

FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR OF RURAL PEOPLE

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Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption of related items. "Impulse purchase" or "impulse buying" describes any purchase which a shopper makes but has not planned in advance. It is believed that impulse buying takes place when consumer gets caught up in the hype of a situation and buys something without thinking much about it. Therefore it is very important to study how impulse buying of rural people contributes to rural poverty.

This study was conducted to identify main factors influencing impulse purchasing behaviour of rural people. What are the main items that rural people buy unintentionally and how the impulse purchasing would affect the rural poverty are the specific objectives of the study.

A sample of fifty rural people was selected randomly from the Rajanganaya, Angamuwa, Parasangahawewa, Wannamlakulam and Elayapattuwa villages. A pre-tested questionnaire and informal discussions were the tools used in data collection. A Multiple Regression was done using total expenditure for all impulse items, the dependant variable versus income, age, sex, education level, civil status etc independent variables.

According to the results 94% people have done impulse purchasing. Cloths and plastic items were main items farmers had bought without a purchasing plan. Gender and income level show positive relationships and education level is negatively related with impulse buying. There are no direct relationships between impulse buying with civil states and age of the people. Analysis of historical data proved that rural people had practiced impulse buying at the end of the season as they had money at that time. Results indicated that they had invested large amounts of money especially on electronic items that could be treated as items with low importance. Being the weak financial managers, rural farmers have either to delayed or foregone some essential activities such as repairing house. The study revealed that impulse buying has contributed significantly to rural poverty. So policy makers should pay sufficient attention to this unfavourable behaviour of rural people when rural development plans were developed. There should be a sound program to educate the rural people on effective financial management.

Key words: Consumer behaviour, Impulse buying, Rural people