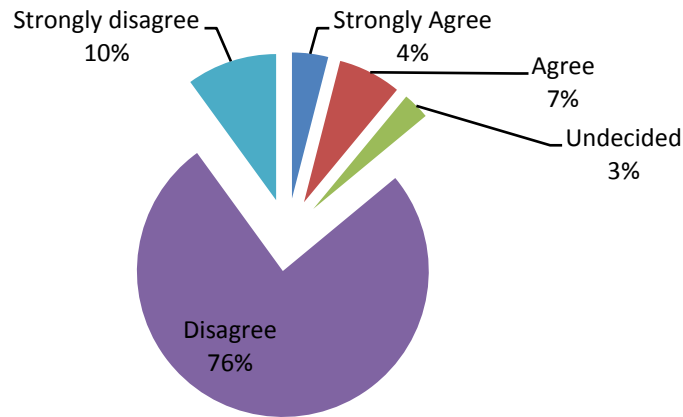
INTERPRETATION: It is understood that 76% are strongly satisfied, 10% are satisfied, 02% are undecided, 08% are dissatisfied and 04% are strongly dissatisfied with the location of Globus.



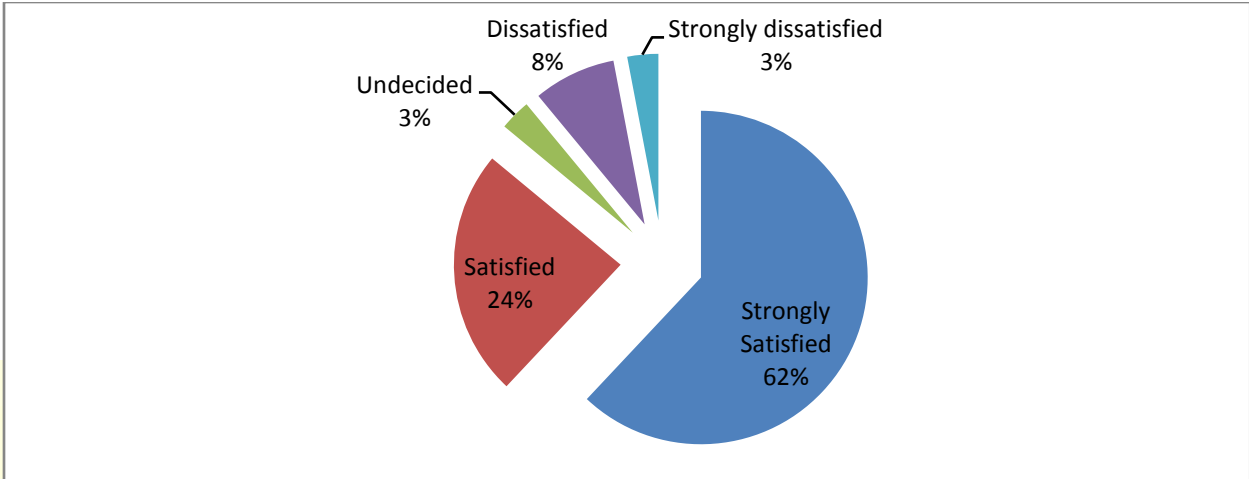
INTERPRETATION: It is understood that 24% are strongly agree, 38% are agree, 16% are undecided, 12% are disagree and 10% are strongly disagree that purchase impulsively or unplanned at Globus.



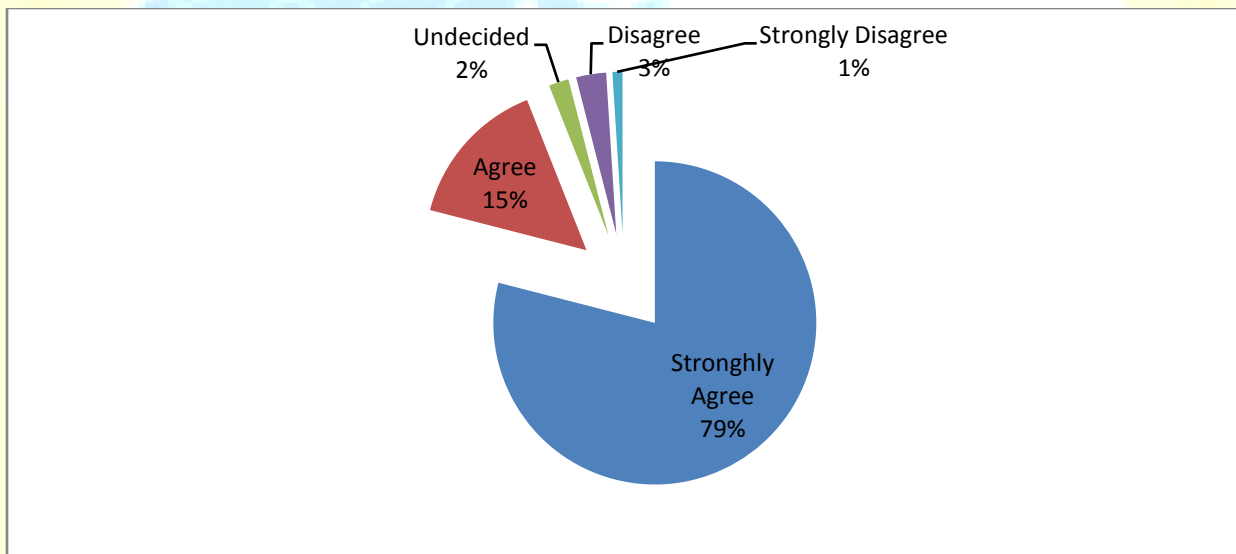
INTERPRETATION: It is understood that 10% say higher, 20% say about the same, 66% say lower, 02% do not know and 02% are neutral about the Globus when compared to others.



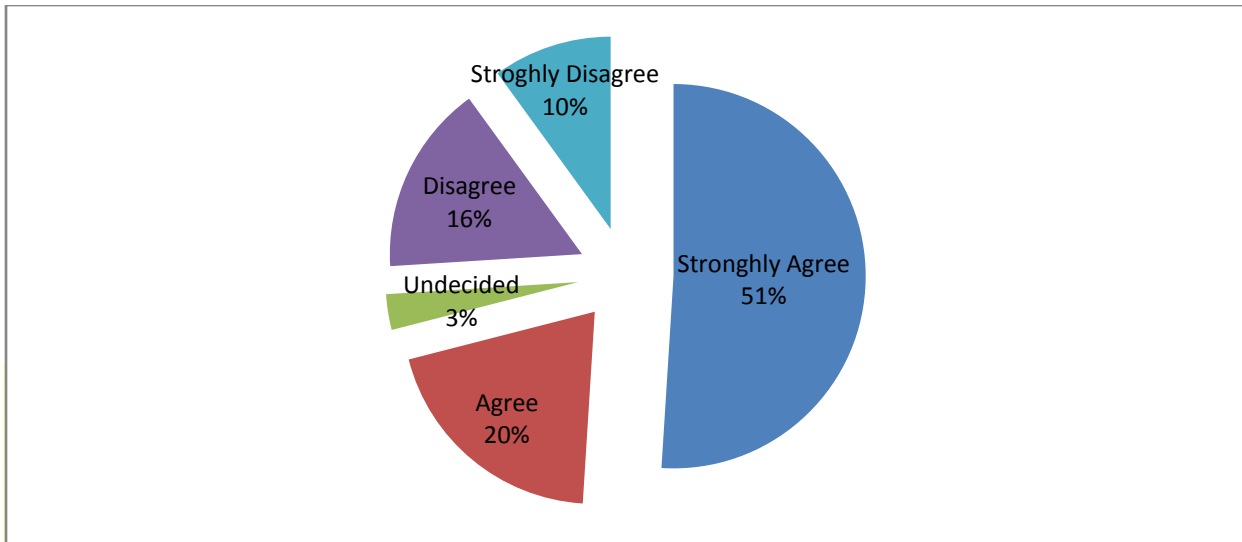
INTERPRETATION: It is understood that 04% are strongly agree, 07% are agree, 03% are undecided, 76% are disagree and 10% are strongly disagree that Globus give better discount/offers.



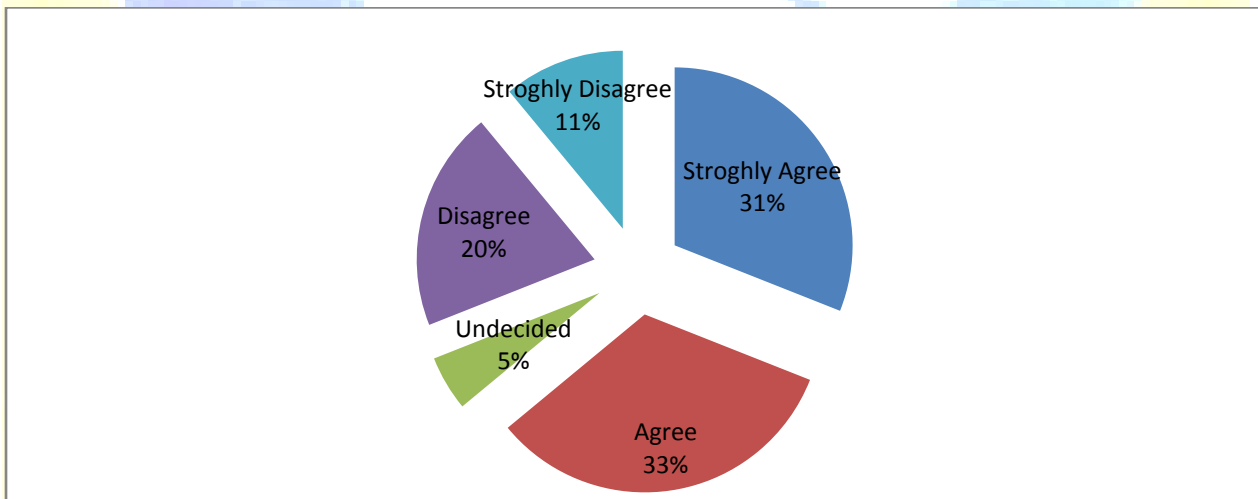
INTERPRETATION: It is understood that 62% are strongly Satisfied, 24% are Satisfied, 03% are undecided, 08% are dissatisfied and 03% are strongly dissatisfied about clarity of information or advice provided by Globus.



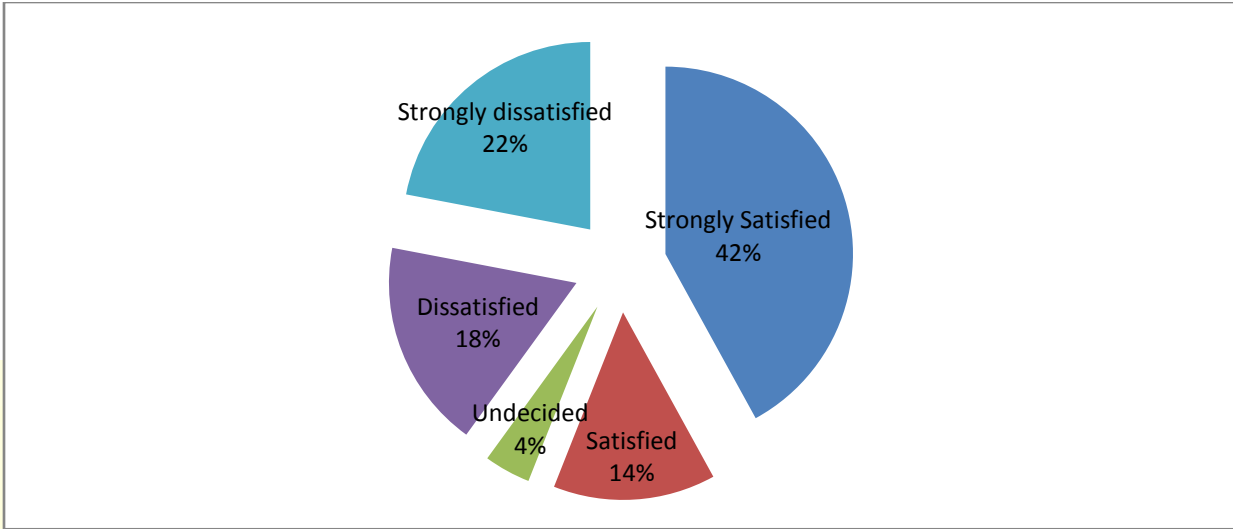
INTERPRETATION: It is understood that 79% are strongly agree, 15% are agree, 02% are undecided, 03% are disagree and 01% are strongly disagree that shopping at Globus is a joyful experience.



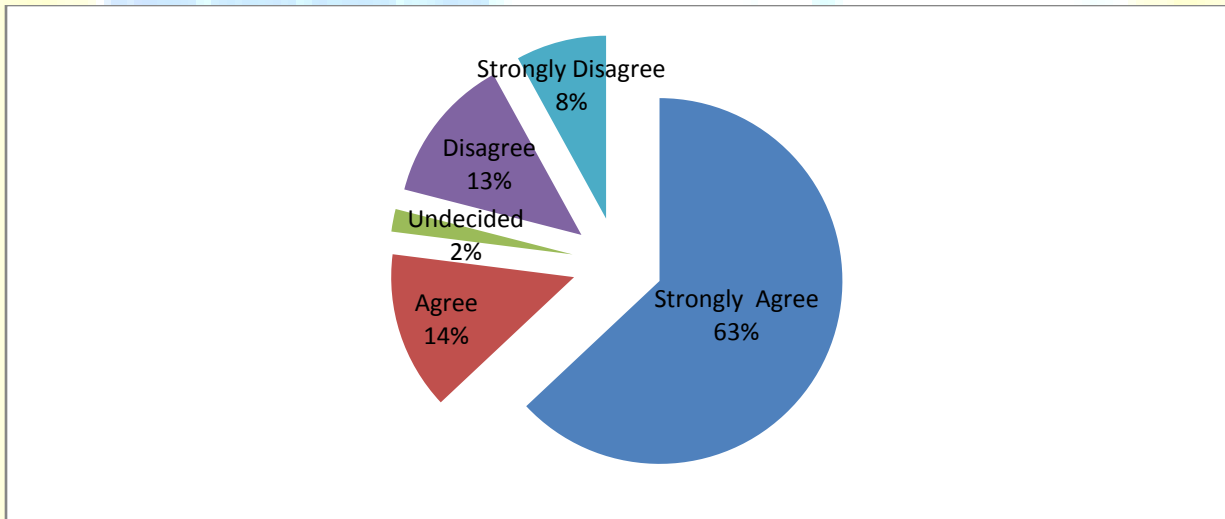
INTERPRETATION: It is understood that 51% are strongly agree, 20% are agree, 03% are undecided, 16% are disagree and 10% are strongly disagree that shopping at Globus is value for money.



INTERPRETATION: It is understood that 31% are strongly agree, 33% are agree, 05% are undecided, 20% are disagree and 11% are strongly disagree that Globus is a complete retail outlet.



INTERPRETATION: It is understood that 42% are strongly satisfied, 14% are satisfied, 04% are undecided, 18% are dissatisfied and 22% are strongly dissatisfied with the services provided by Globus.



INTERPRETATION: It is understood that 63% are strongly agree, 14% are agree, 02% are undecided, 13% are disagree and 08% are strongly disagree to prefer Globus for the next purchase.

CHI SQUARE TEST

TEST HYPOTHESIS

Cell	Observed frequency(Oi)	Expected frequency(Ei)	Oi-Ei	(Oi-Ei) ²	(Oi-Ei) ² /Ei
Highly Satisfied	24	20	4	15	0.75

Satisfied	38	20	18	324	16.2
Undecided	16	20	-4	16	0.8
Dissatisfied	12	20	-8	64	3.2
Highly Dissatisfied	10	20	-10	100	5.0
TOTAL	100				25.95

- $X^2 = \sum (O_i - E_i)^2 / E_i = 25.95$
- Thus the value of chi square is **25.95**
- Degree of freedom : $n - 1 = 5 - 1 = 4$
- Level of significance = **5%**
- The tabulated for degree of freedom 4 at 5% level of significance is **9.488**
- So, Calculated Value = **25.95**
- Tabulated value = **9.488**
- **Calculated Value > Tabulated value**
- **Interpretation:** The calculated value is greater than the tabulated value, so we reject the null hypothesis and accept the alternative hypothesis.
- We can say that **CUSTOMER are purchasing impulsively at GLOBUS in Bilaspur City.**

Findings

1. Customers purchase impulsively or unplanned manner at Globus.
2. 22% highly agree and 34% agree with the good product quality and product ranges.
3. Mostly customer impulsively purchase on occasionally and seldom.
4. Accessories section and ladies western wear is the most preferred section by customers for Impulse purchasing.
5. It is found that Window Display, Offers/discount and Design/variety are the most important influencing factor here for Impulse purchasing.
6. 53% Customers are Influenced to purchase Impulsively by someone`s others force.
7. 54% Customers says that they will recommend Globus products to others.
8. 20% Suggested to Improve promotions, 37% suggested reducing price, 18% associated to improve quality & 25% suggested for more offers & discount to improve the sales of Globus.
9. 54% Customers are overall satisfied by Globus, 18% are undecided & 26% are not overall satisfied by Globus.

10. Mostly customers are visit in globus once in a month and twice in a month.

CONCLUSION

From the above data it is concluded that customers purchase impulsively or without any pre plan at GLOBUS. A survey of the people has been conducted to study their behavior towards Globus retail division. It is observed that consumers of Globus are satisfied with the design, variety & price of the apparels. Moreover they are also satisfied with the availability of demanded products. It is thus concluded from the facts collected that over all the shoppers of Bilaspur are having positive behavior towards Globus retail division.

RECOMMENDATIONS

1. Globus should Increase promotional activities to improve the sales.
2. Globus should Improve Product quality in Men's wear and Kid's wear to increase the sales.
3. Globus should also restive to change their low price scheme and service which provide by staff.
4. As customer suggested that Globus should need more promotion and improve quality.
5. Globus should provide more quality of merchandise to customers.
6. Globus should provide more design & variety to increase impulse purchase.
7. Demanded size of clothing, was not available at time, Globus should overcome this problem.

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