



To cite this article: Dr. V. Vijayalakshmi and Radhika M (2025). A STUDY ON THE CONSUMER PERCEPTION TOWARDS IMPULSIVE BUYING WITH SPECIAL REFERENCE TO HYPERMARKETS IN COIMBATORE DISTRICT, International Journal of Research in Commerce and Management Studies (IJRCMS) 7 (5): 67-77 Article No. 487 Sub Id 880

## **A STUDY ON THE CONSUMER PERCEPTION TOWARDS IMPULSIVE BUYING WITH SPECIAL REFERENCE TO HYPERMARKETS IN COIMBATORE DISTRICT**

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DOI: <https://doi.org/10.38193/IJRCMS.2025.7505>

### **ABSTRACT**

Regardless of business considerations, customer perception is the most crucial element since it reveals how satisfied customers are with any given service or product. Beneficial customer perceptions do have a significant and positive impact on a business's profitability, as they increase repeat business, brand loyalty, good word-of-mouth referrals, and long-term viability. It is difficult to keep customers in today's competitive business climate, which includes retailing sector. Thus, retailing stores including hypermarkets in the industry is to be improving their high-quality services with consistent manner. This study aimed to analyze the effect of consumer's demographic profile namely gender, age, marital status, type of family, no. of family members, place of living, education, occupation and family income with their perception towards impulsive buying in Hypermarkets. The primary data collected from 100 respondents in various hypermarkets in Coimbatore City. Multiple regression analysis was used to analyze the effect of demographic profile of the consumers on their perception towards impulsive buying. This study found that education, occupation and family income of the consumers is most important demographic factors on impulsive buying in hypermarkets, because these demographic factors have positive effect on their perception towards impulsive buying.

**KEYWORDS:** Retailing, Hypermarkets, Supermarkets, Impulsive buying,

### **INTRODUCTION**

The growing middle class, rising urban population, and rising disposable income in India are all

contributing to the country's continued rapid expansion as the fifth-largest retail market in the world. India's retail industry is broad and includes a variety of product categories, such as grocery and food, clothing, electronics, home goods, and personal care items. Alongside the explosive growth of e-commerce followed by quick commerce, the expansion of contemporary retail formats including hypermarkets, supermarkets, and specialized shops is another factor propelling the Indian retail business. According to data gathered by India Retailing Insights, the industry saw the opening of more than 750 new outlets in 2024 and raised a total of Rs. 12,000 crore (US\$ 1.38 billion). According to a report by the Boston Consulting Group (BCG) and the Retailers Association of India (RAI), India's retail sector grew at an 8.9% annual rate for the last 10 years. Supermarkets/Hypermarkets being the part of organized sector and they governed by laws and provisions imitated by Government of India. Customers can choose from a variety of brands that are offered in one location for the same products. Like everything else, hypermarkets are expanding in India. There are hypermarkets in several areas that are exclusive to that location. Despite the challenges, hypermarkets continue to be a significant retail format in India.

Impulsive purchases are a prominent feature of consumer behavior. Impulse refers to a consumer's immediate response that prompts them to make a spontaneous buying decision. Impulse buying is the result of fast purchasing. A person's level of impulsivity influences their decisions in all facets of daily life, including their purchasing habits. It produces a powerful emotion that influences the consumer's decision to buy. Unplanned purchases are known as "impulse purchases," as customers make snap judgments without planning ahead. Indian consumers are quickly adopting and accepting modern retail formats tremendously.

## **II. REVIEW OF LITERATURES**

**Mohammed Naseer (2023)** studied the impulse buying behaviour of women consumers in Wandoor Panchayath, Malappuram District, Kerala State. This study reported that the majority of women consumers bought food items once a week. This is followed by majority of the women consumers agreed that the statements of 'Sometimes I shop in the spur of the moment' and "spend more than budgeted amount on non- food items".

**Sree Lakshmi and Uma Kumari (2022)** studied the factors which are influencing consumers impulsive purchase of products in shopping malls. This study applied for factor analysis and found that three different factors with combination of various attributes. Factor-1 combined that price, availability of time & cash, quality, guarantee & warranty, product utility. Factor – II which is combined with store layout, reference group, store environment and discount offers. Factor – III shows only for mood of consumers

**Vinish et al. (2020)** analyzed the impact of various aspects namely store layout, ambient factors, and

employees on impulsive buying behaviour among female customers those who were visiting apparel outlets. The primary data were collected from 385 female customers in Tier I and Tier II cities of Karnataka State. Multiple regression analysis was used to analyze the effects of selected store environment elements on impulsive buying. This study found that significant and positive effect of store layout, ambience and employees of outlets with impulsive buying behavior among female shoppers.

**Nidhi Sheoran (2014)** studied the impulse buying behavior of customers who are purchased food and beverage brands in the state of Haryana. 546 responses were used for the analysis and this study reveals that majorith of the consumers tend to buy impulsively about food and beverage products. The results also show that the customers impulsively purchase products based on certain preferences, choices, or brand attachments without taking the brand's features or other attributes into account.

**Singh et al. (2014)** studied the impact of store atmospherics and store lay out on buying pattern of Indian Consumers. This study found that well-planned stores had an impact on consumers' purchasing habits in the Indian Retail Stores. The ambience of a store is greatly influenced by display fixtures, well planned lighting, and visual merchandising.

**Floh and Madlberger (2013)** observed the role of atmospheric cues on impulsive buying in online stores. This stuy reported that the impact of atmospheric cues on shopping pleasure and, eventually, impulsive purchasing behavior in the setting of online retailers, including store design, navigation, and content. According to the study's findings, in-store content didn't have any eeffect on customers' satisfaction of shopping, while features like store design and navigation significantly did.

**Sandilya et al. (2021)** examined the consumers' behavior of unplanned purchase at Big Bazaar Retail outlet located in Jayanagar, Bangalore. The primary data were collected from 114 consumers and used for the analysis. This study demonstrates significant and positive relationship between the key reasons for impulsive purchase namely deals and discounts, store/product qualities, and the propensity for impulsive purchase, and the characteristics of the respondents, such as gender, preference for online or offline shopping, and frequency of shopping. It was shown that impulsive purchasing in retail environments is mostly caused by a combination of external cues, internal motivation, and financial independence.

### Objectives of the study

- ❖ To find out the consumers' demographic profile on the impulsive buying in Hypermarkets
- ❖ To analyze the effect of consumers demographic profile with their perception towards impulsive buying in Hypermarkets

### **Hypothesis of the study**

- ❖ Ho: There is no significant effect of consumers demographic profile namely gender, age, marital status, type of family, no. of family members, place of living, education, occupation, family income with their perception towards impulsive buying.

### **III. RESEARCH METHODOLOGY**

**Research Design:** Empirical Study

**Data and source of data:** Primary data which is collected through the questionnaire.

**Variables used for the Questionnaire:** There are two parts. The first part covers Demographic profile (gender, age, marital status, type of family, no. of family members, place of living, education, occupation, family income). Second part of the questionnaire has different statements about attitude towards impulsive buying. They are

- S1: I frequently purchase things impulsively when I go for shopping
- S2: Let's do it" describes the way I buy things
- S3: Most of my purchases were unplanned
- S4: I regularly buy things without thinking
- S5: I always buy I actually like it
- S6: I have to do more unplanned purchase because I have a credit card
- S7: I tend to purchase Immediately, think about it later
- S8: Sometimes I feel like buying things without a second thought
- S9: "I see it, I buy it" describes me
- S10: Sometimes I buy riskless things
- S11: If I see something different, I want, I buy it at any rate
- S12: Advertisements induced me to make unplanned purchase
- S13: Colour of packing affects my impuse purchase
- S14: I tend to buy impulse purchase repeatedly as shown as my prior purchase experience

**Sample Design and sampling area:** Customers of Hypermarkets in Coimbatore City. The selected hypermarkets are D-Mart (Singanallur), LuLu Hypermarket (Avinashi Road), Spar Hyper Market

(Town Hall), Reliance Mart (Peelamadu), Spencers Retail (Tatabad),

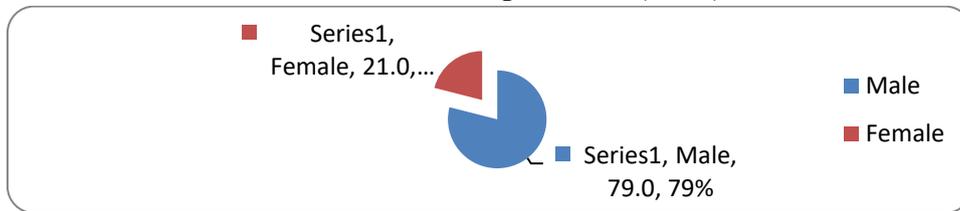
**Sampling Size & Technique:** 100 consumers (20 consumers from each store ) and Convenience sampling technique were used.

**Period of data collection:** April to June' 2025

**Statistical tools:** percentage analysis and multiple regression analysis.

#### IV. ANALYSIS AND INTERPRETATIONS

**Figure – 1**  
**Gender of the Respondents (in %)**



**Source: Primary data**

Figure – 1 depicts the gender distribution of the respondents. It is evident that a vast majority of the respondents are male (79%), while only 21% are female.

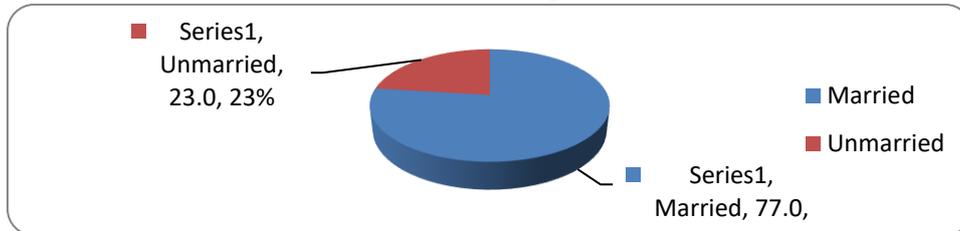
**Figure – 2**  
**Age of the Respondents (in %)**



**Source: Primary data**

Figure – 2 shows that the majority of respondents are belongs below 25 years (56%), followed by 26–40 years (36%), 6% of the respondents belongs to the 41–50 years age group, and the remaining 2% are above 50 years.

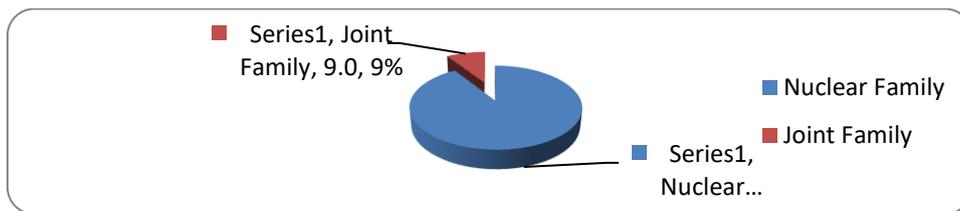
**Figure – 3**  
**Marital status of the Respondents (in %)**



**Source: Primary data**

Figure – 3 illustrates the marital status of the respondents. It is evident that majority (77%) are married, while 23% are unmarried.

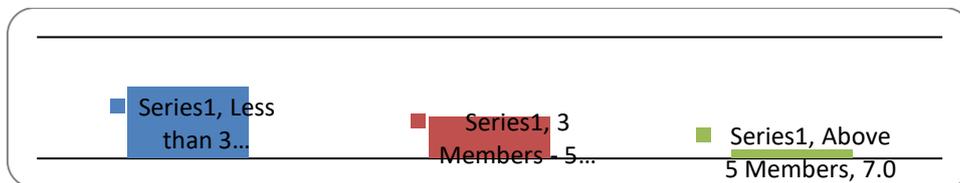
**Figure – 4**  
**Family type of the Respondents (in %)**



**Source: Primary data**

The figure - 4 represents the type of family of respondents. It is clear that the vast majority (91%) of the respondents belongs to nuclear families, while 9% of them from joint families.

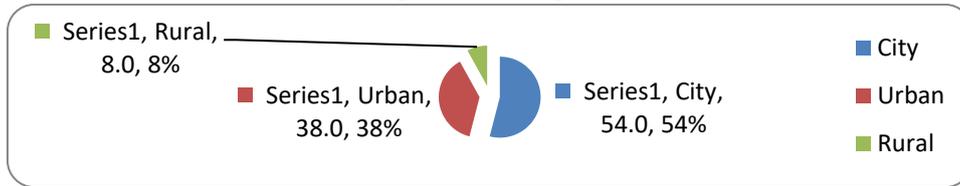
**Figure – 5**  
**No. of family member of the Respondents (in %)**



**Source: Primary data**

The figure - 5 depicts that a majority (59%) of the respondents belong to families with less than 3 members. Another 34% come from families with 3 to 5 members, while only 7% live in families with more than 5 members.

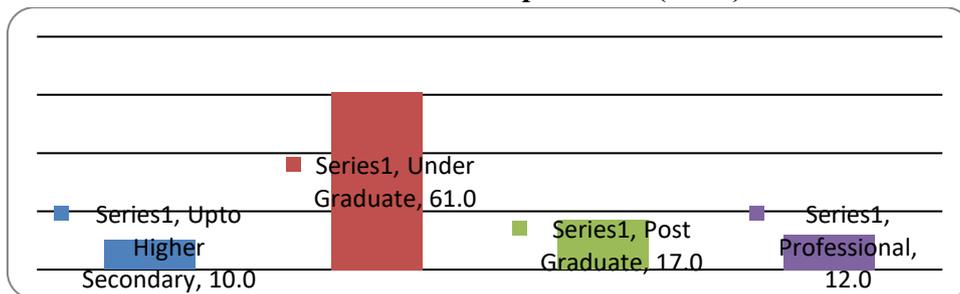
**Figure – 6**  
**Place of Living of the Respondents (in %)**



**Source: Primary data**

It is evident from Figure – 6 that the majority (54%) of the respondents reside in cities, followed by 38% of the respondents live in urban areas, while only 8% belong to rural areas.

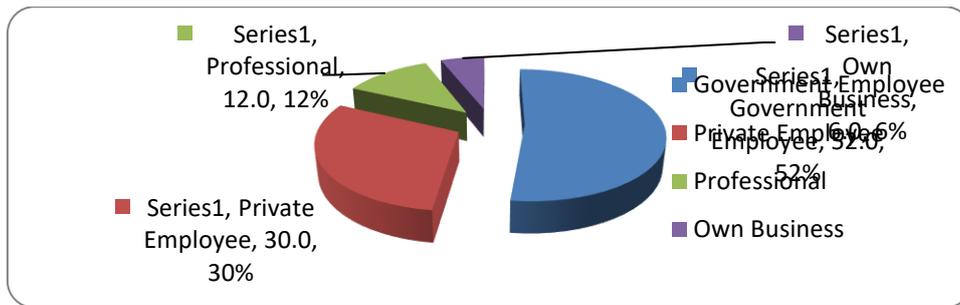
**Figure – 7**  
**Education of the Respondents (in %)**



**Source: Primary data**

Figure - 7 reveals that the majority (61%) of the respondents are undergraduates, followed by 17% of the respondents have completed postgraduate courses, 12% are professionals, while only 10% have studied up to higher secondary level.

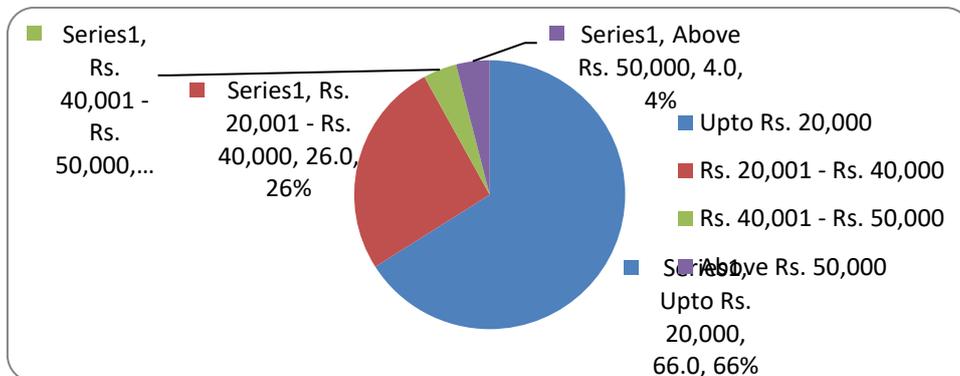
**Figure – 8**  
**Occupation of the Respondents (in %)**



**Source: Primary data**

Figure - 8 reveals that the majority (52%) of the respondents is government employees, followed by 30% are private employees, 12% are professionals, and only 6% are engaged in own business.

**Figure – 9**  
**Family Income of the Respondents (in %)**



**Source: Primary data**

It is evident from the figure 9 that the majority (66%) of the respondents' family earns up to Rs. 20,000 per month. About 26% of respondents fall in the Rs. 20,001 – Rs. 40,000 range, while only 4% each belong to the Rs. 40,001 – Rs. 50,000 and above Rs. 50,000 income groups.

Multiple Regression analysis was used to find the effect of various demographic factors of the consumers X1-gender, X2-age, X3-marital status, X4-type of family, X5-no. of family members, X6-place of living, X7-education, X8-occupation, X9-family income with their perception towards

impulsive buying (Y) in hyper markets. The results of the analysis were presented below with the model of  $Y = b_0 + b_1.X_1 + b_2. X_2 + b_3. X_3 + b_4.X_4.....$

**Table – 1**

**Regression Model for Perception towards Impulsive Buying in Hypermarkets**

Variables	Régression Coefficient	Standard Error	t-value	Result	R2
Constant	20.759	4.183	4.962*	Significant	0.242
Education – X7	3.145	1.365	2.304*	Significant	
Occupation-X8	4.414	1.238	3.565*	Significant	
Family income-X9	3.776	1.448	2.609*	Significant	
<b>*- :Significant at 5 Percent level</b>					

**Source: Primary data**

The table - 1 reported that the demographic factors of the consumers namely education, occupation, family income and their perception towards impulsive buying in hypermarkets have significant at five percent level. Therefore, hypothesis is rejected and reported that the said demographic profile of the consumers have positive effect on their perception towards impulsive buying in hypermarkets. Other demographic profile gender, age, marital status, family type, no. of family members, place of living of the consumers does not have positive effect on their perception towards impulsive buying.

**Table – 2**

**Analysis of Variance towards Impulsive Buying in Hypermarkets**

Source	S S	D F	M S	F
Regression	3560.805	3	1186.935	10.193*
Residual	11178.505	96	116.443	
<b>*- Significant at 5% level</b>				

**Source: Primary data**

According to the Table – 2, calculated value of ‘F’ in the analysis of variance of multiple regression model for Y indicates the overall significance of the model fitted. The coefficient of determination R<sup>2</sup> value

shows that these demographic factors put together explain the moderate relationship of the significant demographic factors on their perception towards impulsive buying in hypermarkets.

## **V. CONCLUSION**

This study especially focused on influencing demographic factors on impulse buying in the hypermarkets which can be seen in above analysis. To lead the market or even to survive in the market, it is very important for the marketers to consider consumers perception on impulse buying. The study concludes that among the various demographic factors, education, occupation, and family income significantly influence consumers' perception towards impulsive buying in hypermarkets. These factors positively contribute to unplanned purchasing behavior, indicating that individuals with higher income levels, specific occupational categories, and varying educational backgrounds are more prone to impulsive purchases. Conversely, factors such as gender, age, marital status, family type, number of family members, and place of living do not exert a significant impact, suggesting that impulsive buying is not strongly determined by these characteristics. The regression analysis further confirms the overall significance of the model, and indicating a moderate relationship, thereby emphasizing that while demographic factors play a notable role, other psychological and situational influences may also shape impulsive buying behavior in hypermarkets.

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