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## **EFFECT OF CONSUMER PERSONAL CHARACTERISTICS ON IMPULSE PURCHASE OF FRUIT JUICE AMONG SELECTED STUDENTS OF EKITI STATE UNIVERSITY, ADO-EKITI.**

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### **Abstract**

*The study examines the effect of consumer personal characteristic on impulse purchase of fruit juice among selected students of Ekiti State University, Ado-Ekiti. Specifically, the study examined the effect of consumer personal characteristic (age, income and gender) on impulse purchase of fruit juice among selected students of Ekiti State University, Ado-Ekiti. A descriptive survey research design was adopted for the study. The total population was 2938 students of the three selected faculties (Management Sciences, Law and Medicine and Surgery) in Ekiti State University, Ado-Ekiti. 244 respondents were sampled using paler-calmorin and Calmorin (2006) computed sample size table. Primary data used for the study were gathered through the administration of structured questionnaire. Data gathered were analysed using multiple regression. The study found that the study found that age, gender and income has significant effect on impulse purchase of fruit juice among students of Ekiti State University, Ado-Ekiti. ( $t=3.327$ ,  $t=-3.199$  and  $t= 8.557$ ,  $p<0.05$ ). The study concluded that the constructs of consumer personal characteristic significantly affects impulse purchase of fruit juice among students of Ekiti State University, Ado-Ekiti. The study recommended that marketers, fruit juice producers and fruit juice business managers pay significant attention to customers' need that are acceptable to students affordability.*

**Keyword:** Age, Gender, Income, Impulse Purchase, Personal Characteristic

**JEL Classification Codes:** E24, J16, M31, R28

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## **1. INTRODUCTION**

Most companies and industries advertise and enlighten consumers on the importance and healthy nutrition of fruit juice through social media such as radio, television and the internet, they also try to attract their customers to get fruit juices by adding new colour, size, lower price range and flavour (Sultana & Uma, 2014). Fruit juice has become more of habitual impulse

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purchase than a need based purchase that is consumers are buying in greater quantities for household consumption. The growth of fruit juice market necessitates studying consumer impulse purchase with respect to their personal characteristics towards fruit juice.

The personal characteristics of the consumer such as age, gender, income, education and culture affect the buyer's decision (Bishal, 2009). The consumption pattern of people of same age and gender differ due to difference to their family life cycle stage (Lamb, Hair & McDaniel, 2010). Age is one of imperative factors that determine impulse purchase behaviour in consumers (Chavosha, Halimi & Namdar, 2011). Gender is the social distinction between women and men, their roles and the way they construct the society, it is a key determinant in the impulse purchase behavior (Willett, 2009). There is a positive association between income and impulse purchase behaviour of consumer, as consumers having more monthly income shows more impulse purchase behaviour and consumers with low income are less impulsive in their purchase decision (Rana & Tirthani, 2012). Thus, different personal factors of consumer's plays role in their impulse purchase towards fruit juice.

Generally, human wants are insatiable and everyone at a point in time desire to get what they want for many reasons. The decision of a consumer to purchase goods can be divided into planned and unplanned buying and the frequency of unplanned buying is 90 percent with a 9 out of 10 customers buying product impulsively (Mihic & Kursan, 2010). Consumer's faces the temptation to purchase item that are not on their shopping lists everywhere they this temptation to make unplanned purchase eventually leads to consumers making impulse purchase (Sultana & Uma, 2014).

In view of the above, studies have been conducted by researchers on the impulse purchase with regards to the personal factors of consumers recent time such as Sultana and Uma (2014), Iqbal, Akhtar and Lodhi (2014), Awan and Abbas (2015) and Sharma and Jain (2017). The findings from the aforementioned studies do not have a common agreement of the personal characteristics factors that influences impulse purchase, majority of the studies agreed that age, income and gender are responsible while Tinne (2011), Ali and Faheem (2012), Prawono, Purwanegara and Indriani (2013) and Thing (2014) to mention but few has different opinion from other studies. However, most of these research works on impulse purchase were carried out among adolescents, workers, children and businessmen using various demographic factors but little work has been carried out on impulse purchase among students, especially students of universities. Therefore, this study intends to determine the effect of age, income, gender and education as a personal characteristics of consumers on the impulse purchase of fruit juice among selected student in Ekiti state university, Ado-Ekiti, with a view to determine whether the same outcome will be found.

## **2. LITERATURE REVIEW**

### **2.1 Conceptual Framework**

#### **2.1.1 Consumer Personal Characteristics**

Consumer's characteristics comprise of individual characteristics or traits that enhance consumer's tendency to show impulsive behavior. These characteristics consist of individual age, gender, income, education, impulsive buying tendency (Parboteeah, 2005).

##### **2.1.1.1 Gender**

Female customers show interest in products that show symbolism and are self-expressing and are easily mixing with their emotional self and appearance. Mai, Jung, Lantz, and Loeb (2003) from their studies stated that men are more prone to impulse buying than women. Tifferet and Herstein (2012) from their studies stated different genders are behaving differently when it comes to purchasing on impulse. Gender is found as an important cause for impulse buying behaviors (Chien-Wen, 2010; Lai, 2010; Pentecost & Andrews, 2010; Chavosha, Halimi & Namdar, 2011). According to Bashir, Zeeshan, Sabbar, Hussain and Sarki (2013), literature identifies inconsistent results on the effect of gender on impulse buying. There are studies which declare women as more impulsive in buying than men (Priyanka & Rooble, 2012). On the other hand some findings suggest that men show more impulse buying than women because women carefully plan their purchases (Mai, Jung, Lantz & Loeb, 2003).

##### **2.1.1.2 Age**

Age is among the imperative factor that predicts impulse buying behaviour in consumers (Chien-Wen, 2010; Lai, 2010). Young buyers show more impulsivity in their purchases as compared to aged ones (Jalees, 2009). Moreover, Priyanka and Rooble (2012) reported no significant relationship between impulse buying and age of consumers. There is no pattern observed in the impulsiveness of consumers of particular age groups (Sharma, Sivakumaran & Marshall, 2010). Impulse buying behaviour of consumers in the age group 18-39 shows a similarity pattern and it decrease as age increases (Ghani & Jan, 2011).

##### **2.1.1.3 Income**

Level of income also determines the impulsivity of the consumer. However, these findings were challenged by Ghani and Jan (2011), Gutierrez (2004) who found no significant relationship between income and consumers' impulse buying. Mai, Jung, Lanz, and Loeb (2003) carried out a study on impulse buying tendency of individuals in two different cities of Vietnam and found no relationship between the areas the residence of respondents and impulse buying.

#### 2.1.1.4 Impulse Purchase

Impulse buying is a phenomenon that has attracted research attention mostly in the developed countries. Ghani and Jan (2011) described impulse buying as the sudden and immediate purchase decision inside a store with no prior intention to buy the specific product or products. From these definitions, it means that impulse buying relates to unplanned and irresistible buying decision of a product due probably to its fanciful design, price among other reasons. However, with the advancements in packaging technologies in the present contemporary society, rapid and unplanned buying decisions are often experienced among consumers whose end result could be satisfaction or dissatisfaction with the product bought.

In the same vein, Block and Morwitz (1999) defined impulse purchase as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. Consequently, Bayley and Nancarrow (1998) defined impulse buying as a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices. Beatty and Ferrell (2001) defined impulse buying tendency as consumer's likelihood to engage in an immediate and spontaneous purchase decision driven by strong feelings to buy without thoughtful consideration of consequences. Rook and Gardner (2000) defined impulse buying as an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favour of immediate possession.

Yi and Baumgartner (2011) stated that impulse buying tendency increases consumer negative feelings of dissatisfaction and regret and thus impulsive consumers are likely to return products frequently, which may increase the possibility of their engagement in return frauds. Gierl and Huettl (2010) defined when individuals purchase products that can be used to satisfy social needs and impress others by communicating wealth, social status, and power, this behavior is conspicuous consumption. Shahan (2010) commented that an impulse purchase or impulse buy is an unplanned or otherwise spontaneous purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Impulse items can be anything, a new product, samples or well-established products at surprising low prices (Parboteeah, 2005), performed concept analysis of impulsive buying presented by scientists and introduced comprehensive definition of impulse purchasing. Impulse buying is a purchase that is unplanned, the result of exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional and/or cognitive reactions. Hausman (2000) explained that consumers buy goods because of non-economic reasons, such as fun, fantasy, social and emotional satisfaction which help them to ignore the negative consequences of impulse purchasing.

The process of impulse buying also differs from normal buying process. Normally, rational consumers would go through recognizing needs, searching information to figure out the goods they want, evaluating alternatives as well as experience of purchasing and post-purchase (Lamb, Hair, & McDaniel, 2013). However, within impulsive buying process, consumers are not searching information and evaluating alternative. Consumers start with browsing products and have product awareness. During this moment, consumers are exposed to the external stimuli that can trigger their desire to buy impulsively (Tinne, 2010; Muruganantham & Bhakat, 2013).

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Impulsive buying behavior is mainly influenced by internal and external stimuli. Internal stimuli always refer as psychological factors, situational factors, demographic factors and socio-economic factors. On the other hand, external stimuli always refer as products characteristics and environmental characteristics (Karbasivar & Yarahmadi, 2011; Tinne, 2010; Muruganantham & Bhakat, 2013).

#### **2.1.1.5 Factors Influencing Impulse Purchase**

Sneath, Lacey, Kennett and Hensel (2009) have argued that impulse buying can also be induced because of depression of an individual and an attempt to improve the mood. Mattila and Wirtz (2008) highlighted that employee friendliness influence impulse buying. If consumers are in a good mood, they tend to reward themselves more generously and tend to be more impulsive (Giraud, 2001). The notion of materialism indicates that individuals who use product acquisition as a self-completion strategy tend to be more impulsive (Dittmar, 2001). Young generation is more impulsive than others, age of buyers from 18 to 40 are generally impulsive (Mai, Jung, Lanz & Loeb, 2003). Marketers should promote a good store layout to maximize the convenience of the consumer (Crawford & Melewar, 2003).

The availability of money is a facilitator in the impulse buying process since it increases the purchasing power of the individual. If the individual does not have enough money, he or she will avoid the shopping environment altogether. Consumers have propensity to buy impulsively. Product price is another variable of impulse buying. Consumers tend to be more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller sizes, and ease of storage (Zhou & Wong, 2003). The likelihood that a product will be purchased on an impulse depends on the product category. It has been found that impulse buying occurs more in the case of hedonic products because of the symbolic meaning they convey (Mai, Jung, Lanz & Loeb, 2003).

#### **2.1.1.6 External Stimuli**

External factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer in an attempt to lure consumers into purchase behavior (Youn & Faber, 2000). External Stimuli are related to the shopping and the marketing environment. Impulse buying is considered as relevant in today's shopping scenario with the innovative sales promotions, creative messages and appropriate use of technologies in the retail stores (Schiffman & Kanuk, 2010). Product appearance and background music were important external influences on the customer (Verplanken & Herabadi, 2001). Consumers can experience an urge to buy impulsively when visually encountering cues such as promotional incentives (Dholakia, 2000).

#### **2.1.1.7 Internal Stimuli**

Internal Stimuli are related to the different personality related factors which characteristics an individual rather than the shopping environment or stimuli. Internal factors of impulse buying denote the individual's internal cues and characteristics that make him / her engage in impulse buying. Chang, Eckman, and Van (2011) argued that consumers who had

more positive emotional responses to the retail environment were more likely to make impulsive purchases. Hawkins, Roger, Coney and Mookerjeet (2007) stated that buyers seek variety and differences which may be a major reason for brand switching as well as impulse purchasing. Variety seeking behavior was found to be associated with impulse buying in a study of (Sharma, Sivakumaran, & Marshall, 2010).

Youn and Faber (2000) pointed out that impulse buying may originate from consumer traits such as impulsiveness and optimum stimulation level, shopping enjoyment, or lack of self-control. Shen and Khalifa (2012) observed that cognition of the consumer moderates the relationship among buying impulse and the actual impulsive behavior. In today's marketing context, which is characterized by growing levels of aspiration, willingness to spend on the part of consumers, influence of westernization and the availability of products, marketers and retailers have several opportunities to make use of impulse buying (Kumar, 2007).

## **2.2 Theoretical Framework**

The emotional impulsive decision making theory and impulsive buying is grounded and theoretically underpinned within the emotional or impulsive decision making view to consumer decision-making by Schiffman and Kanuk (2007). This view postulates that consumers are likely to associate some highly involving feelings or emotions such as joy, love, fear, hope, sexuality, fantasy and even some little magic with certain purchases or possessions. Rather than carefully searching, deliberating and evaluating alternatives before buying, consumers are just as likely to make many of these purchases on impulse, on a whim, because they are emotionally driven. Park, Kim and Forney (2005) had even earlier concluded that unless a store has a distinct product offering or pricing strategy, retailers can distinguish their store by building on the relationship between the store's atmosphere and the consumer's emotional state. Even if consumers are in a negative emotional state upon entering a store, they may become emotionally uplifted and spend more than intended. All this implies that impulsive buying may largely be an unconscious buying behaviour driven by an affective force beyond the control of the individual.

## **3. METHODOLOGY**

This study employed a descriptive survey research design. Primary data through structured questionnaire is used to gather information from the target respondents in Ekiti State University, Ado-Ekiti. The population of the study consisted the three selected faculty students in Ekiti State University. However, these three faculties are Management Sciences, Medicine and surgery and Law and they are conveniently selected. Therefore, two thousand nine hundred and thirty eight (2938) students constituted the study population. Two hundred and forty four (244) respondents are sampled using Paler-calmorin and Calmorin (2006) computed sampling size table. Data generated will be analysed through descriptive and inferential statistic. Descriptive through frequency table and percentages is used to analyse the demographic information of the respondents while inferential statistic through multiple regression is used to test the study hypothesis.

## 4. FINDINGS AND DISCUSSIONS

### 4.1 Results on Demographic Distribution

The total sample for this study was 244 respondents out of which 233 questionnaires were duly returned which represent 95.5% of the total administered questionnaire. Below are the analyses of the response.

**Table 1: Demographic Distribution of Respondents**

	Frequency	Percent
<b>Age Distribution</b>		
15-19Years 84 36.1	84	36.1
20-24 Years 83 35.6	83	35.6
25-29 Years 51 21.9	51	21.9
30 Years and Above 15 6.4	15	6.4
Total 233 100.0	233	100.0
<b>Gender Distribution</b>		
Male	131	56.2
Female	102	43.8
Total	233	100.0
<b>Students Level Distribution</b>		
100 Level	28	12
2000 Level	78	33.5
300 Level	74	31.8
400 Level	47	20.2
500 Level	6	2.6
Total	233	100.0
<b>Income Distribution</b>		
N5000-N10000	46	19.7
N 16001-N22000	103	44.2
N10001-N16000	72	30.9
N22001 and Above	12	5.2
Total	233	100.0
<b>Faculty of the Students</b>		
Mgt. Sc.	178	76.4
Medicine & Surgery	7	3.0
Law	48	20.6
Total	233	100.0

**Source: Field Survey, (2019)**

The age distribution of respondents showed that eighty-four (36.1%) of the respondents are between the ages of 15-19years, eighty-three are between 20-24years, fifty-one (21.9%) are between 25-29years while fifteen (6.4%) are 30 years old and above. This implies that the ages between 15-29 years more in the categories of the students that fill the questionnaire.

The gender distribution of the respondents showed that one hundred and thirty one (56.2%) are male students while one hundred and two (43.8%) are female students. This suggests that male students are more involved in this research work.

The students level distribution showed that twenty-eight (12.0%) are 100 level students, seventy-eight (33.5%) are 200 level students, seventy-four (31.8%) are 300 level students, forty-seven (20.2%) are 400 level students while six (2.6%) are 500 level students. The income distribution of the respondents revealed that forty-six (19.7%) received income/gift/allowance of between N5000-N10000, one hundred and three received income in the range of N16001-N22000, seventy-two received allowances of in between N1000 l-N 16000 while twelve of the respondents received allowance between N22001 and above.

The faculty of the students as they response to the questionnaire showed that Management Sciences Students are one hundred and seventy-eight (76.4%), seven (3.0%) are medicine and surgery students while forty-eight are law students.

## 4.2 Results on Regression Estimation

*Consumer personal characteristics have no significant effect on the impulse purchase of fruit juice among selected students in Ekiti state university, Ado-Ekiti*

**Table 2: Estimated Effect of Consumer personal Characteristics and Impulse Purchase**

<b>Variables</b>	<b>Co-eff.</b>	<b>Std. Error</b>	<b>t-value</b>	<b>p-value</b>
Constant	38.859	2.445	15.896	0.000
Age	2.137	0.643	3.327	0.001
Gender	-4.083	1.276	-3.199	0.002
Income	6.638	0.776	8.557	0.000
R	0.517			
R Square	0.267			
Adj. R Squared	0.257			
F-Stat.	27.804 (.000)			

**Dependent variable: Impulse Purchase**

To test this hypothesis, the respondents' scores on consumer personal characteristics (age, gender and income) on impulse purchase of fruit juice among selected students of Ekiti State University, Ado Ekiti were computed and subjected to multiple regression analysis. From Table 2, the R (Regression Coefficient) gives a positive value of 0.517; this indicates that consumer personal characteristic have a strong and positive effect on impulse purchase of fruit juice. The R<sup>2</sup> is a portion of the total variation in the dependent variable that is explained by the variation in the independent variables. From the results obtained, R<sup>2</sup> is equal to 0.267, this implies that age, gender and income brought about 26.7% variance in impulse purchase of fruit juice among selected students of Ekiti State University, Ado Ekiti, this is further proven by the adjusted R<sup>2</sup> that shows the goodness of fit of the model which gives a value of 0.257, implying that when all

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errors are corrected and adjustments are made the model can only account for 25.7% by consumer personal characteristics while the remaining 74.3% are explained by the error term in the model shown in Table 2.

The unstandardized beta co-efficient of age is 2.133 with  $t = 3.327$  and  $(p = 0.001 < 0.05)$ . These results showed that age have effect on impulse purchase of fruit juice. It is found significant; therefore we accept alternative hypothesis and reject null hypothesis. This means that respondents' reason for impulse purchase is strongly determined by consumer personal characteristics based in their age. This implies that the maturity of the students also determined what they go for in the market. This is in accordance to the study of Iqbal, Akhtar and Lodhi (2014) who found age significant and positive on impulse purchase among other demographic variables in Pakistan.

The unstandardized beta co-efficient of gender is -4.083 with  $t = -3.199$  and  $(p = 0.002 < 0.05)$ . These results showed that gender has a negative relationship with impulse purchase of fruit juice. It was found significant; therefore we accept null hypothesis and reject alternative hypothesis. The implication of this is that the gender of the students is been determined by what they buy in the market in the students environment. The findings is in accordance to the study of Sultana and Uma (2014) who found that demographic factor such as age and disposable income are associated with impulse buying behaviour of fruit juice in Coimbatore.

The unstandardized beta co-efficient of income is 6.638 with  $t = 8.557$  and  $(p = 0.000 < 0.05)$ . These results showed that income have greater effect on impulse purchase of fruit juice. It is found significant; therefore we accept alternative hypothesis and reject null hypothesis. This means that respondents' reason for impulse purchase is strongly determined by the income of the students. The findings is in accordance to the study of Awan and Abbas (2015) and Asim and Hasnu (2013) in Pakistan, the study found that consumers' demographic characteristic had significant influence on impulse buying and demographic characteristics (gender, age, income and education) affect simultaneously impulse buying behaviour of consumers.

The F-test is used to test the overall significance of the study hypothesis as indicated table 2. The table showed that the calculated value of F-statistic distribution gives a value greater than the F-tabulated. Hence, we accept alternate hypothesis and reject null hypothesis. This implies that consumer personal characteristic will significantly affect impulse purchase of fruit juice among selected students of Ekiti State University, Ado-Ekiti. The findings of the study were consistent and supported by previous studies.

The multiple regression of the model is shown below as:  
 $(P = 38.859 + 2.137AG - 4.083GE + 6.638IN)$

(Where IP = Impulse Purchase; AG = Age, IN = Income, GE = Gender).

## 5. CONCLUSION AND RECOMMENDATIONS

Based on the findings of this study, both personal characteristic measure (age and income) were positively impacted while only gender was negatively impacted. Therefore, the

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study accepts the alternate hypothesis and reject otherwise thus concluded that consumer personal characteristic attributes are significantly and positively related to impulse buying behaviour of fruit juice among students of Ekiti State University, Ado-Ekiti.

Based on the findings, the following recommendations are considered:

- i. The producer should embark more on advertising and promotion of consumers to be attracted by the store promotional offers by being more aware of the variety of purchase divides among respondents, policy makers and researchers might have improve justifications, choice and strategies available for narrowing the several purchase divides among university students.
- ii. This study recommends that marketers, fruit juice producers and fruit juice business managers pay significant attention to customers' need that are acceptable to students affordability.

### 5.1 Suggestion for Further Studies

This study concentrated on the effect of consumer personal characteristics (age, income and gender) on the impulse purchase of fruit juice among students in Ekiti State University. Further studies can be carried out using price as a determinant of impulse purchase of carbonated drinks among students in other tertiary institutions like polytechnic and colleges.

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