

A

Data analysis for Winter Research

Project On

A Study of impulsive buying behaviour of customer of surat city while buying online

Towards fulfilment for:

BBA Degree with Marketing Specialization from

BRCM College of Business Administration, Surat.

Affiliated with

Veer Narmad South Gujarat University, Surat.

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Frequency and weighted mean

Table 4.1: How frequently do you indulge into impulsive (unplanned) buying because of availability of money?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	never	9	4.3	4.3	4.3
	rarely	19	9.0	9.0	13.3
	sometimes	67	31.9	31.9	45.2
	often	63	30.0	30.0	75.2
	very often	52	24.8	24.8	100.0
	Total	210	100.0	100.0	

Table 4.1.1 Weighted mean of how frequently do you indulge into impulsive (unplanned) buying because of availability of money?

Opinion	Frequency (f)	Weight (w)	fw
Never	9	1	9
Rarely	19	2	38
Sometimes	67	3	201
Often	63	4	252
Very often	52	5	260
Total	210		760

Weighted mean = $760/210 = 3.62$

Table 4.2: How likely do you make impulsive buying, if your friend praise about products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly dislikely	9	4.3	4.3	4.3
	dislikely	27	12.9	12.9	17.1
	neutral	56	26.7	26.7	43.8
	likely	85	40.5	40.5	84.3
	strongly likely	33	15.7	15.7	100.0
	Total	210	100.0	100.0	

Table 4.2.1 Weighted mean of how likely do you make impulsive buying, if your friend praise about products.

Opinion	Frequency (f)	Weight (w)	fw
Strongly dislikely	9	1	9
Dislikely	27	2	54
Neutral	56	3	168
Likely	85	4	340
Strongly likely	33	5	165
TOTAL	210		736

Weighted mean = $736/210 = 3.50$

Table 4.3: I tend to purchase clothes on holiday because of availability of time.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	4	1.9	1.9	1.9
	disagree	23	11.0	11.0	12.9
	neutral	53	25.2	25.2	38.1
	agree	94	44.8	44.8	82.9
	strongly agree	36	17.1	17.1	100.0
	Total	210	100.0	100.0	

Table 4.3.1 Weighted mean of I tend to purchase clothes on holiday because of availability of time.

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	4	1	4
Disagree	23	2	46
Neutral	53	3	159
Agree	94	4	376
Strongly agree	36	5	180
TOTAL	210		765

Weighted mean = $765/210 = 3.64$

Table 4.4: Offers on Festival Season make you to buy impulsively (unplanned).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	3	1.4	1.4	1.4
	disagree	17	8.1	8.1	9.5
	neutral	40	19.0	19.0	28.6
	agree	101	48.1	48.1	76.7
	strongly agree	49	23.3	23.3	100.0
	Total	210	100.0	100.0	

Table 4.4.1 Weighted mean of Offers on Festival Season make you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	3	1	3
Disagree	17	2	34
Neutral	40	3	120
Agree	101	4	404
Strongly agree	49	5	245
TOTAL	210		806

Weighted mean = $806/210 = 3.8$

Table 4.5: I indulge into impulsive (unplanned) shopping because of Attractive website.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	10	4.8	4.8	4.8
	disagree	24	11.4	11.4	16.2
	neutral	54	25.7	25.7	41.9
	agree	88	41.9	41.9	83.8
	strongly agree	34	16.2	16.2	100.0
	Total	210	100.0	100.0	

Table 4.5.1 Weighted mean of I indulge into impulsive (unplanned) shopping because of Attractive website.

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	10	1	10
Disagree	24	2	48
Neutral	54	3	162
Agree	88	4	352
Strongly agree	34	5	170
Total	210		742

Weighted mean = $742/210 = 3.53$

Table 4.6: Good reviews on products make you to buy products impulsively (unplanned).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	6	2.9	2.9	2.9
	disagree	17	8.1	8.1	11.0
	neutral	50	23.8	23.8	34.8
	agree	84	40.0	40.0	74.8
	strongly agree	53	25.2	25.2	100.0
	Total	210	100.0	100.0	

Table 4.6.1 Weighted mean of Good reviews on products make you to buy products impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	6	1	6
Disagree	17	2	34
Neutral	50	3	150
Agree	84	4	336
Strongly agree	53	5	265
Total	210		791

Weighted mean = $791/210 = 3.77$

Table 4.7: Attractive photos of product make you to purchase impulsively (unplanned).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	7	3.3	3.3	3.3
	disagree	31	14.8	14.8	18.1
	neutral	52	24.8	24.8	42.9
	agree	74	35.2	35.2	78.1
	strongly agree	46	21.9	21.9	100.0
	Total	210	100.0	100.0	

Table 4.7.1 Weighted mean of Attractive photos of product make you to purchase impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	7	1	7
Disagree	31	2	62
Neutral	52	3	156
Agree	74	4	296
Strongly agree	46	5	230
Total	210		751

Weighted mean = $751/210 = 3.58$

Table 4.8: Fastest delivery makes you to buy impulsively (unplanned).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	6	2.9	2.9	2.9
	disagree	29	13.8	13.8	16.7
	neutral	48	22.9	22.9	39.5
	agree	75	35.7	35.7	75.2
	strongly agree	52	24.8	24.8	100.0
	Total	210	100.0	100.0	

Table 4.8.1 Weighted mean of Fastest delivery makes you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	6	1	6
Disagree	29	2	58
Neutral	48	3	144
Agree	75	4	300
Strongly agree	52	5	260
Total	210		768

Weighted mean = $768/210 = 3.66$

Table 4.9.1 : Unexpected cheaper price					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	96	45.7	45.7	45.7
	no	114	54.3	54.3	100.0
	Total	210	100.0	100.0	

Table 4.9.2 : Coupons					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	93	44.3	44.3	44.3
	no	117	55.7	55.7	100.0
	Total	210	100.0	100.0	

Table 4.9.3 : Offers					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	133	63.3	63.3	63.3
	no	77	36.7	36.7	100.0
	Total	210	100.0	100.0	

Table 4.9.4 : Discounts					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	138	65.7	65.7	65.7
	no	72	34.3	34.3	100.0
	Total	210	100.0	100.0	

Table 4.9.5 : Free delivery					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	117	55.7	55.7	55.7
	no	93	44.3	44.3	100.0
	Total	210	100.0	100.0	

Table 4.9.6 : Easy return policy					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	104	49.5	49.5	49.5
	no	106	50.5	50.5	100.0
	Total	210	100.0	100.0	

Table 4.9.7 : Refund policy					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	89	42.4	42.4	42.4
	no	121	57.6	57.6	100.0
	Total	210	100.0	100.0	

Table 4.9.8 : Packaging					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	59	28.1	28.1	28.1
	no	151	71.9	71.9	100.0
	Total	210	100.0	100.0	

Table 4.9.9 : Labelling					
		Frequency	Percent	Valid Percent	Cumulative Percent
	yes	36	17.1	17.1	17.1
	no	174	82.9	82.9	100.0
	Total	210	100.0	100.0	

Table 4.10: How frequently would you indulge into impulsive (unplanned) buying because shortage of products.					
		Frequency	Percent	Valid Percent	Cumulative Percent
	never	12	5.7	5.7	5.7
	rarely	25	11.9	11.9	17.6
	sometimes	68	32.4	32.4	50.0
	often	70	33.3	33.3	83.3
	very often	35	16.7	16.7	100.0
	Total	210	100.0	100.0	

Table 4.10.1 Weighted mean of How frequently would you indulge into impulsive (unplanned) buying because shortage of products.

Opinion	Frequency (f)	Weight (w)	fw
Never	12	1	12
Rarely	25	2	50
Sometimes	68	3	204
Often	70	4	280
Very often	35	5	175
Total	210		721

Weighted mean = $721/210 = 3.43$

Table 4.11: New trends fashion clothes attract you to buy impulsively (unplanned).

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	7	3.3	3.3	3.3
	disagree	25	11.9	11.9	15.2
	neutral	53	25.2	25.2	40.5
	agree	88	41.9	41.9	82.4
	strongly agree	37	17.6	17.6	100.0
	Total	210	100.0	100.0	

Table 4.11.1 Weighted mean of New trends fashion clothes attract you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	7	1	7
Disagree	25	2	50
Neutral	53	3	159
Agree	88	4	352
Strongly agree	37	5	185
Total	210		753

Weighted mean = $753/210 = 3.59$

Table 4.12: Lucrative (tempting) Advertisements make you to buy impulsively (unplanned).					
		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	8	3.8	3.8	3.8
	disagree	31	14.8	14.8	18.6
	neutral	54	25.7	25.7	44.3
	agree	79	37.6	37.6	81.9
	strongly agree	38	18.1	18.1	100.0
	Total	210	100.0	100.0	

Table 4.12.1 Weighted mean of Lucrative (tempting) Advertisements make you to buy impulsively (unplanned).

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	8	1	8
Disagree	31	2	62
Neutral	54	3	162
Agree	79	4	316
Strongly agree	38	5	190
Total	210		738

Weighted mean = $738/210 = 3.64$

Table 4.13: Your favorite celebrity brand endorsers attract you to purchase products.

		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly disagree	14	6.7	6.7	6.7
	disagree	42	20.0	20.0	26.7
	neutral	54	25.7	25.7	52.4
	agree	67	31.9	31.9	84.3
	strongly agree	33	15.7	15.7	100.0
	Total	210	100.0	100.0	

Table 4.13.1 Weighted mean of your favorite celebrity brand endorsers attract you to purchase products.

Opinion	Frequency (f)	Weight (w)	fw
Strongly disagree	14	1	14
Disagree	42	2	84
Neutral	54	3	162
Agree	67	4	268
Strongly agree	33	5	165
Total	210		693

Weighted mean = $693/210 = 3.3$

Table 4.14: Because of good service after sales. Will you purchase it impulsively (unplanned)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	may be	51	24.3	24.3	24.3
	no	46	21.9	21.9	46.2
	yes	113	53.8	53.8	100.0
	Total	210	100.0	100.0	

Table 15: Have you ever purchased products impulsively (unplanned) by reading just brand names?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	may be	42	20.0	20.0	20.0
	no	79	37.6	37.6	57.6
	yes	89	42.4	42.4	100.0
	Total	210	100.0	100.0	

Table 4.16 : Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
	male	141	67.1	67.1	67.1
	female	69	32.9	32.9	100.0
	Total	210	100.0	100.0	

Table 4.17 : Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
	above 50	1	.5	.5	.5
	36-50	10	4.8	4.8	5.2
	26-35	24	11.4	11.4	16.7
	21-25	87	41.4	41.4	58.1
	15-20	87	41.4	41.4	99.5
	less than 15	1	.5	.5	100.0
	Total	210	100.0	100.0	

Table 4.18 : Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
	house wife	12	5.7	5.7	5.7
	job	46	21.9	21.9	27.6
	business	38	18.1	18.1	45.7
	self employed	26	12.4	12.4	58.1
	student	88	41.9	41.9	100.0
	Total	210	100.0	100.0	

Table 4.19 : Income(monthly)

		Frequency	Percent	Valid Percent	Cumulative Percent
	below 20000	104	49.5	49.5	49.5
	21000-30000	40	19.0	19.0	68.6
	31000-40000	31	14.8	14.8	83.3
	41000-50000	16	7.6	7.6	91.0
	above 50000	19	9.0	9.0	100.0
	Total	210	100.0	100.0	

Table 4.20: Income (monthly) * How frequently do you indulge into impulsive (unplanned) buying because of availability of money. Cross tabulation							
		How frequently do you indulge into impulsive (unplanned) buying because of availability of money?					Total
		never	rarely	sometime s	often	very often	
Income(m onthly)	below 20000	5	7	33	33	26	104
	21000- 30000	2	4	15	12	7	40
	31000- 40000	1	4	9	8	9	31
	41000- 50000	1	1	5	6	3	16
	above 50000	0	3	5	4	7	19
Total		9	19	67	63	52	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7.603 ^a	16	.960
Likelihood Ratio	8.241	16	.941
Linear-by-Linear Association	.060	1	.807
N of Valid Cases	210		

Table 4.21: Income (monthly) * offers on Festival Season make you to buy impulsively (unplanned). Crosstabulation							
		Offers on Festival Season make you to buy impulsively (unplanned).					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Income(mon thly)	below 20000	2	9	16	54	23	104
	21000-30000	1	3	5	22	9	40
	31000-40000	0	2	10	12	7	31
	41000-50000	0	1	5	7	3	16
	above 50000	0	2	4	6	7	19
Total		3	17	40	101	49	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.711 ^a	16	.764
Likelihood Ratio	12.010	16	.743
Linear-by-Linear Association	.008	1	.929
N of Valid Cases	210		

Table 4.22: Attractive photos of product make you to purchase impulsively (unplanned). * Gender Crosstabulation				
		Gender		Total
		male	female	
Attractive photos of product make you to purchase impulsively (unplanned).	strongly disagree	6	1	7
	disagree	19	12	31
	neutral	40	12	52
	agree	49	25	74
	strongly agree	27	19	46
Total		141	69	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.347 ^a	4	.254
Likelihood Ratio	5.594	4	.232
Linear-by-Linear Association	1.559	1	.212
N of Valid Cases	210		

Table 4.23: Age * New trends fashion clothes attract you to buy impulsively (unplanned). Crosstabulation							
		New trends fashion clothes attract you to buy impulsively (unplanned).					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Age	above 50	0	1	0	0	0	1
	36-50	1	2	3	1	3	10
	26-35	1	4	5	11	3	24
	21-25	2	8	20	40	17	87
	15-20	3	10	24	36	14	87
	less than 15	0	0	1	0	0	1
Total		7	25	53	88	37	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.615 ^a	20	.547
Likelihood Ratio	15.690	20	.736
Linear-by-Linear Association	.547	1	.460
N of Valid Cases	210		

Table 4.24: Lucrative (tempting) Advertisements make you to buy impulsively (unplanned). * Gender Crosstabulation				
		Gender		Total
		male	female	
Lucrative (tempting) Advertisements make you to buy impulsively (unplanned).	strongly disagree	5	3	8
	disagree	20	11	31
	neutral	39	15	54
	agree	56	23	79
	strongly agree	21	17	38
Total		141	69	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.739 ^a	4	.442
Likelihood Ratio	3.650	4	.455
Linear-by-Linear Association	.386	1	.535
N of Valid Cases	210		

Table 4.25: Age * Your favorite celebrity brand endorser attract you to purchase products. Crosstabulation							
Count							
		Your favorite celebrity brand endorsers attract you to purchase products.					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Age	above 50	0	1	0	0	0	1
	36-50	1	1	3	4	1	10
	26-35	2	6	5	7	4	24
	21-25	5	16	26	29	11	87
	15-20	6	18	20	26	17	87
	less than 15	0	0	0	1	0	1
Total		14	42	54	67	33	210

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.568 ^a	20	.957
Likelihood Ratio	9.997	20	.968
Linear-by-Linear Association	.628	1	.428
N of Valid Cases	210		