

## UNDERSTANDING IMPULSE BUYING BEHAVIOUR IN TEENAGERS WITH REFERENCE TO CHOCOLATES

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### Introduction

Impulse buying is an unplanned or spontaneous purchase activity which is done at the spur of the moment. Impulse items bought by consumers can be anything, a new product, samples or well-established products. An impulse purchase or impulse buy is an unplanned decision to buy a product or service.

This paper focuses on understanding the consumer shopping behavior, with particular focus on impulse purchase behaviour in the chocolate category amongst teenagers. Chocolates are available in a variety of retail outlets like kirana shop, malls, chemist shops etc. This research tries to understand the role for impulse purchase in organized retail formats like supermarkets and hypermarkets. The paper also describes the visual factors that influence it.

### Objectives

2.1. To understand the role of time, gender and number of people accompanying the respondent on impulse buying of chocolates.

2.2. To understand the various visual factors which influence impulse buying of chocolates.

### Hypothesis

Ho – There is no relationship between buying behavior of teenagers and the wrapper colour of chocolates.

### Methodology

The data for the research was collected through questionnaire. Teenagers between the age group of 16 to 19 were administered the questionnaire. The teenagers covered were from Mumbai Region. The sample size is 50 i.e 25 males and 25 female respondents. Likert Scale was used to understand the various visual factors that influence buying behavior.

Independent Variable

#### Packaging color

Color plays an important role in a potential customer's decision-making process, certain colors set different moods and can help to draw attention.

#### Packaging Material

Any material used especially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging attract consumer then low quality Packaging. So packaging material has strong impact on buying behavior.

#### Design of wrapper

The overall design also plays a vital role in attracting the consumer. Mostly the children of 10-18 years are so sensitive to the design of wrapper. The companies try their best to create attractive design of packaging.

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