

Impulse Purchase Behaviour Among Millennials in Nashik

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Abstract- Impulse purchase or impulse buying is defined as an unplanned decision to buy a product or service, made just before a purchase. This paper aims to understand the consumer impulse buying behavior among the millennials at retail outlets in Nashik. The impact of various variables like discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, influence of reference group, income level of customers and festival season, on consumer impulse buying behavior, have been analysed. The study is based on the primary data collected with the help of structured questionnaire. Data analysis has been done using SPSS software. The final outcome of the study helps in understanding the factors that affect the impulse purchase or impulse buying behavior of the customers and also the stimuli that triggers impulse buying.

Keywords: Impulse, millennials, buying behaviour, reference group

INTRODUCTION:

Millennial Generation or called Generation Y is a generation that was born between 1977 and 1994 and is close to technology. The characteristics of this generation is that they are more dependent on technology. Their daily course of work is largely based on the usage of Information and Communication Technology.

An impulse purchase or impulse buying is an unplanned or otherwise spontaneous purchase. Impulse items can be anything, a new product, samples or well-established products at surprising low prices. Impulse purchasing is mostly spontaneous and a result of a stimulus. Impulse buyers randomly browse without a purpose to purchase a product or service online or offline. As the customer gets exposed to stimuli, it creates a desire to buy on impulse. Impulse consumer makes purchase decision without evaluation of alternatives and then may face positive or negative outcome during the post purchase evaluation. In this progression, shoppers are prejudiced by inner and outside things that generate the impulse purchase behaviour.

Nashik also known as Nasik is a city in northern Maharashtra. It is located on the banks of river Godavari. Nashik is third largest city in Maharashtra after Mumbai and Pune. The city has many organised and unorganised retail outlets. In the past few years, number of large organised retail outlets have been increased. The low real estate price along with increased purchasing power of people (mainly due to double income family) have given the boost to increase in organised retail outlets.

REVIEW OF LITERATURE:

- Adelina Lubis, Eka Dewi Setia Tarigan, Sari Bulan Tambunan, Muslim Wijaya¹ and Chandra Situmeang (2020) states that Consumptive behavior arises besides being due to meeting diverse needs, but also to follow the growing trend in the market. Therefore, marketers must be able to understand the desires and needs of these consumers, as well as the trends of the millennial generation that are in effect in order to create and develop their marketing strategies in the era of Revolution 4.0. Every marketing strategy set by marketers will influence consumer behavior.

- AMANDA LEIGH COLEY (1999) elaborated that impulsive buying represents an interesting, multi-dimensional phenomena, which deserves and is likely to provide fertile ground for industry related implications and future consumer behavior research. An integration of both the cognitive and emotional aspects of impulsive buying needs to occur if we are to even hope to approach a full understanding of the complete, complex phenomenon of impulsive buying.

- Dr. N. Meena Rani¹ and Mr. Soham Sahu (2022) states that millennials consume highly and sophisticatedly compared to the previous generations. Also, they have been shaped by factors like friendship, technology, money, happiness, morality, etc. There is a huge potential of the millennials in the market place but no significant studies, either qualitative or quantitative studies, have been done to quantify the factors affecting the impulsive buying behaviour of the millennials.

- Dr. Dhananjay Datta and Mr. Bhaskar Sharma (2017) states Generation-Y is very susceptible to impulse buying and the marketer needs to build their strategies accordingly. From the research it was found that Instant gratification, No prior thinking before buying, Trend setters, Impulse buying were among the major factors that influenced impulse buying. Also the external stimuli that mostly triggered impulse buying among the millennials were quality and design of the products and the internal stimuli were need, curiosity and trendy.

OBJECTIVES:

Following are the objectives of research paper:

- To understand the impulse buying behaviour among millennials in Nashik, Maharashtra, India

- To examine the factors influencing impulse purchase.

RESEARCH METHODOLOGY:

Primary Data Collection: The study was carried out among millennials in Nashik city. Non-probability sampling technique has been used for the purpose of this research. 101 consumers aged between 18 to 40 years have been surveyed through online questionnaire. The primary data were obtained from the responses of the respondents to the questionnaire designed. The questionnaire consists of close-ended questions. A part of the questionnaire was designed to know the basic details of the respondents.

Secondary Data Collection: The secondary data were collected by referring manuals, journals and intranet, websites and the final data will be analyzed systematically to achieve the desired result.

Sampling method: Non probability sampling technique method has been used for selecting the sample respondents.

Data analysis tools: Descriptive statistical tools like chi-square test and factor analysis has also been applied for the data analysis and also percentage analysis through pie chart and diagram.

DATA ANALYSIS:

Socioeconomic Profile of Customers

Socioeconomic profile of the consumer helps the marketers in preparation of appropriate marketing strategies. Customers’ personality and demographic or socioeconomic characteristics have an impact on the impulse buying. Among the youth, 72.3% of sample respondents were aged between 18 and 25 years; female respondents constituted 66.3% and the remaining 33.7% were male respondents. Most of the respondents (77.2%) were single. The nuclear family type was predominant among the respondents (59.4%). As far as occupation is concerned, majority of 28.3% respondents were students. 26.7% respondents were professional.18.2% were salaried employees. 13.9% have their own business. 12.9% were home makers.

The classification of respondents based on education was: 45.5% were graduates, 26.7% had higher secondary education, 24.8% were post graduate and the remaining respondents had some other qualification. The respondents were classified based on their monthly income. About 28.7% of the respondents had income above Rs 50,000 , 15.8% had income between Rs 20,001-30,000 & Rs 30,001-40,000, 14.9% had income between Rs 10,001-20,000 and the remaining 11.9% of the respondents had income below Rs 10,000.

IMPULSE PURCHASE BEHAVIOUR AMONG MILLENNIALS:

Millennials are seeming to be more inclined towards impulse purchase due to peer pressure as well as constant exposure to social media and western lifestyle.

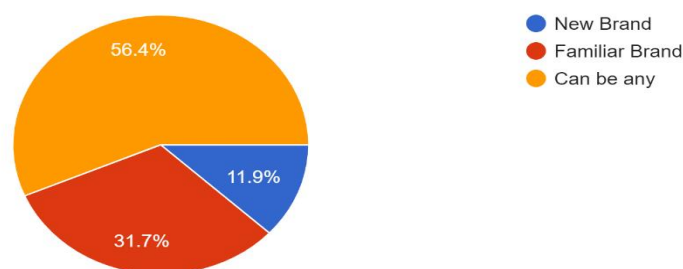
Following table shows the products purchased on impulse by millennials:

Products	No of Responent	Percentage
Food Items	45	16.56 %
Clothes	70	25.73 %
Accessories	38	13.96 %
Shoes	40	14.70 %
Toiletries	6	2.19 %
Grocery	21	20.8 %
Cosmetic	26	7.72 %
Music	8	2.93 %
Interior Decoration	13	4.79 %
Others	5	1.86 %

The youth segment of population has comparatively different tastes and preferences when compared to the consumers of other age groups. The Generation-Y were attracted to buy on impulse, mostly branded clothes (25.73%),grocery (20.8%) shoes (14.70%), food (16.56%), accessories (13.96%). It is seen that branded clothes, grocery, shoes, food and accessories are purchased more often on impulse. Marketers should therefore focus on such items when attempting to promote impulse purchases.

The brand of product bought on impulse purchase is :

101 responses



It is obvious from above diagram that 56.4% of the respondents bought on impulse any brand of product which may be new or familiar. About 31.7% of respondents have bought only the familiar brands even in an impulse buying situation. It is observed that consumers more often buy a new brand (which they never tried before) on impulse. Therefore, where applicable, marketers may adopt new brands when trying to trigger impulse purchases.

STIMULI FOR IMPULSE BUYING AMONG YOUTH

Variable	No of Respondents	Percentage
Internal Stimuli		
Need	41	14.75 %
Desire	41	14.75 %
Curiosity	35	12.61 %
Trendy	27	9.70 %
External Stimuli		
Music	10	3.59 %
Model	6	2.14 %
Advertisement	16	5.74 %
Quality	37	13.30 %
Design	22	7.92 %
Bargain	9	3.04 %
Window Display	11	3.96 %
Shopping Experience	10	3.92 %
Sales Promotion Techniques	13	4.40 %

Impulse buying usually occurs owing to both external and internal stimuli. The external stimulus is what both stores and product manufacturers can use to their advantage to encourage impulse buying. How the products are made is not something that the stores can control, which means that the focus should be on the layout of the stores and the knowledge about their consumers instead. The most important thing is to adapt to the consumer and look for solutions in order to encourage a purchase. This means that the staff should have extensive knowledge about the products sold in the store, to be able to emphasize the advantages to the consumer in a way that makes it preferable for the consumers. The multiple responses on stimuli for impulse buying among youth, as shown in Table 3, indicated that desire (14.75%) and inherent need (14.75%) motivated respondents to indulge in impulse buying. 12.76% gets influenced with curiosity. The internal stimuli for unplanned purchase were of emotion and hedonic influences. The hedonic needs seek to achieve pleasure from a product. They are more likely to be associated with emotions or fantasies derived from consuming a product. The product promotion incorporating feelings of strong emotion and fashion would lead to pure and unplanned purchase behavior among the female respondents belonging to Generation-Y. The background music played in the store stimulated the respondents (5.20%) to purchase products impulsively. The motivation of salespersons influenced impulse buying (2.89%). The quality of the product motivated 8.09% of the respondents to involve in impulse buying. Many of the respondents agreed that they did impulse buying due to attractive commercials (6.36%). The desire to buy some product motivated 6.94% of the respondents to do impulse purchase. Other factors which stimulated impulse buying among the youth were bargain (4.62%), window display (4.05%) and fashion trends (9.25%). Thus, the stimulus for impulse purchase is created through in-store ambience, with music, knowledgeable salespersons who recommend suitable products to the youth thereby creating desire and curiosity for shopping, through commercials and on the spot promotion.

OCCASION OF IMPULSE PURCHASE

Occasion	No of Respondent	Percentage
Before Work	7	3.67 %
After Work	21	11.06 %
When I am happy	45	23.72 %
When I am in bad mood	9	4.73 %
When I am with friends	26	13.66 %
When I am by myself	38	19.99 %
When I have time to spare	29	15.26 %
When I am in rush	5	2.66 %
When I am Hungry	10	5.26 %

Impulse purchase takes place majorly when the customers are happy (23.72%). 19.99% & 13.66% respondent go for impulse purchase when they are by themselves & friends respectively. 15.26% go for impulse purchase in their spare time. So in short, the consumer buy the product on impulse in good, happy mood and usually with friends. Retailers should announce discounts and offers during the beginning of month. For salaried people, mainly beginning of month is happy period. Shops near colleges, food courts, multiplexes should have more such discounts.

SUGGESTIONS

The research states that consumer indulge into impulse buying mainly in case of new brands. Marketers should concentrate on branded clothes, shoes, movies and food as they trigger the maximum impulse purchase. Millennials could be targeted with appropriate marketing strategy with elaborative product launch, incorporating latest fashion trends, attractive sales promotion techniques for instant gratification.

CONCLUSION

Impulse buying is an unplanned decision to buy a product or service, made just before a purchase. Millennials do not think twice before buying. Research states that Instant gratification, no prior thinking before buying, Trend setters, Impulse buying were among the major factors that influenced impulse buying. Quality and design are the two most powerful external stimuli triggering impulse buying. Among internal stimuli, need, desire and curiosity impact impulse buying on a large scale. Millennials consume highly and sophisticatedly compared to the previous generations. Also, they have been shaped by factors like friendship, technology, money, happiness, morality, etc. One of the most important features of millennials is their priority of money putting behind other non-financial activities like group training, personal satisfaction, group performance, etc. Considering the huge potential of the millennials as consumer in the current market and in the next few decades, the study can be used as a ground for empirical evidence, which can well be capitalized by the marketer and turns out to be immensely beneficial to the marketplace as a whole.

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