

**BUYERS' CHARACTERISTICS AND IMPULSE PURCHASE.
A SPECIAL REFERENCE TO BADULLA DISTRICT**



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RCV1423
Project/Report
Library - EUSL

2014

Abstract

In today's Post-modern Era shopping has become a social and leisure activity, reducing the number of cognitively planned purchases made by consumers. Some view impulse buying as "an act of freedom occurring within restricted situations". While impulse buying is a common behavior today, as far as there are many researches has been conducted to examine the relationship between internal factors, external factors and situational and product related factors and impulse purchase. Sri Lanka has modern growing retail sector and super markets and commercial centers play a main role by providing facility to consumers to buy things in one place. This encourages the consumer to buy spontaneously. In that context this study is going to examine buyers' characteristics and internal stimuli with respect to impulse purchase behavior of consumers in Badulla district.

The main objective of the study was to find out the level of buyers' characteristic variables and impulse purchasing behavior of consumers in Badulla District. Further two sub-objectives were developed under the main objective those were to find out level of consumers' internal stimuli on impulse purchasing behavior and to identify the nature of demographic factors and impulse purchasing behavior of consumers in Badulla District.

Information was gathered from consumers who visit super market or commercial center at least one time by themselves. The sample size is 100 consumers in Badulla district. The buyers' characteristics were established by two variables namely demographic factors and internal stimuli. Every variable was defined with indicators. Demographic factors include age, gender, ethnicity, monthly income, education level and occupation of consumers. Internal stimuli included enjoyment, emotions, hedonism, fashion, varieties seeking and product involvement of consumers.

Selected consumers were given questionnaire and collected data. Based on the indicators of two variables the questions were developed in the questionnaire. The questions were measured through Likert scale method. Convenient sampling method was used to select sample of 100 consumers.

High level of enjoyment, moderate level of emotions, hedonism, fashion involvement, variety seeking and product involvement can see in the findings. Demographic factors have high level on impulse purchase. There is no significant different between age, gender, income, education and occupation of the consumers with internal stimuli

while there is difference between ethnicity and hedonism, fashion and product involvement.

Further, it was identified that consumer demographics are at high level on consumer impulsiveness at their shopping trip. Based on the findings, recommendations were suggested by the researcher assuming that those would be supportive to gain real profit to retailers from impulsive consumers in Badulla District.

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