Summary and Conclusions
CHAPTER VI

SUMMARY AND CONCLUSIONS

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SUMMARY AND CONCLUSIONS

In the previous Chapter – V, the data was presented in tabular forms and the results were interpreted with the help of statistical techniques. This chapter provides an overall summary and general conclusions of the entire study.

The study was carried out to develop a comprehensive scale to measure impulsive buying behaviour of consumers. It is also aimed to study the impact of certain demographic variables such as Personality, Decision making pattern and Self-perception on identified factors of impulsive buying behaviour. The present study also envisages a comprehensive model to explain the direct relationship of certain study variables responsible for impulsive buying behaviour factors.

In this study, the researcher present study has extensively reviewed the studies, related to impulsive buying behaviour among the consumers and based on the studies, the objectives and hypotheses were formulated.
The present study was carried out among the general public, residing in Chidambaram town, Cuddalore District, Tamil Nadu. A stratified random sampling technique was used in selecting the respondents. A total of 500 sample was collected and it consisted of 300 male and 200 female. They were grouped into 5 categories namely Housewife, Student, Businessman, Professional and Non-professional.

The researcher individually approached the respondents in their respective places during their leisure hours. They were also briefed about the purpose of the study.

The collected questionnaires along with the personal data were subjected to an appropriate statistical analysis namely, Correlation co-efficient, Factor Analysis, ‘t’ test, ANOVA and Multiple Regression. The Path Analysis was also carried out to find out direct and indirect effect of each independent variable contributed to the dependent variable (Impulsive Buying Behaviour). Later, the results of this study were briefly interpreted with the help of formulated hypotheses and discussed in detail.
6.1 SUMMARY OF THE FINDINGS

Based on the analysis, the following findings were arrived at:

1. The demographic variables of Sex (male and female) do not differ on the perception of impulsive buying behaviour factors.

2. Significant difference was noticed among different age groups of consumers on the factors of Inducer and post-purchase.

3. Comparison of married and unmarried group of consumers, a significant difference was noticed among factors Inducer, Impulsiveness, Influencer, Push & Pull and Post-purchase.

4. Significant difference was noticed among different religious group of consumers on the factors of Inducer, Impulsiveness, Influencer, Non-Planning and Push & Pull.

5. Significant difference was observed among different occupational group of consumers on the factors of Inducer, Influencer, Push & Pull and Post-purchase.

6. Significant difference was noticed between the consumers with / without children in the factor of Post-purchase.
7. Significant difference was observed between the readers of advertisement and non-readers of advertisement, on the factors of Inducer, Impulsiveness, Influencer, Non-Planning and Push & Pull.

8. Significant difference was noticed between the consumers purchase the goods by Tecl-shopping and consumers who do not purchase by Tele-shopping, on the factors of Inducer, Impulsiveness, Influencer, Non - Planning, Push & Pull and Post-purchase.

9. Significant difference was noticed between consumers purchase the goods by the mode of e-commerce and consumers who do not purchase the goods by the mode of e-commerce, on the factors of Inducer, Impulsiveness, Influencer, Non-Planning and Push & Pull.

10. Significant difference was noticed between the consumer living with father compared with consumer not living with father on all the factors of impulsive buying behaviour.

11. Significant difference was observed among different groups of married life of consumers on the factors of Inducer, Tactical, Impulsiveness, Influencer, Push & Pull and Post-purchase.

12. The demographic variables contributed at 11% to Inducer, 5% to Tactical, 10% to Impulsiveness, 15% to Influencer, 18% to Non-Planning, 14% to Push & Pull and 9% to Post-purchase. Overall,
the demographic variables contributed to the factor of Non-Planning are high.


15. The predictor variable of self-perception contributed by Inducer at 4%, Tactical – 8%, Impulsiveness – 13% Influencer – 13%, Non-Planning – 6%, Push & Pull – 12% and Post-purchase – 7%.


17. The demographic variables (religion, readers of newspaper, purchase by the mode of e-commerce and presence of father),
personality dimensions (empathy, introversion and self-confidence), decision making patterns (vigilance, rationalization buck passing and procrastination) and self-perception factors (self-identity and alienation) have direct effect on overall impulsive buying behaviour.

6.2 CONCLUSIONS

The following conclusions were drawn from the present study:

1. Sex, Educational Level, Income, Residential Pattern, Presence of new / innovative things in the house, Readers of newspaper, Purchase of goods by the mode of e-business and business to consumers do not influence on factors of impulsive buying behaviour.

2. The Inducer and Post-purchase factors were perceived differently by different age group of consumers.

3. Marital status does influence on the factors of impulsive buying behaviour.

4. The difference among various religious group of consumers noticed on most of the factors of impulsive buying behaviour.

5. Occupational groups of consumers do differ on certain factors of impulsive buying behaviour.
6. The presence of children in the house has its influence on Post-purchase.

7. Readers of advertisement do influence on certain factors of impulsive buying behaviour.

8. Consumers who purchase the goods by Tele-shopping and e-commerce do influence on certain factors of impulsive buying behaviour.

9. Consumer living with father compared with consumer not living with father does influence on all the factors and married consumers on most of the factors of impulsive buying behaviour.

10. Overall, it is concluded that the results of multiple regression analysis indicates that demographic variables, personality dimensions, decision making patterns and the factors of self-perception have significant influence on the factors of impulsive buying behaviour.

11. The results of Path Analysis indicate that most of the demographic variables and few personality dimensions, decision making patterns and self-perception have both direct and indirect effects on the factors of impulsive buying behaviour.
Further, it can be concluded that the direct effect of predictor variable has more influence on the factors of impulsive buying behaviour than indirect effect.

6.3 SUGGESTIONS FOR FUTURE RESEARCH

1. A comparative study of rural, town and urban consumers may be made with large number of samples.

2. It may be suggested to the marketers that more emphasis may be given on demographic variables and personality dimensions for the purchase of the goods.

3. It is recommended to conduct periodical survey at market place itself and assessment of reasons would be a fruitful analysis for market researchers on impulsive buying behaviour.

4. The impulsive buying behaviour may be studied with appropriate tools for durable and non-durable goods separately.

5. Critical Incident Method may be carried out to analyse the perceptability of impulsive buying behaviour.