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OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

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FACTORS THAT ENCOURAGE IMPULSE PURCHASE & IMPACT OF VISUAL MERCHANDISING ON THE PURCHASE DECISION OF WOMEN FOR BEAUTY PRODUCTS IN GUJARAT

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ABSTRACT

Bearing a long shiny heritage of cosmetic and beauty, range of makeup products are being used by women since ancient days and Indian women are no exception. Today it appears to be a booming industry in India and moving towards becoming the largest cosmetic consuming market in a next few decades. The cosmetics market in India is growing at 15-20% annually, twice as fast as that of the U. S. and European markets. Many Internationals and National companies are expanding their product range in response to the growing demand of Beauty Products by different strata of consumers. Teenagers have become more conscious about their appearance than ever before and skin whitening products are driving the trend in Indian market. Through this Research the researchers have made a humble attempt to predict the shopping related behavior of women for beauty products and the Impact Visual Merchandising can have on store selection and purchase decision. Quantitative techniques of Research are used in this research and women of major four cities of Gujarat are surveyed through a structured questionnaire. The Research findings reveal that impulse purchase is an excitement creating factor for women while shopping of beauty products. The stores with attractive lighting, eye-catching display and clean- soothing environ surely can hold attention of customers and have more people visiting it compared to their counter parts.

KEYWORDS

Environmental psychology, Hidden Motives, Impulse purchase, Visual Merchandising.

I. INTRODUCTION

omen are considered most difficult to predict and especially it becomes more difficult to understand them when it comes to Beauty items. Therefore to identify the factors that encourage women to make Impulse purchase is a challenge and motivation for the Researchers. Indian women are becoming financially independent and the hidden urge to look superior has given rise to the consumption of Beauty products by significant amount. The interior design of the store can preserve customer interest, lowers their psychological defenses and makes it easy to make purchasing decisions (Kotler, 1974); Therefore, Retailers have accepted that Visual Merchandising in retailing makes significant impact on consumer purchase decisions (Schiffman and Kanuk, 1996). For the price sensitive market like Gujarat anything that can stimulate the customer to buy the product makes lot of sense for any retailer. For instance, Kotler 1973 suggests using atmospherics as a competitive tool in an attempt to attract and maintain a specific target market.

II. LITERATURE REVIEW

A study related to choice behavior among audio apparatus shoppers, Dash et al. (1976) establish that the level of pre-purchase information regarding the brand determined the kind of store chosen. Kenhove et al. (1999) found that store choice is distinguished by the nature of the task. Lately, psychologists have studied environment-behavior relationships, resulting in the swiftly growing psychological discipline known as "environmental psychology" (Donovan and Rossiter 1982). This obedience tries to predict the combined effect of stimuli in a particular environment upon different peoples' feelings and behavior (Mehrabian 1976). Thus, the main apprehension in environmental psychology may be sum up as "(1) the direct impact of physical stimuli on human emotions and (2) the effect of the physical stimuli on a variety of behaviors, such as work performance or social interaction" (Mehrabian and Russell 1974, p. 4). Till recent times, environmental psychology has hardly ever been applied to the retail store environment.

Markin, Lillis, and Narayana admit that space affects customer behavior and that design and atmosphere may be used to contour and modify the behavior of shoppers. Researchers have not been able to document strong effects of store atmosphere for a variety of reasons; 1.the effects evoked by store atmosphere are primarily emotional states that are difficult to verbalize 2. These emotions are temporary and therefore difficult to recall accurately. Also, they influence behaviors within the store rather than more easily identifiable behaviors such as selecting which store to patronize (Donovan and Rossiter 1982).

The ambiance of the shopping environment can manipulate customer attitudes and their perceptions with regards to the overall quality of the store in terms of the exclusivity of the product, service levels (Baker, Grewal and Parasraman, 1994), price (Areni and Kim, 1993) and purchase quantity (Milliman, 1982). The function of ambience in store choice has also been found noteworthy. The shopping experience, as shaped by the store setting, has been found to be significant in building store patronage. (Baker et al., 1992).

III. NEED/IMPORTANCE OF THE STUDY

According to above research studies, some researchers have argued that in-store environment is critical component for store choice behavior. Therefore the research is conducted to explore if visual merchandising can significantly influence shopping related behavior of women for the purchase of beauty products. The factors that encourage women to make unintentional or impulse purchase are also closely examined through this research.

IV. OBJECTIVES

Major **Objectives** of the study are

- 1. To study the impact of visual merchandising on shopping related behaviour of women for beauty products in state of Gujarat
- 2. To identify the **hidden motives** of women behind purchase of cosmetic products.
- 3. To learn the influence made by **Product Display** in encouraging women for impulse Purchase.
- 4. To evaluate the relative importance of cleanliness, layout & design of store on shopping related behaviour of women.

V. HYPOTHESIS

- H01. Primary motive behind buying a beauty product is independent of the profession of the respondent.
- H02. Primary motive behind buying a beauty product is independent of the educational qualification of the respondent.

- H03. Primary motive behind buying a beauty product is independent of the age of the respondent.
- H04. There is no significant association between educational qualification of the respondent and the belief that attractive lighting encourages the respondent to enter into store.
- H05. There is no significant association between family income of the respondent and belief that sale/clearance signs attract the respondent to look through the beauty products.
- H06. There is no significant association between profession of the respondent and the belief that they feel sense of excitement when they make an impulse purchase.

VI. RESEARCH METHODOLOGY

Descriptive in that Single cross sectional research design is used. Primary Data is collected through a pre tested structured Questionnaire. Women staying in Ahmadabad, Baroda, Rajkot or Surat are surveyed. Women, who are above 18 years, Beauty conscious and use beauty products on regular basis, are the sample unit for this research. Non-probability sampling technique, in that convenience sampling is used. Initially, the sample size was kept around 200 but due to reluctance & urgency of the respondents, some responses were not up to the mark and removed so as not to diminish the quality of research. Women were surveyed when they were actually making the purchase of beauty products or out in the market for shopping. Final Sample size is kept 116, Ahmedabad-40, Baroda-34, Rajkot-22 and Surat-20.

VII. RESULT AND DISCUSSION

In the survey, majority of the sample (68%) belonged to the age group 18-25 years. Most of the respondents were college students followed by professionals and housewives. If the Education Qualification is keenly observed then the students who were undergraduates (40%) contributed the major proportion followed by graduates (34%) and post graduates amounting only 26%. Owing to Indian culture, most of the respondents live with their parents followed by roommates and Husband. This in return reflects the fascination among bachelors for beauty. Almost half of the respondents have monthly family income between 20 to 40 thousands compared to only 26% having monthly family income above 60 thousand. This phenomenon even confirms the popularity for beauty products more among the girls of middle and upper middle class families.

CROSS TABULATION

TABLE 1: CROSS TABULATION OF PROFESSION AND PRIMARY MOTIVE BEHIND BUYING A BEAUTY PRODUCT

		Primary motive behind buying a beauty product				
		To look different from To become the initiator of a new styling To improve looks by overshadowing the To follow current fashio				1
		others.	pattern.	negatives.	trends.	
	Student	12	17	2	29	60
	Business	1	2	1	2	6
fes	Service	4	5	0	12	21
Prc	Housewife	6	9	1	13	29
То	tal	23	33	4	56	116

The cross-tabulation shows that out of 116 respondents, maximum respondents are students (60) followed by housewives (29), women doing job (21), Business women (6) and for most of them the primary motive behind purchasing the beauty products is **to follow the current fashion trends**.

TABLE 2: CROSS TABULATION OF QUALIFICATION AND PRIMARY MOTIVE BEHIND BUYING A BEAUTY PRODUCT

		Primary motive behind buying a beauty product Tot					
	To look different from To become the initiator of a new To improve looks by overshadowing the To follow current				To follow current fashion		
others. styling pattern. negatives.			negatives.	trends.			
ij	Under	14	21	0	11	46	
ie i	Graduate						
Jile	Under Graduate Graduate	9	4	1	26	40	
	Post Graduate	0	8	3	19	30	
To	tal	23	33	4	56	116	

The cross-tabulation shows that out of 116 respondents, maximum respondents are Undergraduates (46) and for almost half of them the primary motive behind purchasing the beauty products is **to become the initiator of a new styling pattern**. Followed by Graduates (40), Post Graduates (30) and more than half of them the primary motive behind purchasing the beauty products is to follow the current fashion trends.

TABLE 3: CROSS TABULATION OF AGE AND PRIMARY MOTIVE BEHIND BUYING A BEAUTY PRODUCT

		Primary motive behin	d buying a beauty product			Total
		To look different from	To become the initiator of a new styling	To improve looks by overshadowing the	To follow current fashion	
		others.	pattern.	negatives.	trends.	
Age	15-25	15	22	3	39	79
	26-35	7	3	1	5	16
	36-45	1	3	0	11	15
	46-55	0	5	0	1	6
Tot	al	23	33	4	56	116

Cross tabulation shows that Most of the respondents belong to the age group between 15-25 years and for more than half of them the primary motive behind purchasing the beauty products is to follow the current fashion trends. Followed by age group 26-35 for almost half of them the primary motive behind purchasing the beauty products is to look different from others.

TABLE 4 CROSS TABULATION OF AGE AND COMPANY PREFERRED MOST WHILE GOING FOR SHOPPING

		Company preferred most while going for shopping					
		Family members	Friends	Husband	Boyfriend		
Age	15-25	24	51	0	4	79	
	26-35	2	13	0	1	16	
	36-45	2	3	10	0	15	
	46-55	5	1	0	0	6	
Tot	al	33	68	10	5	116	

The cross-tabulation shows that Most of the respondents belong to the age group 15-25 followed by age group 26-35 years and for more than half of them, friends are preferred company for purchase of beauty products. Followed by age group 36-45 and more than half of them prefer husband as preferred company for purchase of beauty products. For the age group 46-55 preferred company for beauty product purchase is their family.

INFERENTIAL ANALYSIS

H01: Primary motive behind buying a beauty product is independent of the profession of the respondent.

Here, significance level of 0.853 has been achieved. This means the chi-square test is showing no dependency between the above two variables at 95% confidence level. Therefore, Primary motive behind buying a beauty product is independent of the profession of the respondent.

H02: Primary motive behind buying a beauty product is independent of the educational qualification of the respondent.

Here, significance level of 0.00 has been achieved. This means the chi-square test is showing dependency between the above two variables at 95% confidence level. Therefore, Primary motive behind buying a beauty product is dependent on the educational qualification of the respondent.

H03: Primary motive behind buying a beauty product is independent of the age of the respondent.

From the chi-square test output table it can be seen that a significance level of 0.020 has been achieved. This means the chi-square test is showing dependency between the above two variables at 95% confidence level.

H04: There is no significant association between educational qualification of the respondent and the belief that attractive lighting encourages the respondent to enter into store.

Here the significance value of the F test in the ANOVA table is 0.770 which is more than 0.05; therefore, null hypothesis is not rejected. Hence there is no significant association between educational qualification of the respondent and the belief that attractive lighting encourages her to enter into store.

From this test, it can be inferred that the attractive lighting encourages every women regardless of her educational qualification.

H05: There is no significant association between family income of the respondent and belief that sale/clearance signs attract the respondent to look through the beauty products.

Here the significance value of the F test in the ANOVA table is 0.00 which is less than 0.05; therefore, null hypothesis is rejected. Hence there is a significant association between family income of the respondent and belief that sale/clearance signs attract her to look through the beauty products.

From this test, it can be inferred that the sale/clearance signs have varied impact on the women of different family incomes. This confirms Price sensitivity of Indian consumers equally applicable for beauty products also.

H06: There is no significant association between profession of the respondent and the belief that they feel sense of excitement when they make an impulse

Here the significance value of the F test in the ANOVA table is 0.019 which is less than 0.05; therefore, null hypothesis is rejected. Hence there is a significant association between profession of the respondent and the belief that they feel sense of excitement when they make an impulse purchase.

VIII. FINDINGS

- From the analysis, it is found that friends are most preferred when going for shopping with 60 percentages. Thus, for majority of the respondents, influence of friends' liking affects more in their decision to buy beauty products. For Almost 41 percentage of respondents, friend's reference is most important factor followed by beautician's advice and Visual Merchandising. So, majority of the respondents depend upon their friends' advice before buying beauty products.
- As per the data, around 47 percentages of respondents disagree and only 21 percentages agree that they go for shopping to change their mood. This infers that majority of the respondents have a clear motive behind their visit for shopping. Also, around 51 percentages of the respondents agree and only 15.5 percentages of the respondents are disagree to the statement that they feel a sense of excitement when they make an impulse purchase. So, it can be said that impulse purchase is an excitement creating factor while shopping of beauty products.
- The researchers found that around 53 percentages of the respondents are neutral and nearly 23 percentages of the respondents agree that they have difficulty in controlling their urge to buy when they see a good offer. Almost 43 percentages of respondents disagree and around 45 percentages of respondents agree for when they see a good deal, they tend to buy more than that they intended to buy. There is no proper conclusion for the above statement as there is only a minor difference in the percentages of the respondents who agree or disagree to it.
- Around 45 percentages of the respondents disagree while nearly 27 percentages of the respondents strongly agree to the statement that they tend to enter a store when they are attracted by an eye catching window display. From this, researchers can infer that eye catching window display has less impact on store selection for purchase of beauty products. Nearly 72 percentages of the respondents are Neutral while only 8 percentage of the respondents are Agree for digital displays compel them to enter in a store. So, majority of respondents are unclear about their exact reaction when they see a digital display. The researchers found that, nearly 53 percentage of the respondents are agree for they get an idea of what they want to buy after looking through in-store form. Thus, visual merchandising of the store can play a decisive role in making them positive for the decision of buying beauty products.
- Also, the researchers found that, around 62 percentage of the respondents agree while around 22 percentage of the respondents disagree for when they see product featuring a new style or design on display, they tend to buy it. So, product featuring a new style or design on display having a great impact on buying decision. Nearly 54 percentages of the respondents are agreed for when they see product that they like on in-store form, they tend to buy it. So, instore form also has a great impact on buying decision for our respondents. Around 53 percentage of the respondents are agree while nearly 16 percentage of the respondents are strongly agree for they tend to rely on store displays when they make a decision to purchase.
- Nearly 41.4 percentages of the respondents are strongly agree and around 37.1 percentage of the respondents are agree for cleanliness of particular department/store matters to them at the time of buying. Only 22 percentages of the respondents are strongly disagree and only 10 percentages of the respondents are disagree for attractive lighting encourages them to enter into store. So, attractive lighting matters a lot to most of the respondents.
- 56 percentage of the respondents are agree while nearly 16 percentage of the respondents are strongly agree for If they see an interesting promotional offer (reduced price, sales promotion etc.) On in-store signs, they tend to buy. Nearly 34 percentage of the respondents are agree while around 18 percentage of the respondents are strongly agree for sale/clearance signs attract them to look through the beauty products. Around 29 percentage of the respondents are neutral and nearly 24 percentage of the respondents are agree for they are more likely to make an unintended purchase if the product has a sale or clearance sign. Also around 30 percentage of the respondents are disagree for same.
- Majority of the respondents buy a beauty product to follow current fashion trends with 48 percentages. Followed by nearly 28 percentage of the
 respondents with a primary motive to become the initiator of a new styling pattern, Around 20 percentage of the respondents buy beauty product to look
 different from others.

FROM INFERENTIAL STATISTICS

From Chi square test the researchers found that primary motive behind buying a beauty product is dependent on the educational qualification and age
of the respondent.

From ANOVA following thing revealed.

- There is a significant association between **age** as well as **profession** of the respondent and the belief that **attractive lighting** encourages the respondent to enter into store.
- There is a significant association between family income of the respondent and belief that sale/clearance signs attract her to look through the beauty
 products.
- There is a significant association between profession of the respondent and the belief that they feel sense of excitement when they make an impulse
 purchase.

IX. CONCLUSIONS

- The Research demonstrates that impulse purchase is an excitement creating factor for women while shopping of beauty products. Thus, improvements in visual merchandising and promotional offers can result in substantial increase of sales.
- The store should be clean, have attractive lightings to grab the attention of customer. Marketers should focus on making attractive store displays which surely pays off.
- The findings of research suggest that the stores should focus on their spending for other marketing strategies instead of spending for digital displays as it does not affect more compared to other parameters.
- Product featuring a new style or design on display is having a great impact on buying decision. So, marketer should focus more on this aspect and should put attractive clothes on display.

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