

# ***A STUDY ON TOURISTS SATISFACTION IN IMPULSE BUYING***

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## **Abstract**

*Impulse buying is buying without thinking. Impulse buying occurs "when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately" (Rook, 1987). Tourist's always make impulse purchase during their tour trips. After having impulse purchase everyone will have some feeling. This paper is to analyze the satisfaction level of the tourist's after conducting impulse purchase. The level of satisfaction is measured on the basis of usefulness, quality, feature and price of the product. The study is conducted on 400 tourists (national and international) visited on various tourist destination of north Malabar region of Kerala. From the study, it is find out that majority of the respondents are satisfied after making impulse buying and it is find out that foreign tourists are more satisfied than domestic tourists after impulse buying*

**Keyword:** *Impulse buying, usefulness, quality, features and price.*

## **I. INTRODUCTION**

Impulse buying takes place when a consumer makes a sudden purchase decision. They have been an urge to buy something immediately. Impulse buying is simply defined as the sudden and immediate purchase decision inside a store with no prior intention to buy the specific product or normal products. Store environment like product

arrangement, lighting, background music also affect consumer impulse buying behavior. Impulse buying disrupts the normal decision making models in consumers' brains. The logical sequence of the consumers' actions is replaced with an irrational moment of self gratification. Impulse items appeal have to the emotional side of consumers. Some items bought on impulse are not considered functional or necessary in the consumers' lives. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made.

Beatty and Ferrell (1998) have defined shopping enjoyment: "Shopping enjoyment is defined as the pleasure one obtains in the shopping process". Some people can enjoy shopping than others. These shoppers spent more time to shopping and shopped longer, there is greater chance for making impulse purchase. The increasing amount of spending in today's society has created a new life style that has been integrated and accepted among consumers. Consumers spend less time planning before shopping but with the attitude of a life-style shopper and an increased income by which consumers are encouraged to buy more, impulse buying is a fact (Williams et al, 1972). Tourists are going for tour not only spending leisure time but also for spending their

money. Spending money means spending mostly for shopping. Shopping is most vital role an important activity taken place in every tour. During shopping by tourist mostly they show an impulse buying behavior. Tourists mainly give importance in purchasing products such as apparels and confectioneries.

## II. OBJECTIVE

The main objective of in this study is to measure whether the tourists are satisfied or whether there is any feel of regret after having impulse purchase during their tour trips.

### Hypotheses

Ho-There is no significant difference in the level of satisfaction among domestic and foreign tourists after impulse buying.

### Methodology

The study consists of both primary and secondary data. Secondary data is collected from books, journals and websites. Primary data were collected from 400 tourists visited north Malabar region of Kerala. Collected data is analysed using SPSS. The tools of analysis were mean, S.D & t-test.

## III. REVIEW OF LITERATURE

Engel and Blackwell (1982) According to them impulse buying is an action undertaken without previously having been consciously recognized or a buying intention formed prior to entering the store. Based upon the different description, we conclude that impulse buying involves hedonic purchase decisions which are made inside a store and excludes the reminder purchasing activities.

Weinberg & Gottwald (1982) mentioned that impulsive buying is in fact an unplanned behaviour but that does not mean unplanned buying is always impulsive. Further they asserted that impulsive buying is an action that is decided by

consumers' emotional side, cognitive side, and instinctive side. Impulsive buy behaviour goes through urge to buy process and impulsive buy behaviour process. Impulse behaviour takes place after experiencing an urge and when thoughts on the purchase are not thoroughly done.

Rook and Hoch (1985) mentioned that impulsive shoppers tend to enjoy shopping more and the impulses are result of consumer's sensation and perception driven by the environmental stimulus.

Rook and Fisher (1995) defined impulsive buying as a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically, different buying situations lead to different impulse buying behaviours.

Zhi-fei Li, Shengliang Deng and Dan Cao (2013) conducted a study on how experience activities influence Tourist Impulse Buying: An Empirical Investigation in China. In their study the research and anecdotal evidence suggests that shopping is an important experience to tourists. In this context, the experience activities itself may become part of the tourist's experience influencing impulse buying behaviors. The results indicate that customer participation is the most effective way on stimulating impulse buying, and customer learning and customer entertainment retain the second and third place respective.

Amir Forough, Nor Aishah Buang and Reghane Haj Mir Sadeghi(2012) examined the influence of situational factors (money & time available) on impulse buying behavior among different ethics. The result revealed that the situational variable were influencing and felt urge to buy impulsively.

Table – 1 Feel of satisfaction after impulse buying

Feel of satisfaction	Domestic		Foreign		Total	
	Mean	S.D	Mean	S.D	Mean	S.D
The product that I purchased impulsively is useful	3.470	.8014	4.030	.5663	3.750	.7476
I am satisfied with the quality of the product that I bought impulsively	3.535	.7080	3.835	.6402	3.685	.6906
I am satisfied with the feature of the product purchased impulsively	3.545	.7215	3.910	.6195	3.728	.6960
I am satisfied with the price of the product purchased impulsively	3.710	.7994	3.885	.6587	3.798	.7368

(Source: Survey data)

The result of analysis of satisfaction level of tourists after impulse buying is presented in table 1. It can be find out from the table that the first reason for satisfaction is price of the product with a mean score of 3.798 and S.D of .7368. The second reason for satisfaction is usefulness of the product with a mean score of 3.750 and S.D of .7476. The third reason for satisfaction is feature of the product with a mean score of 3.728 and S.D of .6960. The last reason for satisfaction is quality of the product with a mean score of 3.685 and S.D of .6906. The table shows that after impulse buying the foreign tourists are more satisfied than domestic tourists due to usefulness, quality, features and price.

Table -2 Result of t test

Model	t value	DF	Significance
t test	6.392	398	.000

(Source: Survey data)

Table 2 shows the statistical significance at 5% level that there is significant difference between level of satisfaction among foreign and domestic tourist during impulse buying as the P value is less than 0.05 with regard to various reasons such as usefulness, quality, features and price.

#### IV. CONCLUSION

The store environment and attractive arrangements makes the tourists to purchase more than what they decided to purchase. They have to analysis only after reaching their home they start to thinking about their purchase. It will bring some feeling to them. From in this study it is found out

both foreign and domestic tourists are satisfied after making impulse purchase and foreign tourists are more satisfied than domestic tourists due to usefulness, quality, features and price of the products they purchased during impulse buying.

#### V. REFERENCE

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