

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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IMPULSE BUYING OF APPARELS

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ABSTRACT

Due to rapid change in technology and growth in leisure time, buying and consuming activities to satisfy the physical needs of oneself and family have shifted towards leisure activities. There is an attitudinal shift among the Indian consumer in terms of choice and value for money. Shopping in India is therefore, witnessing a revolution with the change in the consumer buying behavior. The present study tries to examine the role of in-store stimuli viz. attractive display, attractive packaging and sales promotion on impulse buying. The data was collected from the people who had made a recent purchase of apparels and was analysed using SPSS 19. Various statistical techniques like regression analysis, multiple regression, t-test, ANOVA were applied to obtain the results. The data analysis indicates that attractive display has a significant impact whereas sales promotion does not seem to have much impact on the impulse purchase of apparels. The findings further indicate that packaging is not a stimulus to impulse purchase of apparels. The analysis of demographic factors indicates that impulse buying is different in case of males and females. Age and income of the consumer also has a significant impact on the impulse purchase behavior. Though the contribution of this research is microscopic in the large reservoir of consumer behaviour studies, it provides a starting point for future studies with respect to in-store environment and impulse buying.

KEYWORDS

Consumer Behavior, Impulse Buying, Instore Stimuli.

INTRODUCTION

The Indian consumer has undergone a remarkable transformation. A few decades back the Indian consumer saved most of his income, purchased the bare necessities and rarely indulged himself into unplanned shopping. However, in the present scenario, with increased income, availability of credit cards, exposure to the shopping culture of the west and a desire to improve standard of living, the Indian consumer is spending not only to meet utilitarian needs but also hedonic needs to a large extent. Buying and consuming activities to satisfy the physical needs of oneself and family have shifted towards leisure activities. Factors such as time pressures, increased mobility, a rise in number of working women, and greater discretionary income have helped the consumers reduce time and effort in planning what to buy (Cobb & Hoyer, 1986; Williams & Dardis, 1972) and lead them to have multiple shopping motives other than just buying a product in need. As a result there has been an attitudinal shift among the Indian consumer in terms of choice and value for money. Shoppers are increasingly becoming more aware and knowledgeable about product displays, formats and practices of retailing to uphold a consciousness for lifestyles and shopping standards.

Therefore, in line with the changes in consumer needs and technology the retail industry has rapidly changed and become highly competitive. It has become difficult for retailers to differentiate themselves, therefore they are searching for new marketing strategies to attract and retain customers. Each retailer's ability to sustainably sell his merchandise largely depends on the strategic strength of the marketing mix activities. Notwithstanding other marketing activities, in-store marketing activities such as point-of-purchase displays and promotions, through background music and supportive store personnel are all instrumental in both winning consumers and motivating them to spend more. In-store promotions are usually aimed at digging deeper into the consumers' purses at the point of purchase by encouraging impulsive (unplanned) purchases thereby leading to impulse buying.

Impulse buying as a marketing tool is a concept that has been explored since the 1950's. Overtime, scholars have looked at what qualifies as impulse buying and observed it in different contexts. As a pervasive and distinctive aspect of consumer lifestyle, impulse buying today is a widespread phenomenon in the marketplace and for that reason it has become a focal point for considerable marketing activities (e.g. Gardener & Rook, 1988; Rook, 1987; Rook and Hoch, 1985). Therefore, researchers have devoted substantial endeavors to conceptualize multifaceted phenomenon of impulse buying like Stern (1962) indicated that impulse buying can be used as synonymous for unplanned buying where there is no planning in advance. Rook (1987) added another dimension to it that it is an unplanned purchase which happens when a consumer exposed to a stimulus experiences positive affect which means that impulse buying identifies a distinctive psychologically distinctive type of behavior that differs drastically from the contemplative modes of consumer choice.

However, a more comprehensive concept was proposed by Piron (1991) according to which impulse buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot. This purchase results in the customer experiencing emotional and/or cognitive reactions. According to the above concept there are four important characteristics of impulse buying i.e. unplanned, exposure to the stimulus, immediate and emotional and/or cognitive reactions. Impulse buying is an unplanned purchase as the consumers' decision to buy the product is made on the spur of the moment and is not in reaction to a previously known problem or an intention made before the entry of the shopper into the store. Exposure to the stimulus is the second important characteristic of impulse buying behavior. Here the stimulus is considered as the catalyst which drives the consumer to be impulsive in purchase. The third feature of impulse buying is the immediate nature of the buyer as the consumer makes a purchase decision immediately without caring about its consequences. Finally, emotional and/or cognitive reactions are experienced by the consumers and these determine guilt or disregard for future consequences. Similar concept of impulse buying was given by many other researchers (Hodge, 2004; Chien-Huang and Hung-Ming, 2005).

Beatty and Ferrell (1998) added that impulse buying is made without any pre-shopping intentions either to purchase a particular product category or to accomplish a particular buying activity. Moreover, impulse buying takes place when a shopper experiences an urge to purchase and is likely to be spontaneous in action. This is so because impulse buyers are not keenly searching for a particular product and don't have prior plans or intent to purchase. The impulse buying phenomenon was further linked to hedonism by Bayley and Nancarrow (1998) in their study in which the researchers regard it as a sudden, compelling, hedonically complex buying behavior where the swiftness of an impulse decision process excludes thoughtful and deliberate consideration of information on alternative and choices. According to Park, et al (2006), Bayley, and Nancarrow, (1998), impulse buying behaviour is 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. Thus, various studies on impulse buying suggest that this phenomenon takes place when a person makes an unintended, unreflective and immediate purchase. The purchase is *unintended* since it is made during shopping with no pre-shopping plans to purchase that product.

REVIEW OF LITERATURE

Consumer behavior has always been an area of fervent interest for the researchers. It is an important discipline of marketing and is aimed at studying what the consumers buy, why they buy, when and how they buy. From this it can be understood that consumer behavior relates to understanding the pattern of behavior. This behavior is influenced by a number of factors, some of which include the environment the consumer is exposed to, or the individual personality that each consumer possesses. The consumer's ability to make a purchase, or rather, the amount of buying power also plays a major role in consumption purchase behaviours. A study on how and why consumers make purchase decisions is therefore important, especially for marketers, in order to help formulate and implement effective marketing strategies and gain success in the marketplace.

The consumer's decision-making has been studied comprehensively and the fundamental assumption to consumer's decision-making is the rational perspective of consumers' choices, where a selection is made after watchfully considering and evaluating the various alternatives available. However, consumers do not always follow these requirements of rationality and make decisions without watchful consideration of the alternatives available, with unsatisfactory information regarding the product, or without prior intention of purchasing that product (Tversky & Kahneman 1981). Impulse buying is one such type of consumer behavior which is attractive and fascinating for many retailers and marketers. It is a spontaneous and cognitively intensive action. Impulse buying is an ever-present and unique side of consumers' routine. In marketing research impulse buying behavior is a mystery marked as deviation from standard buying behavior together by the literature and the consumers, and it is the impulse buying behavior that explains huge sales of various products every year around the globe (Kollat and Willet, 1967; Bellenger et al., 1978; Weinberg and Gottwald, 1982; Cobb and Hoyer, 1986; Rook and Fisher, 1995; Hausman, 2000).

Impulse buying is an ever-present and distinctive feature of consumers around the globe. The researchers from the field of marketing and consumer psychology have been trying to grasp the concept of impulse buying since 1950's. The basis for research on impulse buying was laid by Clover (1950) thus paving way to a multi-prospective research. Ever since, numerous researchers from various research fields, like consumer behavior, economics, marketing and psychology have contributed to this attention grabbing and multifaceted behavior. A review of literature also depicts that early research was more focused on defining the concept of impulse buying, differentiating it from non-impulsive buying and developing framework for investigating impulse buying rather than identifying the factors that can influence it (Youn & Faber 2000).

Impulse-buying behaviour is thought to stem from the desire to satisfy multiple needs that underlie many types of buying behaviour (Hausman, 2000). This means that impulse buying behavior occurs in response to a stimulus. When a consumer is exposed to stimuli suggesting that a need can be satisfied through the purchase, the consumer engages in impulsive purchases although there is no prior information of a new product or intention to purchase the item (Kim, 2003). This has made the retailers conscious and they are continually trying to increase the number of impulse purchases through store design, product displays, package design, and sales (Hoyer & MacInnis, 1997). In addition to environmental stimuli, internal states can also influence impulse buying. Internal cues include respondents' positive and negative feeling state, and environmental cues include retail settings, marketer controlled cues, and marketing mix stimuli (Youn & Faber, 2000).

Earlier studies on impulse buying have shown that there are numerous factors that can influence impulse buying behavior. Stern (1962) has concluded that there are basically nine factors that influence impulse buying among consumers which include low prices, mass distribution, self-service, mass advertising, prominent store displays, low marginal need for an item, short product life, smaller sizes or light weights and ease of storage. Other determinants of impulse buying as identified by the literature include presence of others (Luo 2005), mood of buyer (Rook and Gardner, 1993; Beatty & Ferrell 1998), trait impulsiveness (Rook & Fisher 1995; Weun et al. 1998; Jones et al. 2003), product category impulsiveness (Jones et al. 2003), evaluation of suitability of engaging in impulsive buying (Rook & Fisher 1995), individuals and environmental touch (Peck & Childers 2006), store characteristics (Iyer 1989; Rook & Fisher 1995; Beatty & Ferrell 1998; McGoldrick et al 1999; Michon et al. 2005; Tendai & Crispin 2009; Virvilaite et al. 2009), self-identity (Dittmar et al. 1995; Lee & Kacen 1999), cultural orientation (Lee & Kacen 1999; 2008; Mai et al. 2003; Jalees 2009), plus demographic characteristics such as gender (Rook & Gardner 1993; Dittmar et al. 1995; Mai et al. 2003; Coley & Burgess 2003; Tirmizi et al. 2009; Virvilaite et al. 2009) and age (Helmert et al. 1995; Wood 1998; Mai et al. 2003; Xu 2007; Tirmizi et al. 2009; Jalees 2009; Virvilaite et al. 2009).

The in-store information plays a substantial role in consumer impulsive decision-making, and has more influence than in planned buying situations. The in-store elements that have been associated with impulse buying include product selection, store atmospherics (Verplanken and Herabadi, 2001), product pricing (Stern, 1962), promotions, easy payments (Youn and Faber, 2000), and word-of-mouth (Lee and Kacen, 2008).

The shopping environment or atmosphere in the form of product display and layout is one of the major factors influencing impulse buying behavior. This is due to the fact that consumers do not search for impulsive products to buy when they are shopping, instead the in-store stimuli, such as shelf positions and product location, are determinants that influence consumption impulses (Stern, 1962; Rook and Fisher, 1995). Also, the instantaneous nature of impulse buying implies that 'the only available information, aside from internal or memory-base information, is the external information available in the shopping environment' (Lee and Kacen, 2008). This means that impulse buying occurs due to an exposure to in-store stimulus (usually a product), which assists the consumer to make a purchase decision by offering innovative ways of satisfying needs (Kollat & Willett 1969) and occurs in a very short time (Stern 1962; Piron 1991). The importance of window display in relation to consumers' buying behavior has received minimal attention in literature. However, since a consumer's choice of store is influenced by the physical attractiveness of the store (Darden et. al, 1983) and the first impression of the store image is normally created at the façade level, it can be suggested that window display may influence, to some extent consumers' choice of store when they do not set out with a specific purpose of visiting a certain store and purchasing a certain item. The initial step to getting customers to purchase is getting them in door. Therefore, retailers are placing increased importance on window display to transform shoppers into consumers (Diamond and Diamond, 1996).

There are numerous studies which have indicated that promotional activities enable the sellers to raise unit sales of most of the products (Wilkinson et al. 1982; Chevalier 1975; Woodside & Waddle 1975). The in-store advertisements and promotions have proven records to amplify the magnitude of unplanned purchasing among consumers (Inman et al. 1990; McClure & West 1969). Marriri and Crispin (2009) in their study have also found a significant relationship between attractive in-store advertisements and impulse buying behavior among consumers. The results of the research study conducted by (Virvilaite et al. 2009) have found that consumers buy impulsively when their attention is engrossed by pleasant goods, discounts and attractive advertisements.

According to Millner (2002) special offers and promotional schemes generate a positive desire in the minds of the consumer. The consumer evaluates the impulse purchase as a benefit on the whole and makes a purchase, and such an act may even deliver a positive post-purchase response (Adelaar et al., 2003). Thus, price and in-store promotions have an impact on the buying decision of the consumer, a low priced product and a favorable promotional offer may generate an impulsive response. A study by Dong-Jenn Yang et. al (2011) has suggested that corporate promotions, individual budget and personnel promotions are positively correlated with impulse buying intention and that sales and promotions can effectively predict impulse buying intention.

Minal et. al (2012) has also found that display is a very important driver of impulse purchase. In addition the results reveal that window display, mannequin display, floor merchandising and promotional signage all exert a significant influence on the impulse buying behavior. In a study by Sunil Kumar and Bhawna Mishra (2012) it has been found that attractive products, money availability, discounts, product brand, display and credit availability all have an influence on impulse purchase. Alireza Karbasivar and Hasti Yarahmadi (2011) examined the effect of four external cues (window display, credit card), promotional activities (cash discount, free product) on consumer impulse buying behavior and the results of the study prove that there is a pivotal relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse buying behavior.

In addition to the displays and sales promotion, packaging too has an important role in impulse purchase as it has also become an important means of marketing communication. In a modern retail store, consumers directly face a meeting point where various product brands are placed on shelves. According to Dhar (2007), packaging plays an important role at this meeting point (also known as point of purchase), as this is the most important point of interaction between brands and consumers; it is at this stage consumers decide which brands to purchase. According to Duncan (2005) packaging is the main instrument of communication with which companies can deliver brand messages. In a research by Astri Cahyorini and Effy Zalfiana Rusfian (2011) has examined the effect various dimensions of packaging design namely graphic design, structure design and product information on the impulse buying behavior and found that packaging design affects impulsive buying at the rate of 38% and the packaging design dimension that results in impulsive buying is graphic design. The role of packaging has also been highlighted in an article titled "The Customer Equity Company" in which the researchers emphasized the relevance of packaging as a marketing tool as it helps to drive the way consumers experience a product. The authors said that packaging has a dual role, as it provides consumers with right cues and clues- both at the point of purchase and during usage. The study also said that packaging plays a particularly vital role in categories which are impulse.

Apart from the stimuli and situational factors, the personal factors or the consumers characteristics have also been found to have a considerable effect on the impulse buying behavior. The consumer characteristics comprises of individual characteristics or traits that enhance consumer's tendency to show impulsive behavior. These characteristics consist of individual's age, gender, culture, mood, materialism, shopping enjoyment, impulsive buying tendency, and the perceived degree of self-discrepancies (Parboteeah 2005).

Age is among the imperative factor that predicts impulse buying behavior in consumers. The ability of consumers to resist immediate gratification increases with the increase in age (Rook 1987). Young buyers show more impulsivity in their purchases as compared to aged ones (Rawlings et al. 1995; Helmers et al. 1995). Researchers have identified a number of factors that can affect impulse buying, including personal characteristics, 'age' in particular (Bellenger et al. 1978; Wood 1998). Bellenger et al. (1978) found that buyers with age less than 35 years show more impulse buying behavior as compared to those older than 35 years.

Literature identifies numerous studies on the effect of gender on consumers' impulse buying behavior; however the results of these studies are inconsistent. Kollat and Willett (1967) found that women buy more on impulse than men while Bellenger et al. (1978) found no significance relationship between gender and impulse buying. Cobb and Hoyer (1986) reported in a study that women are less impulsive than men because women usually plan their shopping before entering into the store. In a study on gender identity and impulse buying Dittmar et al. (1995) concluded that men are likely to purchase instrumental and leisure products on impulse. These products give a sense of independence and activity to them. Women on the other end are likely to purchase symbolic and self-expressive products on impulse. The purchase of such products highlights their emotional aspects. They further concluded that women show more impulsive buying due to the emotional reasons. Women are attracted by an object and a desire for immediate gratification arises that result in impulse purchasing. The results of study by Dittmar et al. (1995b) were supported latterly by Coley and Burgess (2003) and Verplanken and Herabadi (2001).

Among many other factors higher level of income also determines the impulsivity of the consumers. High income shoppers are more likely to show higher impulse buying tendencies (Abratt & Goodey 1990). A study by Mogelonsky (1994) logically advocates that the phenomenon of impulse buying is basically for those consumers who care financially in a position to afford it. With more income in hand consumers face fewer constraints in order to buy a product on impulse. Such high income consumers usually have a more open shopping list that facilitates them to entertain themselves with rapid and unexpected buying ideas. Hence high income consumers shop on impulse more frequently as compared to those of low income shoppers. Lower income shoppers show less impulsivity in their purchases due to the income block.

NEED OF THE STUDY

A number of studies have been conducted to analyse impulse buying behavior. National surveys between 1975 and 1992 revealed that on an average 38% of the adults were impulse buyers (DDB Needham Annual Lifestyle Survey, 1974-1993). The studies between 1999 and 2002 indicated that 50% or more of participants were classified as impulse buyers (Chen-Yu & Seock, 2002; Nichols, Li, Roslow, Kranendonk, & Mandakovic, 2001; Underhill, 1999). Chen-Yu and Seock examined adolescents' impulse buying behavior and reported that about half of the participants were impulse shoppers and half were non-impulse shoppers. Nichols et al. (2001) found over 50% of mall shoppers buying items on impulse and Underhill (1999) found 70% of all grocery items being purchased were by impulse. All this has indicated that impulse buying as a phenomenon is all pervasive irrespective of demographics and products.

In the recent times, the marketers have been strategizing impulse buying initiative, as it has been found to be having a significant impact on increasing revenues and profits. Their focus has been to influence the in-store decisions of their potential customers by creating enjoyable, attractive modern state of the art environments ranging from background music, favourable ventilation, freshened scent, attractive store layout, in-store displays and persuasive shop assistants among other things.

There are only a few studies on impulse buying in the clothing and textiles area (Han, Morgan, Kotsiopoulos, and Kang-Park ;1991, Piron ,1993; Chen-Yu and Seock;2002). Although previous studies compared apparel impulse buying behavior between different consumers, no conceptual models or theories were developed to explain the factors that are related to impulse buying. The present study aims at analyzing the in-store stimuli affecting impulse buying along with the role of demographics.

RESEARCH PROBLEM

The research study has focused upon investigating the impact of key stimuli on consumers' buying patterns. In the present research various factors affecting impulse buying viz. display of products, attractive packaging, sales promotion have been analysed in the modern retail format along with the effect of demographics. Therefore, the following objectives and hypotheses have been formulated.

OBJECTIVES

1. To examine and analyze the role of in-store stimuli on impulse buying.
2. To conduct an impact analysis of the demographics on impulse buying behavior.

HYPOTHESES

- H₁: Stimuli have influence on impulse buying.
H₂: There is a significant impact of demographics on impulse buying.

RESEARCH METHODOLOGY

The study has been conducted on the basis of primary data, which has been collected through a structured questionnaire. The data was collected from 125 respondents who had made a recent purchase of apparels. The questionnaire was framed using a seven point Likert Scale consisting of statements covering three dimensions viz; Impulse Buying, Attractive display, Sales Promotion, Packaging. The pretest study was administered on 35 respondents. All the dimensions were measured on a scale of 1 to 7, where 1 represents Strongly Disagree and 7 represents Strongly Agree. Finally the demographic information was collected at the end of the study. The data so collected was summarized and analysed using SPSS Statistics 19. Regression analysis was conducted for the hypotheses testing using impulse buying as a dependent variable and each variable as predictors in order to see if there exist relationships and to determine the relative importance of the various type of influences on impulse buying behavior of apparels. Also, t-test and ANOVA were used to analyse the impact of age, gender and income on the impulse purchase behavior. The sample profile of the respondents is shown in the tables below.

FACTOR INTERNAL CONSISTENCY RELIABILITY

Cronbach alpha is the major measurement of internal consistency reliability. Cronbach alpha over 0.70 illustrates high satisfactory internal consistency reliability. On the other hand, if the Cronbach alpha is 0.60 or less than 0.60 it suggests unsatisfactory internal consistency reliability (Malhotra, 2007). According to Table 1, the Cronbach alpha for each factor, except situational factors, is higher than .70. However, the Cronbach alpha for informational element of packaging is much lower than .70 and so this factor has not been considered. Therefore, the Cronbach alpha's among the factors shows high satisfactory internal consistency reliability.

TABLE 1: FACTOR CONSISTENCY ANALYSIS

Factor	Cronbach Alpha
Impulse	0.726
Excitement	0.715
Joy	0.809
Escapism	0.767
Attractive Display	0.832
Sales Promotion	0.787
Visual Element of Packaging	0.930
Informational Element of Packaging	0.615

Table 2 below shows us the gender profile of the respondents. The statistics indicate that the data was collected from around 125 respondents and majority of them were females.

TABLE 2: GENDER PROFILE OF RESPONDENTS

Gender	Number of Respondents	Percent
Male	85	68
Female	40	32
Total	125	100.0

Table 3 shows the age wise representation of the respondents. Data from the various age groups has been collected to further understand the demographic profile of the respondents. Hence, the table below indicates that most of the respondents were in the age group of 25-34 followed by 18-24 age groups. However, there were lesser number of respondents in the agegroups of 35-45 and above 45 years.

TABLE 3: AGEWISE REPRESENTATION OF RESPONDENTS

Age Group	Number of Respondents	Percent
18-24	31	24.8
25-34	72	57.6
35-45	15	12
Above 45	7	5.6
Total	125	100.0

While analyzing the demographics, another important variable which has been studied is the income group. The customers belonging to various groups have responded to the instrument of the study, which is presented in table 4 below. This indicates that most of the respondents were having annual income upto 5 lacs followed by people having income between 5-10 lacs.

TABLE 4: INCOME GROUP OF RESPONDENTS

Income	Number of respondents	Percent
Upto 5 lac	69	55.2
5-10 lac	40	32
Above 10 lac	16	12.8
Total	125	100.0

FINDINGS

Objective 1: To examine and analyze the role of in-store stimuli on impulse buying viz. Attractive display, promotion and packaging.

Analysis of relationship between instore stimuli and impulse buying has been analysed as the first objective of the study. Therefore, a regression analysis was undertaken with impulse buying as dependent variable and instore stimuli as independent variable. The results (table 5.15a and 5.15b) clearly point out that instore stimuli ($\beta=0.549, p=0.000$) has a significant positive correlation with impulse buying. The R square value of 0.301 indicated that instore stimuli could explain 30.1% variation in impulse buying.

TABLE 5 a: REGRESSION ANALYSIS: INSTORE STIMULI AND IMPULSE BUYING

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.549 ^a	.301	.300	.998	.301	300.819	1	698	.000

a. Predictors: (Constant), IS

TABLE 5 b: REGRESSION COEFFICIENTS: INSTORE STIMULI AND IMPULSE BUYING

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	.331	.336		.986	.000
IS	1.048	.060	.549	17.344	.000

REGRESSION OF IMPULSE BUYING AND CORRELATES OF IN-STORE STIMULI

The multiple regression model with all the three predictors namely (attractive display, sales promotion and attractive packaging produced $R^2 = .309$ (table 6a) which indicates that variation in impulse buying to the tune of 30.9 % is caused due to instore stimuli. As can be seen in Table 6b, attractive display, sales promotion and attractive packaging have significant positive regression weights.

TABLE 6 a: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.555 ^a	.309	.306	.994	.309	103.513	3	696	.000

a. Predictors: (Constant), pkg, sp, dsp

TABLE 6 b: REGRESSION COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	.188	.367		.512	.000
Dsp	.189	.067	.307	2.820	.005
Sp	.374	.044	.105	8.517	.000
Pkg	.462	.057	.003	8.117	.103

Dependent Variable: ib

The regression coefficients (table 6b) have indicated that out of all the three factors namely display, sales promotion and packaging β value for display (0.307) is highest among the three which means that among the instore stimuli, display has the highest impact on impulse buying followed by sales promotion ($\beta=0.105$). The impact of packaging on the impulse purchase of apparels is not significant.

Objective 2: To conduct an impact analysis of the demographics on impulse buying behavior.

TABLE 7 a: GROUP STATISTICS

D1	N	Mean	Std. Deviation	Std. Error Mean
ImpulseFEMALES	85	5.48334	1.04515	.15410
MALES	40	4.9478	1.10794	.22616

TABLE 7 b: IMPACT OF GENDER ON IMPULSE PURCHASE

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2.306	.129	1.175	697	.003	-.106	.090	-.283	.071
Equal variances not assumed			1.172	683.534	.001	-.106	.090	-.283	.072

The above table shows that p value (<.05) which means there is a significant impact of gender on impulse purchase.

TABLE 12: ANOVA: AGE AND IMPULSE PURCHASE

Impulse	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.371	3	1.457	1.240	.000
Within Groups	77.540	66	1.175		
Total	81.911	69			

TABLE 13: ANOVA: INCOME AND IMPULSE PURCHASE

Impulse	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.750	2	.875	.731	.000
Within Groups	80.161	67	1.196		
Total	81.911	69			

Analysis of Variance has been used to analyse the impact of age and income on impulse buying. The results of table 12 reveal that ($p=.000<0.05$) which means there is significant difference in impulse buying of apparels with respect to age groups. Further, the results of the table 13 reveal that ($p=0.000<0.05$) which means that the impact of income on impulse buying is also significant.

Hence, H2 is accepted.

RESULTS AND DISCUSSION

With the increasing number of unplanned and impulse purchases it has become very important for the marketers and retailers to have an idea of the different factors that influence the consumers to behave in an unplanned and impulsive manner. This research provides an insight into the several factors of impulse buying along with the role of demographics in the impulse purchase of apparels.

The data analysis indicates that attractive display has a significant impact on the impulse purchase of apparels which means that it is one of the critical factors in impulse buying. Abratt and Goodey (1990) also found that in-store stimuli affected impulse buying significantly. Apparel marketers could use attractive display strategies to create a symbolic meaning of their store and products in the mind of their target consumers. The clothes should be arranged and displayed properly in different sections like, colour, sizes, type of clothes, formal or casual, etc keeping in mind consumers' convenience and strategic layout. If the display is messy the consumers' mood might be spoiled and will lead them to leave. The décor and interiors of the shop should be attractive and make the consumers feel good while shopping. The layout of the store should be such that the consumers have enough place to move around.

The results also indicate that sales promotion which includes discounts and clearance sales seems to have a lesser impact on the impulse purchase of apparels. This means that people do not consider the clearance sales and discounts as an inducement to make impulse purchase. This may be due to their negative perception about the sales and discounts. Some people also feel that sales and discounts are just to clear off the old stock and material of the discounted apparels is not upto the mark. People consider sales shopping as a very stressful exercise as there is no association of the sizes as all the clothes are put together. Even if it is a good quality product, the consumers have this mindset that it is not nice because of the way it is kept and too much hard work is needed. Also, people dislike sales shopping because there are too many people during sales which cause overcrowding.

The retailers' objective should be to impart both economic and non-economic motivations to the consumers, in order to make them buy impulsively. Sales are a major economic motive for the consumers to buy impulsively, but during the sales the noneconomic benefits are reduced, this stresses the consumers and might restrict their purchasing ability. During sales if the display is kept appropriate and the ambience maintained properly the consumers' impulse behaviour would increase. The findings further indicate that packaging is not a stimulus to impulse purchase of apparels. This means that although the element packaging is an important stimulus for impulse purchasing but it may not be that important in case of apparels.

These results have very important implications for the marketers. Shopping has become a favourite pass-time for people and they even shop to relieve their stress. The retailers should therefore create an environment where the consumers can 'off load' their negative emotions, feel good, and enjoy the experience. The findings of the analysis indicate there is significant impact of demographics on impulse buying. This means that impulse buying is different in case of males and females. Females make more impulse purchases. Also, the impulse purchase behavior differs among age groups and income groups.

Among the instore stimuli display plays an important role. Therefore, while strategizing the in store stimuli, the store managers should focus on the display. And the display and the emotions should be aroused keeping in view the fact that females are more prone to impulsive buying.

Thus, this research identifies several avenues and aspects of the store environment that retailers can focus upon and alter to induce consumers to buy on impulse, which is, one of the most commonly observed shopping behaviours today. Also, depending upon the findings of demographics, the marketers can formulate different strategies depending upon the gender, age and income group of consumers. Though the contribution of this research is microscopic in the large reservoir of consumer behaviour studies, it provides a starting point for future studies with respect to a detailed analysis of various in-store environment stimuli and impulse buying.

CONCLUSION AND SUGGESTIONS

The purpose of this study was to analyse the role of instore stimuli in impulse buying of apparels in the organized retail sector. Analysis of the results have led to the conclusion that there are various factors which have an impact on impulse buying in the organized retail and in order to maximize the impulse sales, they have the potential to act as the key drivers.

The approach of the study undertaken was customer centric as it focused on the customer psychology that drives him towards impulse purchase. Therefore, the main objectives of this research focused upon analyzing the impact of various antecedents on impulse buying like instore stimuli viz. attractive display, sales promotion and attractive packaging on impulse buying along with the role of demographics. The data analysis has indicated that impulse buying in the organized retail sector has a significant role. It has been found that instore stimuli encompass a very critical factor that leads to impulse buying and among them the most important stimuli is attractive display followed by sales promotion techniques. Therefore, retailers and marketers should focus their attention on improving the store environment to stimulate people to make an impulse purchase and introduce efficient sales promotion techniques.

An indepth analysis of the demographic factors has indicated that gender, age and income group of the consumer seems to influence impulse buying behavior. This leads us to conclude that marketers should devise strategies keeping in mind the target age groups, gender as well as income of the consumers in order to encourage them for impulse buying.

LIMITATIONS

All possible efforts were made to maintain objectivity; validity and reliability of the study yet there are certain limitations. These are discussed as under:

1. Data collection using survey technique may have included errors. Although great care was taken to ensure that respondents understood the statements in the questionnaire exactly as the researcher desired them to be understood. However, errors due to misunderstanding or simply data entry cannot be ruled out.
2. This study has restricted the sampling area to Delhi, Noida and Gurgaon. However, other areas could also be included to improve the study.
3. Data was collected over a short period of time.

SCOPE FOR FUTURE RESEARCH

1. The research can be expanded to include demographic subcultures, social classes and lifestyle factors as well in the personal factors.
2. Although impulse buying is presumed to be largely universal, its impact on other cultures can also be of topical interest.
3. Future research might also explore impulse buying within television, internet, telemarketing, direct mail shopping, and other non-store formats.
4. Another interesting consideration for research would be to investigate how impulse buyers justify their behavior.
5. It would be useful to investigate in detail how various marketing factors (e.g., credit cards, 24-hour retailing) affect impulse buying and which one has the strongest influence.

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