**Impact of Branding on Impulsive Buying Behaviour:Evidence from FMCG**

**Sector in Tiruchirappalli City**

The purpose of this study is to provide an insight into the impact of branding on impulse buying behavior in

FMCG’S sector Pakistan and to examine whether branding has sufficient influence on impulse buying behavior. As

branding for packaged products is on rise in competitive markets and significance of packaging considered as a

vehicle for communication. A questionnaire derived from the previous studies and relevant literature was completed

by 180 university students who often engage in impulse buying. Survey examine how packaging elements can affect

impulse buying behavior and to understand consumer behavior toward such products. Convenience sampling

technique was used. Multiple regression analysis assessed the impact of branding on impulse buying behavior. Result

indicates that branding has a significant impact and predict good proportion of variance in impulse buying behavior.

It is reasonable to conclude, on this evidence, that impulse buying behavior can be reinforced and retained by

marketers through branding, nice packaging and labeling in a sophisticated manner. The relationship investigated in

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Keywords: packaging, labeling, impulse buying, FMCG, Pakistan

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**ABSTRACT**

The purpose of the study is to provide an insight into the impact of branding on impulsive buying behaviour in FMCG sectors in Tiruchirappalli City. And to examine whether branding has sufficient influence on impulse buying behaviour. Customers are more likely to buy impulsively when they see free products and price discounts, offers from the store. The income level and visual merchandising has highly and significantly influence on consumers impulsive buying for FMCG‘s product. Impact of various impulse buying factors like sales and promotion, placement of products, window merchandising, effective price stratergy etc on customer. Impulsive buying behaviour will be analyzed especially a well decorated with pleasant and calm store environment along with colourful surroundings by just motivating the consumers to buy intentionally but also build excitement inside the consumer’s minds. This study provides insights to retailers about types of visual merchandising that can influence consumers’ impulse buying behaviours. This study is going to focus on the impact of the buying behaviour of the Customers in Tiruchirappalli City.

***Keywords: impluse buying, online shopping, impulsiveness, consumer behaviour etc.***

**INTRODUCTION**

Impulsive purchasing, generally defined as a consumer’s unplanned purchase which is an important part of buyer behaviour. Though impulsive purchasing has attracted attention in consumer research unfortunately, there is a dearth of research on group-level determinants. This research suggests that the presence of other persons in a purchasing situation is likely to have a normative influence on the decision to make a purchase. Peers and family members are the two primary sources of social influence, often have different normative expectations. Consumer goods are items purchased for the average consumer’s consumption. They are classified into three categories: durable goods, non-durable goods, and services. Non-durable goods have a shelf life of less than one year, whereas durable goods have a shelf life of three years or more. Rapidly Moving Consumer goods are the most important category of consumer goods. They are non-durable because they are consumed quickly and have a short shelf life.

Impulsive buying is mostly seen as unplanned and decided on the spot purchases which results from a stimulus. It is regarded as an important marketing tool for maximizing revenues for business. It is regarded as an important phenomenon in the context of retail business and marketing. The objective of this thesis is to understand the impulsive buying behavior of consumers, .The purpose of the study is to provide an insight into the impact of branding on impulsive buying behavior in FMCG’s sectors in Tiruchirappalli City, and to examine whether branding has sufficient influence on impulse buying behaviour.

Consumers are more likely to buy impulsively when they see free product and price discounts offers by a store. But also build excitement inside the consumer’s minds.The Impact of various impulses Buying factors like sales and promotion, placement of product’s, window Merchandising effective price strategy etc on customer impulse buying behaviour will be analyzed especially, a well decorated, with pleasant and calm store.

Window displays and visual merchandising have an important role-play for Consumer’s impulse buying. Consumer’s can be attracted to a store for purchase by Settling up a well-designed window displays and by insertion of a proper Placement of products, packaging and displays of products along with a better Presentation of products and store. The impulse buying of the commodities is on a great increment mainly due to pricing strategies of retail players and full of Festivals throughout the year.

**OBJECTIVES OF THE STUDY:**

1. To examine consumers motivation for making impulsive buying for FMCG Tiruchirappalli

City.

2. To study the demographic factors that influence the impulsive buying behaviour of consumers –age

& gender

3. To understand the impact of elements of purchase like promotions, effective pricing and store arrangement.

4.To understand the environmental cues act as a trigger to create an urge for impulsive buying

**REVIEW OF LITERATURE**

(Roy, 2016) The study found that the components contributing towards a strong impulsive buying behavior among customers was found to include the factors relating to promotions, the product attributes, store attributes, psychological factors and customer details. FMCG products come under the segment of Low Involvement products which are used to define the products that do not require as much time and money on a regular basis.

(Dr.Smita Harwani, Dr. Sneha Ravindra Kanade, 2017) The primary focus of the study is to determine the factors the influence impulsive buying in consumers. All external and internal factors do not have a significant impact upon the customers purchase intent rather, it is all based on economic factors such as disposable income, availability of credit and lifestyle patterns. It is noticed that age has a large impact on this behavior and is usually seen in the groups of 25 and 35-year-old while gender is also seen to have an impact with the results showing that female shoppers tend to be more impulsive with their purchases

(Pradhan, 2016) Retailers also need to keep in mind that the facilities like POS terminal facilities and ATM counters contribute to the ease of shopping which automatically urges consumers to make impulsive decisions. Additions like store layouts and environments, ambience and efficient staff also influence such behavior.

(Nair, 2019) The study showed a high level of association between the impulsive buying behavior and the gender of the consumers with female adolescents showing high levels of impulsiveness which contradicts many other researches which state that males have a higher level of impulsive. The spending capacity has very little impact on the purchase decisions making in the younger populations. The study puts forth a few potential factors that contribute to this behavior. They include the lack of awareness regarding the effects of budgeting, the influence of family, overwhelming emotions to create an urge to purchase. The research also shows the lack of a significant relationship between age of the adolescent and the impulsive buying tendency which is known to increase with increase in age.

Vaishnani & Haresh B, 2011 the availability of key raw materials, cheaper labor costs, and presence across the entire value chain gives India a competitive advantage.

Kishori Jagdish Bhagat, 2012 Consumers are affected by some individual and environmental factors, such as motivation, personality, perception, learning, values, beliefs, attitudes, lifestyles, personal influence, reference group, family influence, social class, and culture in their buying

decision process.

Morel, Magali et.al., (2012) this study looked into and explored the influence of the four traditional marketing-mix elements, satisfaction, and word of mouth on mentality and acquiring expectations of consumers on eco-friendly products explicitly Fast Moving Consumer Goods (FMCG) or non-durables ones.

D Sulekha (2013) that rural consumers’ incomes are raising and they are willing to buy products that improve their lifestyle. FMCG can adapt its marketing strategies exclusively for rural consumers. Shanmugan expatriate, The study found that many respondents prefer to purchase Fast-moving Consumer Goods based on price and quality.

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Joghee et. al., 2013 brand influences consumer purchase decisions in UAE, where the maximum population is

**SCOPE OF THE STUDY**

The fast-moving consumer goods include items for everyday use such as food, drink, cosmetics, tioletries and Personal care products. FMCG is highly reliant on marketing and advertising efforts. The most recent data on consumer behavior is provided by this survey of consumers. The demographic data used in the research includes things like age, gender, marital status, level of education, job title, and income. A list of the respondents' top priorities in terms of perks, purchasing patterns, and decisions have been compiled. The study covers sources of information and variables that affect FMCG purchases. The study assists in determining the price, quality, brand, availability at all retail locations, and compatibility with consumers' needs because marketers also use these variables to segment the market.

**NEED FOR THE STUDY**

The FMCG sector shows tremendous growth in last few years compares to other

sectors, investors to make their investment in his sector only. However there is high growth tendency for FMCG sector, it faces some difficulties in achieving their destination. Hence, the purpose of this study is to know the buying behavior of Consumers.

**STATEMENT OF THE PROBLEM**

Consumer behaviour is the process of decision-making and the acquisition, evaluation, use, and disposal of goods and services. It is the study of how individual consumers make decisions to spend their time, money, and effort on consumption related to a particular product or service. Consumer behaviour expresses the facts regarding what to buy, when to buy it, where to buy it, how often to buy it, and how often to use it. To ensure a strong competitive advantage, consumer behaviour is also subject to product features, price, quality, quantity, advertisement, location of availability, product life, and so on. Consumer behaviour toward FMCGs has received considerable attention from the competitors in the market. Consumer behaviour is primarily based on consumer buying behaviour, with the customer playing four divergent roles: user, payer, buyer, and consumer. The study is focused on consumer behaviour related to FMCG. There is a different pattern of Consumer behaviour, which may be generalized across product, price, and place, as well as psychological and interpersonal influences. The FMCG offered to consumers should satisfy the functional and psychological benefits that they expect from the product.

**RESEARCH METHODOLOGY**

The aim of the study is to find out the consumer impulsive behaviour in Tiruchirapalli City. This study is descriptive research design. The data will be collected from primary data and secondary data to find out the impulsive buying. Sampling techniques will be used to collect data from Consumers. Related information’s will be gathered through online records, other publications and websites wherever required.

**SELECTION OF SAMPLE**

Sample of 50 respondents are approached for the study and analyzed .The convenience sampling technique was used in this research the target respondents of this research are who have experience on shopping in retail outlet

**ANALYSIS AND INTERPRETATION**

The previous chapter deals with the research methodology which is followed by the study objective. This chapter focuses on data analysis based on the responses gathered from respondents. Analysis and Interpretation are the most important step in research process. It is this part of the research process that aims at giving the result of the study undertaken.tha major goals here are to tabulate and analyze the collected data and to present the result obtained. It helps the readers to understand the broader meaning of the research findings.

**TABLE:1**

**Demographic Profile**

|  |  |  |
| --- | --- | --- |
| **Demographic factors** | **NO. OF RESPONDENTS** | **Percentage** |
| **Age(21-40)** | **27** | **54** |
| **Gender(female)** | **34** | **68.5** |
| **Marital Status(unmarried)** | **26** | **52** |
| **Qualification(graduates)** | **21.5** | **43** |
| **Occupation(business)** | **19** | **38** |
| **Income level**  **(Rs.20000 to 40000)** | **26.5** | **53** |

Source:Primary Data

**FINDINGS**

The above table summarizes the demographic profile of respondents. 54% of the respondents are at the age group of (21-40). 66% of the respondents are females and the remaining 66% belongs to male category. The highest percent of the respondents are given in the table.

**TABLE: 2**

**FREQUENCY OF IMPLUSIVE BUYING BEHAVIOUR OF THE CONSUMERS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Strongly**  **disagree** | **Dis-**  **agree** | **Neutral** | **Agree** | **Strongly**  **Agree** | **total** |
| **I am getting pleasure when I go for the shopping** | **10** | **12** | **15** | **7** | **6** | **50** |
| **I plan to shop before few days ago and then go for shopping** | **10** | **5** | **5** | **10** | **20** | **50** |
| **I would be happier when I could afford**  **to buy more things** | **7** | **4** | **3** | **12** | **24** | **50** |
| **I enter that shop which have attracting Eye catching window display** | **5** | **5** | **10** | **10** | **20** | **50** |
| **If I see interesting offer (Reduce price, sales promotion etc.) on in store signs, I tend to buy** | **5** | **8** | **7** | **10** | **20** | **50** |
| **I enjoy buying suddenly** | **6** | **6** | **13** | **10** | **15** | **50** |
| **After I make impulsive purchase,I feel regret** | **15** | **10** | **5** | **10** | **10** | **50** |
| **I avoid buying things that are not in my shopping list** | **8** | **5** | **7** | **10** | **20** | **50** |
| **I intended to buy product after seeing layout, atmosphere,** **store type or support of salespersons** | **5** | **5** | **5** | **10** | **25** | **50** |
| **I buy the product**  **after watching adds**  **of that product** | **5** | **5** | **10** | **10** | **20** | **50** |

**Source:Primary Data**

**FINDINGS:**

**The** Results show significant association between income and impulsive buying, different categories of products and tendency for impulsive buying, and Discount and offers are found to be most significant factors driving impulsive buying among the customers along with tendency to buy. Impulsive buying mainly depends on the personality traits of the shopper. Retail displays are very important because visual merchandising will make or break a potential customer’s first impression. The store should be designed in such a way that the customer can easily locate his desired department and category. Colour of Merchandise and various divisions of the store definitely have a positive impact on the propensity of consumer's purchases.

**SUGGESTIONS**

* **Effective advertisement should be given in order to attract more no of customers.**
* **Customer services has to be improved by appointing well trained staffs**
* **Product assortment has to be made proper so that it would create more space for**

**people to move inside the shop and purchase things conveniently.**

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**CONCLUSION**

Consumer purchasing behaviour is critical in the marketing of goods and services. Consumer purchasing behaviour will be investigated to answer questions about what consumers buy, where they buy, how much they buy when they buy, and why they buy.

The study attempted to investigate factors influencing FMCG purchases, purchasing decision process, brand preference, and brand switching. It is critical to monitor the growth and development of the FMCG market to plan strategies for new product development, pricing, promotion, and distribution. According to the Indian Brand Equity Fund's report, the FMCG sector is the fourth largest in the Indian economy. The FMCG market is expected to grow at a rate of 9-10% per year. Rural consumption will drive the FMCG industry.

The FMCG (Fast Moving Consumer Goods) or Consumer Packed Goods (CPG) industry is one of the world's largest. As per the study, the FMCG industry is well positioned to grow by $310.5 billion between 2022 and 2026, owing primarily to the rising consumption of ready-to-eat food products. With the FMCG industry increasingly

requiring more digital and technological packaging of consumer journeys in 2023, it is expected that more innovative and digital solutions, such as The Internet of Packaging, will become a competitive advantage for FMCG companies.

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