

# IMPULSE BUYING BEHAVIOUR OF CONSUMERS TOWARDS FMCG PRODUCTS

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**Abstract:** This study investigates the impulse buying behavior of consumers with a specific focus on Fast-Moving Consumer Goods (FMCG) in Coimbatore. Impulse buying, a spontaneous and unplanned purchase triggered by various stimuli, plays a significant role in modern consumer behavior. The research aims to analyze demographic influences, emotional and psychological factors, and the impact of marketing strategies such as promotions, packaging, and digital advertisements on impulsive purchases. A sample of 128 respondents was surveyed using a structured questionnaire. Findings reveal that young adults, especially students, are the most active in impulse buying, with snacks and beverages being the most frequently purchased items. Emotional triggers such as happiness and stress, along with digital payment methods and online shopping platforms, further encourage such behavior. The study offers valuable insights for marketers to design targeted strategies and highlights the importance of understanding consumer psychology in the competitive FMCG market.

**Keywords:** Impulse Buying, FMCG, Consumer Behavior

## I. INTRODUCTION

Impulse buying behaviour stands as a long mystery in the marketing industry. Impulse purchase is defined as a spontaneous purchase, an item that a customer hadn't planned to buy when they began their shopping task. Previous research has classified impulse buying as a personal characteristic and consumers usually do impulse buying after they get a sudden unreasoning urge in-store shopping to satisfy their impulsive desire to own the product.

Consumers buy products for all kinds of reasons that deem necessary, such as, to relieve a depressed mood, to express an identity, or simply for fun. Such non-rational purchases are known as impulse purchases. Impulse Buying is defined by many researchers and authors as a sudden purchase decision influenced by various stimuli. The term impulse buying is used and practiced in present scenario very commonly.

The result of such spur-of-the-moment behaviour is that the major purchases have started converting from planned to impulse. There is no product or service category which had remained untouched with this behaviour but undoubtedly it exist greater in certain specific product such as ready made garments, cosmetic, FMCG and also at certain places like trade fairs and exhibitions etc. therefore, respective industry is also concerned for identifying reasons for such behavior.

## STATEMENT OF THE PROBLEM

The increasing amount of spending in today's society has created a new life style that has been integrated and accepted among consumers. Owing of items has become an expression of self identity for a lots of consumers which has increased shopping as a lifestyles and India is rated fifth among the developing countries based upon global retail development index of 30 developing countries drawn up by AT Kearney (2012) reports and retailing in India is expected to grow because of changing life styles and impulse buying 2 becomes critically important for retailers. Similarly, while making purchases of products and services there are certain things, which are to be considered like: quality, cost, brand, packaging, attractiveness etc. 3 While making impulse purchases such factors are least considered or most considered. Hence, this study helps to analyses the reason for people making impulse purchases in FMCG products and also helps the marketers to know the state of mind of the consumers.

## OBJECTIVES

1. To analyze the impact of demographic profile in impulse buying.
2. To study the factors affecting the impulse buying.

3. To evaluate the stimuli that trigger the impulse buying.
4. To study the effect of sales promotion impulse buying.

## II. RESEARCH METHODOLOGY

### RESEARCH AREA

The research is conducted in Coimbatore.

### RESEARCH PERIOD

The research is conducted over a period of 4 months from December 2024 to March 2025.

### NUMBER OF SAMPLES

Sample size taken for the study is 128

### RESEARCH TOOLS

For this study

Simple Percentage analysis

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

## III. REVIEW OF LITERATURE

1. **Makassar Husain (2016)** investigated the paper titled “Impact of branding on impulse buying The objective of the study was to detect the effect of branding on impulse buying in FMCG sector-Pakistan. A questionnaire has been used to study about 180 students engaged in buying. Convenience sampling has been used to collect the data. The research finds that branding has significant impact on impulse buying behaviour of consumers.
2. **K.Balaji MBA, M.Kishore babu (2016)** Purpose of this study is to identify the relation between the impulsive buying and visual merchandising on buying behaviour of customers. This study was based on primary data collected with the help of structured questionnaire. A total of 350 questionnaires were distributed in different retail outlets (super markets and self- service stores of Tirupati, Andhrapradesh, India) out of which 344 questioners were completed and received. We Defined four hypotheses were window display, forum display, floor merchandising and shop brand name. These gathered data was analyzed with the help of regression analysis by using Statistical Packages for Social Sciences (SPSS) software.
3. **Mudassir Husnain& M Waheed Akhtar (2016)** “Impact of Branding on Impulse Buying Behaviour: Evidence from FMCG’s Sector” Pakistan retrieved from <http://ijba.sciencedupress.com>. International Journal of Business Administration 7(1) ; 2016 Published by Sciedu
4. **Mr .K.Balaji MBA, Dr.M.Kishore babu ,(2016)** “The Impact Of Visual Merchandising On Consumer Impulse Buying Behaviour With Reference To Retail Stores In Tirupati, Andhrapradesh , India” International Journal Of Core Engineering & Management (IJCEM) merchandising and shop brand name (independent variables) are significantly associated to consumer impulse buying behaviour (dependent variable) but forum display is negatively related to consumer impulse buying and window display.

## DATA ANALYSIS, INTERPRETATION & INFERENCE

TABLE 1 TABLE SHOWS BUYING FMCG PRODUCTS IMPULSIVELY

BUYING FMCG PRODUCTS IMPULSIVELY	NO.OF.RESPONDENT	PERCENTAGE
YES	57	44.5%
NO	49	38.3%
SOMETIMES	22	17.2%
TOTAL	128	100

## INTERPRETATION

Table 1 shows 44.5% of respondents buy FMCG products impulsively, while 38.3% do not engage in impulsive buying. Additionally, 17.2% sometimes make impulsive purchases. This suggests that impulsive buying behaviour is common among consumers, but a significant portion also exercises control over their purchases.

CHART 1 SHOWS BUYING FMCG PRODUCTS IMPULSIVELY

Do you often buy FMCG products impulsively (without prior planning)?

128 responses

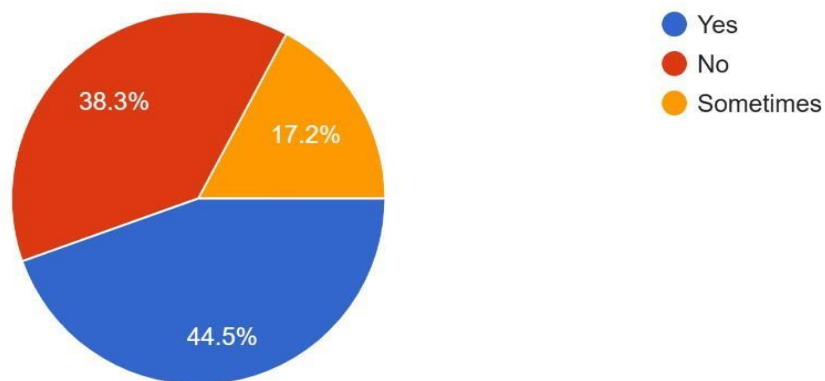


TABLE 2 FMCG PRODUCTS MOSTLY BUY ON IMPULSE

FMCG PRODUCTS MOSTLY BUY ON IMPULSE	NO.OF RESPONDENT	PERCENTAGE
Snacks & Beverages (Chips, Chocolates, Soft Drinks)	61	47.7%
Personal Care (Shampoo, Soap, Deodorants)	37	28.9%
Household Essentials(Detergents, Cleaning Products)	21	16.4%
Packaged & Ready-to-Eat Foods	9	7%
<b>TOTAL</b>	<b>128</b>	<b>100</b>

## INTERPRETATION

Table 2 shows the impulse buying behavior of consumers for FMCG products. The majority (47.7%) of respondents impulsively buy snacks and beverages, followed by personal care products (28.9%). Household essentials (16.4%) and packaged & ready-to-eat foods (7%) are bought on impulse less frequently. This indicates that convenience and indulgence products drive impulse purchases more than essential household items.

CHART 2 SHOWS FMCG PRODUCTS MOSTLY BUY ON IMPULSE

What type of FMCG products do you mostly buy on impulse? (Select multiple if applicable)

128 responses

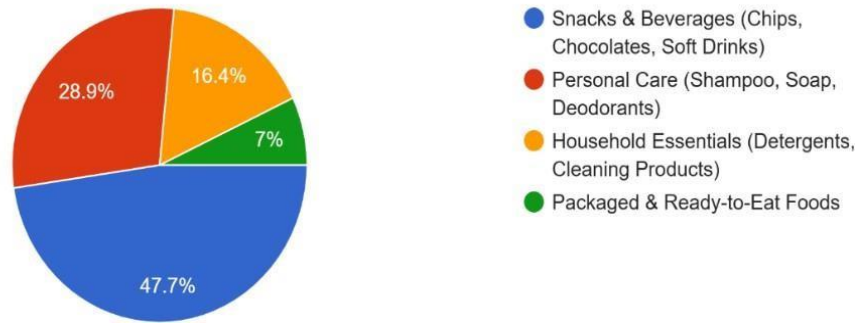


TABLE 3 EMOTION TRIGGERS YOUR IMPULSE BUYING

CATEGORY	NO.OF RESPONDENT	PERCENTAGE
Happiness	40	31.3%
Stress/Anxiety	34	26.6%
Boredom	26	20.3%
Excitement	21	16.4%
None of the above	7	5.5%
<b>TOTAL</b>	<b>128</b>	<b>100</b>

### INTERPRETATION

Table 3 shows Shows the most common feeling is Happiness (31.3%), followed by Stress/Anxiety (26.6%) and Boredom (20.3%). Excitement (16.4%) is less frequent, while 5.5% of respondents felt none of these emotions. This suggests that positive and negative emotions are both significantly present, with happiness being the most prevalent.

CHART 3 SHOWS EMOTION TRIGGERS YOUR IMPULSE BUYING

Which emotion triggers your impulse buying the most?

128 responses

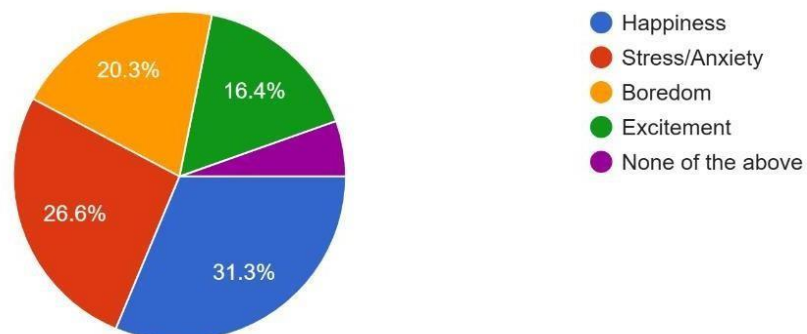


TABLE 4 THE KEY REASONS FOR YOUR IMPULSE PURCHASES

CATEGORY	NO.OF RESPONDENT	PERCENTAGE
Attractive packaging	62	24.7%
Discounts & Offers	69	26.9%
Social media or advertising	61	23.8%
Stress or mood-driven buying	43	16.8%
Peer influence (friends/family)	20	7.8%
<b>TOTAL</b>	<b>128</b>	<b>100</b>

**INTERPRETATION**

Table 4 shows the most significant factor is Discounts & Offers (26.9%), followed closely by Attractive Packaging (24.7%) and Social Media or Advertising Influence (23.8%). Stress or Mood-driven Buying (16.8%) has a moderate impact, while Peer Influence (7.8%) is the least significant factor. This suggests that marketing strategies, such as discounts and advertising, play a major role in consumer behavior.

CHART 4 SHOWS THE KEY REASONS FOR YOUR IMPULSE PURCHASES

What are the key reasons for your impulse purchases? (Select multiple if applicable)

128 responses

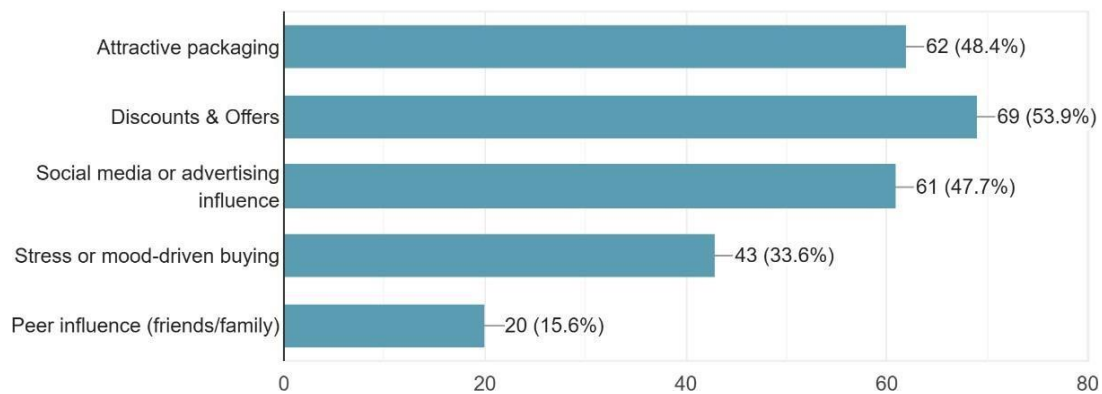


TABLE 5 SHOPPING METHOD LEADS TO MORE IMPULSE BUYING

CATEGORY	NO.OF RESPONDENT	PERCENTAGE
Offline(Supermarkets, Stores)	43	33.6%
Online(Amazon, Flipkart, Blinkit)	52	40.6%
Both Equally	33	25.8%
<b>Total</b>	<b>128</b>	<b>100</b>

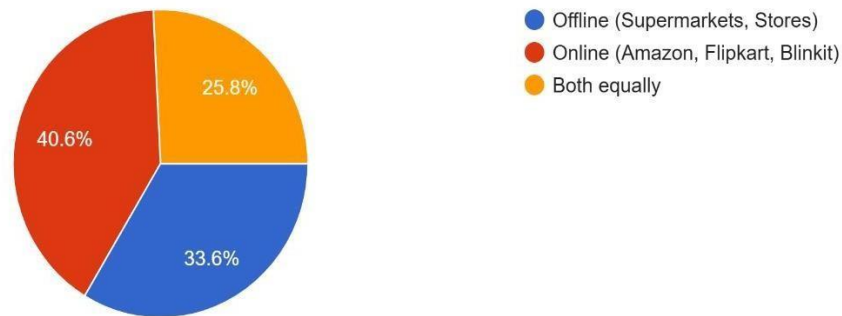
**INTERPRETATION**

Table 5 Shows the data shows that online shopping (40.6%) is the most preferred, followed by offline shopping (33.6%), while 25.8% prefer both equally. This indicates a growing trend toward online shopping.

## CHART 5 SHOWS SHOPPING METHOD LEADS TO MORE IMPULSE BUYING

Which shopping method leads to more impulse buying for you?

128 responses

**RECOMMENDATIONS**

- **Leverage Emotional Triggers in Marketing:** Since emotions like happiness and stress significantly influence impulse buying, marketers should design emotionally appealing advertisements and in-store experiences to attract impulsive buyers.
- **Enhance Digital and In-Store Promotions:** Implement engaging digital promotions (e.g., flash sales, influencer campaigns) and visually attractive in-store displays to capitalize on consumer attention and boost unplanned purchases.

**IV. CONCLUSION**

Impulse buying behaviour significantly influences consumer purchasing decisions, especially in the FMCG sector, where unplanned purchases are common. Factors such as attractive discounts, promotional offers, product placement, and digital marketing strategies play a crucial role in driving impulse purchases. Young adults, students, and working professionals are more prone to impulse buying, often influenced by emotions, peer pressure, and convenience. The rise of e-commerce and digital payment methods has further facilitated impulsive buying behavior, making it easier for consumers to make quick, unplanned purchases without much deliberation.

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