

**STIMULATING FACTORS INFLUENCING ON IMPULSIVE
BUYING: A COMPARATIVE STUDY AMONG CUSTOMERS OF
SUPERMARKET AND TEXTILES BUSINESS IN THE
RATHNAPURA DISTRICT**



By

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ABSTRACT

Consumers buy products not only because of the need for them, but also because of a sudden urge to buy them. The impulse buying has been investigated by consumer behavior researchers and marketing academician more than a half century. Also help textile business and supermarket entrepreneurs achieve their goals by studying the various behaviors of stimulating factors that influence impulsive buying. The purpose of this research is a comparative analysis of the stimulating factors influencing impulse buying supermarket and textile business in Rathnapura district.

The Conceptualization framework of this study consists of only one variable and three dimensions. Such as demographics socio- cultural factors, external stimuli, internal stimuli & situational and product related factors. Primary data collection method was used in this research. The primary data were collected using questionnaires from the Supermarket's Customers & textile business's customers. The sample size was used by 200 customers in a supermarket and textile business in Rathnapura district. The sample and the questionnaire were analyzed using five points Likert scale model. Further collected data were analyzed by using the SPSS version 22 computer package for interpreting and obtaining conclusions. Univariate analysis was used to find out the values for mean, standard deviation and percent by using the variables.

The results indicated the differences in the degree of stimulating factors in impulsive buying between supermarket and textile business in Rathnapura district. Overall research findings show that there are high levels of external stimuli among supermarket customers and moderate level of internal stimuli and situational and product related factors. The textile business customer has a high level of internal stimuli and situational and product related factors, moderate level of internal stimulating. Accordingly both sections must give high attention to improve poor side and further should maintain side in a better position.

Impulse purchasing behavior is most popular buying pattern of consumers. It does not match rational decision-making model of a consumer: when need emerges, a consumer buys impulsively and does not search for alternatives. Today's economy has changed drastically from thirty years ago. Consumers now have access to

purchase anything and everything they could ever need or want for that matter. Physical attractiveness encourages the consumers to visit the store and buy things spontaneously. Retailers can use to gain to real benefit from the impulsive consumers. Unexpected cheaper prices, discounts, sales and specials are another kind of stimuli which triggers consumer to buy suddenly. It directly encourages consumer to buy products impulsively without considering price, brand and qualities.

Keywords: *Demographics Socio- Cultural Factors, External Stimuli, Internal Stimuli & Situational and Product Related Factors, Impulse Buying, Supermarket, Textile business.*

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