

## **IMPACT OF DEMOGRAPHIC FACTORS ON IMPULSE BUYING BEHAVIOR: A STUDY OF CONSUMER BEHAVIOR IN HYPER MARKETS OF CHARKHI DADRI DISTRICT (HARYANA)**

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### **ABSTRACT**

*Impulsive buying behavior is purchase made without planning. Now day's consumers make purchases impulsively. This type of buying can be seen more in organized retail stores. Many a time's consumers do not remember what they want, but when they see the product they purchase it. Impulsive buying is done for all type of products household as well as big products like two or four wheeler. Many factors influence the impulsive buying like internal and external factors. Demographic variables influence a lot in impulsive buying. The purpose of this study is to investigate the effect of demographic factors (gender, age,) on impulse buying behavior of consumers, in Hyper Market (Vishal mega mart). Quantitative approach has been adopted in the study. A structured questionnaire was used to survey 160 respondents (87 males and 73 females) who were selected using non probability convenience sampling. Different statistical methods like Chi-Square test and Percentage Analysis were used to derive results from the data collected with the help of Microsoft excel. The Chi-square test results revealed that gender and age were significantly and inversely associated with impulse buying behavior of consumers. The findings of the study were consistent and supported by previous studies. It was found that most of the purchases made by the shoppers are on unplanned basis.*

**KEYWORDS:** *Impulse Buying Behavior, Hyper Markets, Gender, Age*

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### **Article History**

**Received: 20 Aug 2020 | Revised: 25 Aug 2020 | Accepted: 27 Aug 2020**

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