

**IMPACT OF BUYER'S CHARACTERISTICS ON IMPULSE
PURCHASING BEHAVIOR OF TEXTILE BUSINESS IN NORTH
WESTERN PROVINCE IN SRI LANKA**



By:

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ABSTRACT

In Sri Lankan context retail and wholesale marketing is very important because economy of country is running through this platform. In this platform impulse purchasing behavior is also identified as a major concept by businesses because it leads to instant purchase of goods in businesses. In this study impulse purchasing behavior and buyer's characteristics mainly focus with reference to the textile businesses in North Western province.

This study attempts to find out the impact of buyer's characteristics on impulse purchasing behavior in textile business in North Western province, Sri Lanka. In accordance with literature review and existing findings, there are literature gap regarding the buyer's characteristics on impulse purchasing behavior in textile business in North Western province, Sri Lanka. This study was conducted to fill this gap with this objective in the textile business in North Western province, Sri Lanka.

The population of the study is all customers of textile industry in North Western province in Sri Lanka and primary data that has been used for the study were obtained from 228 customers of selected textile businesses as Nolimit Textile Kurunegala, Fashion Bug Textile Kurunegala, Sriyani Dress point Kurunegala, Kandy Textile Chilaw using convenience sampling. The collected data has been analyzed using univariate and bivariate analysis. Univariate analysis (descriptive Statistics) has been adopted by using the SPSS 22 package was used to generate the analyzed outcome. According to the bivariate analysis results showed the positive high linear relationship between the buyer's characteristics and impulse purchasing behavior and emotions is the most important factor to consider as basically for the impulse buying behavior. According to the univariate analysis results showed the mean value of variables and their concluded items, based on the decision rule, indicates there are high level of Enjoyment, Emotions, Hedonism Fashion and Impulse purchase. The findings of this study are useful in further enlarging and enriching applications of these concepts in practice.

Keywords: Impulse purchasing behavior, Enjoyment, Emotions, Hedonism, Fashion, Textile business, Buyer's Characteristics

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT.....	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES	x
LIST OF FIGURES	xi
ABBREVIATIONS	xii
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement.....	2
1.3 Research Questions.....	4
1.4 Objectives of the Study.....	5
1.5 Significance of the study.....	5
1.6 Summary	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.1 Introduction.....	7
2.2 Impulse Purchase	7

2.3	Factors Affecting Impulse Purchase	9
2.3.1	External Factors.....	9
2.3.2	Internal Factors.....	9
2.4	Buyer Characteristics	10
2.4.1	Enjoyment	10
2.4.2	Emotion.....	12
2.4.3	Hedonism	15
2.4.4	Fashion	17
2.5	Summary	19
CHAPTER THREE.....		20
CONCEPTUALIZATION AND OPERATIONALIZATION		20
3.1	Introduction.....	20
3.2	Conceptual Framework.....	20
3.2.1	Enjoyment	21
3.2.2	Emotions.....	22
3.2.3	Hedonism	23
3.2.4	Fashion	24
3.2.5	Impulse purchase.....	24
3.3	Operationalization.....	25
3.4	Chapter Summary	27

CHAPTER FOUR.....	28
METHODOLOGY	28
4.1 Introduction.....	28
4.2 Study Setting and Design.....	28
4.2.1 Time horizon	28
4.2.2 Research approach.....	29
4.2.3 Deductive Approach.....	29
4.3 Sampling plan	29
4.3.1 Study Population	30
4.3.2 Sample Size	30
4.3.3 Sampling Technique.....	31
4.4 Data Collection	31
4.4.1 Primary Data	31
4.4.2 Secondary Data	32
4.5 Method of Measurement	32
4.5.1 Personal Information.....	32
4.5.2 Research Information	33
4.6 Method of Data Analysis	33
4.6.1 Reliability Analysis.....	34
4.6.2 Univariate Analysis	35

4.6.3	Bivariate Analysis	35
4.6.4	Correlation Analysis.....	35
4.7	Hypothesis Testing.....	37
4.7.1	Hypothesis Testing Using Regression.....	38
4.7.2	Hypothesis Testing Using Regression Analysis.....	38
4.8	Method of Data Evaluation.....	38
4.9	Chapter Summary	39
CHAPTER FIVE		40
DATA PRESENTATION AND ANALYSIS.....		40
5.1	Introduction.....	40
5.2	Analysis of Reliability of Variables.....	40
5.3	Data Presentation	41
5.3.1	Frequency Distribution Analysis of respondents by their Personal Characteristics	41
5.3.2	Data presentation and Analysis	46
5.4	Univariate Analysis.....	49
5.4.1	Identify the Level of Buyer's Characteristics	49
5.4.2	Identify the Level of Impulse Purchase.....	53
5.5	Bivariate Analysis.....	54
5.5.1	Correlation Analysis.....	54

5.6	Simple Regression Analysis between Buyer's Characteristics and Impulse Purchase	55
5.7	Multiple Regression Analysis	57
5.8	Testing Hypotheses	59
5.8.1	Testing Hypothesis 1	59
5.8.2	Testing Hypothesis 2	60
5.8.3	Testing Hypothesis 3	61
5.8.4	Testing Hypothesis 4	61
5.8.5	Testing Hypothesis 5	62
5.9	Chapter Summary	63
CHAPTER SIX		64
DISCUSSION		64
6.1	Introduction	64
6.2	Personal Information	64
6.2.1	Age of the Customers	64
6.2.2	Gender of the Customers	64
6.2.3	Monthly income of the Customers	65
6.2.4	Education Level of the Customers	65
6.3	Discussion on the Level of Buyer's Characteristics and Impulse Purchasing Behavior	65
6.3.1	The Level of Enjoyment	65

6.3.2	The Level of Emotions	66
6.3.3	The Level of Hedonism	66
6.3.4	The Level of Fashion	67
6.3.5	The Level of Impulse Purchase	67
6.4	Discussion on the Relationship and Impact between Buyer's Characteristics and Impulse Purchasing Behavior.	67
6.4.1	Discussion on the Relationship and Impact between Enjoyment and Impulse Purchasing Behavior.	67
6.4.2	Discussion on the Relationship and Impact between Emotions and Impulse Purchasing Behavior.	68
6.4.3	Discussion on the Relationship and Impact between Hedonism and Impulse Purchasing Behavior.	68
6.4.4	Discussion on the Relationship and Impact between Fashion and Impulse Purchasing Behavior.	69
6.4.5	Discussion on combined Effects and Relationship of the Enjoyment, Emotions, Hedonism (Buyer's Characteristics) and Impulse Purchasing Behavior	70
6.5	Chapter Summary	71
CHAPTER SEVEN.....		72
CONCLUSION AND RECOMMENDATIONS.....		72
7.1	Chapter Introduction	72
7.2	Conclusions.....	72
7.3	Recommendations.....	73

7.3.1	Enjoyment	74
7.3.2	Emotions.....	74
7.3.3	Hedonism	75
7.3.4	Fashion	75
7.3.5	Impulse purchasing behavior	75
7.4	Limitations of the Study and Suggestions for Future Studies.....	76
7.5	Implication of the Study.....	76
7.6	Chapter Summary	77
LIST OF REFERENCES.....		78
APPENDIX 01.....		83
APPENDIX 02.....		87
APPENDIX 03.....		91