DETERMINANTS OF IMPULSIVE BUYING FOR CLOTHING IN PAKISTAN

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ABSTRACT: *This study aims to examine the impact of promotional approach, attractive display of product, in store environment, price reduction on impulse buying behavior. The paper uses primary data. The source of the data is questionnaire which is filled by the respondent. Target population of the research study is those people who are coming for shopping in malls, retail stores in Pakistan. There is positive relationship between dependent variable with independent variable. Null hypothesis is accepted and alternative is rejected. The study only focuses on the quantitative research. The research study focused only for impulsive buying for clothing but many other things can be considered.*

KEYWORDS: Impulse Buying Behavior, Promotional Approach, Attractive Display Of Product, In-Store Environment, Price Reduction, Pakistan**.**

INTRODUCTION

Karbasivar et al.,(2011) defines that Impulse buying happens when a buyer suddenly involves into buying any product immediately with the help of their experiences. The urge to purchase is hedonically multifarious and may inspire sensitive conflict. Obeidat (1989) defined impulsive buying as an unexpected, convincing, hedonically multifaceted buying behavior in which the swiftness of an impulse choice process precludes considerate and thoughtful consideration of information and choices. Significantly, these two definitions not only correspond on the concept that impulsive buying is unplanned purchase that is a subsequent of a spontaneous and unconscious, however not necessarily illogical deviation from a 'shopping list'. They also investigated the all stresses regarding multifaceted affective nature of impulsive buying. Tirmizi, -Rehman, & Saif, (2009) are of the point of view that stores are that market place where consumers buy goods; either planned or unplanned. These stores trade thousands of goods on daily basis and customers are buying these products from their incomes. This activity always depends upon consumer's income and savings that how much they save and spend to buy these products. They examined that most of the people perform this activity unplanned, so this unplanned activity called impulse buying behavior.

Karbasivar et al., (2011) investigated that impulsive buying behavior depends upon the mood of the consumers as well as nature of the customer. Consumer takes Impulse buying decision at the time when they saw the display and store shelves in-store or a mall. In Pakistan, It is also an unplanned buying decision process or made just before the time of purchase anything. Near about 50% of items bought accidently during smaller or major buying. Consumer is rational because before entering any store he or she makes rational decision about shopping plan. The retailing business is worldwide experiencing massive trends outstanding to the constantly changing nature of buyer tastes, intake patterns and buying behaviors. Karbasivar et al., (2011) also determined that there are both internal and external factors of impulse buying behavior which creat an exposure ragarding customer's buying behavior. Zutshi, Creed, & Sohal,(2009) determined that retailer's ability depends upon the sustainably sell its products, in addition, generally depends on the calculated power of its marketing mix activities. In Pakistan, though, other marketing activities and in-store marketing happenings such as store environment, displays of products, discounting and promotions, through background music and helpful store personnel are all involved in both winning customers and encouraging them to spend more. In-store promotions, Pakistani shopkeepers are generally aimed at borrowing deeper into the customers' purses at the point of buying through inspiring impulsive (unplanned) purchases. Given the power of impulsive buying in pushing revenue and profits up, most marketers have since tried to influence the in-store decisions of their potential consumers through creating enjoyable, attractive and modern state-of-the-art environments ranging from background music, favorable ventilation, freshened scent, attractive store layout, in store displays and persuasive shop assistants among other things. Karbasivar et al., (2011) investigated that the store shopping environment is a very significant factor of impulsive buying. It is created by micro variables which are to particular clothes shopping situation and narrowed to a specific topographical space.

The study will find out the answers that what are possible determinant of impulsive buying behavior for clothes in Pakistan.? And, up to what extent, they influence the consumers' decisions for clothes in Pakistan? We find supportive literature on impulsive buying behavior for clothes in many other contexts but, there was still research gap in that area and it was not explored before that what possible determinant for clothes impulsive buying behavior could be in Pakistan? So, the research study will be highly significant in this context. Causes such as in-store background music, store display, scent, in-store promotions, prices, shop cleanliness, shop density or congestion and store personnel all make up the in- store shopping environment, among others. So, on the basis of above discussion, this research paper intents to find out the determinants of impulse buying behavior for clothing in Pakistan.

LITRATURE REVIEW

Karbasivar et al., (2011) attempted to find the variables/factors that affect customer impulse buying behavior. The study used survey research method with a sample size of 275 respondents collected from Abdan, Iran. To check the reliability in data, chronbach's Alpha value was measured. To test the variables, the study developed a Structure Equation Modeling (SEM) with Linear Structural Relationships (LISREL). Results showed that impulse buying behavior was more affected by cash discount and window display as compared to credit card and free products. G Crawford, (2003) is

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of the point of view that marketers should promote a good store layout to maximize the convenience of the consumer. A well-trained salesperson can decrease frustration by guiding and aiding the consumer in the purchase process and activate impulse buying behavior and store atmospherics is important to stimulate impulse purchase. Store managers can look at a number of environmental design variables to increase stimulation in their shops.

Impulsiveness sometimes depends on store. 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 (A. Wong, 2003).
Presence of others increases the likelihood of impulse purchase. For example, when individuals are in a group, they tend to eat more. Individuals who perceive self-discrepancy try to use material goods to compensate the discrepancy, have impulse buying tendencies. These variables mainly influence the consumers to do the impulse purchase spontaneously (Luo, 2004).

Tirmizi, -Rehman, & Saif, (2009) determined the relationship between dependent and independent variables like shopping lifestyle of consumer, fashion involvement of consumer, pre-decision stage and post-decision stage of consumer purchase behavior. They used survey research method. The data was collected from 165 respondents which relate to higher income group from Pakistan. The results clearly indicate that a weak association in consumer lifestyle, fashion and post-decision stage of consumer's behavior with the impulse buying behavior as compare to consumer buying behavior. Pre-decision stage of consumer's purchasing behavior established strong association with impulse buying behavior of the consumer.

Crispen, (2009) investigated the influence of in-store shopping environment on impulsive buying among consumer. The study used survey research method. A total of 320 shoppers conveniently sampled at selected shopping mall in King Williams town, South Africa, served as a sample. The result of the study had shown that coupons and vouchers, store display, advertisements and promotions, behaviors of shop staff as well as price were the only significant determinants of impulse buying among the 9 factors investigated.

Chattopadhyay, Shivani, & Krishnan, (2009) explored the relationship between marketing mix elements and the elements which are not directly related to marketing mix and brand equity in situations where there are uncertainties of brand attributes. In this study, they used elements of direct and indirect marketing. This research was conducted in India. They used sample of 22 consumers through India. In that, 2 were esteem brands, 3 capacity brands and 15 economy brands. Also 22 respondents, 2 industrialists businessmen, 3 were in the top management in the industry, 4 were central management, while 2 were in the low-ranking management level, 2 people were students, 5 people were business men, while 4 people were consultant. The results were shown that variables have strong interaction with each other.

Dipta Dharmesti, (2012) identified the role of consumption as a mediator of external stimuli and mood to online impulse buying decision, and the role of frequency of the online shopping as the mediator consumption impulse-online impulsive buying decision relationship. The data was collected from 104 respondents with various backgrounds, and analyzed using Mediate Regression

Analysis and Moderated Regression Analysis. The relationship between consumption impulse and online impulse buying decision is moderated by frequency of online shopping. Obeidat, (1989) indentified that this study was conducted explore women's impulsivity and its possible effects on their consumption patterns in the marketplace. The sample of this study was 328 women. They selected various Jordanian cities and towns according certain conditions. In this study, they used questionnaire, for this, they chose different ages of women. The researcher concluded that women's impulsivity will vary according educational attainment, their occupational status, age categories and divorced women. Finally, women's impulsivity increases as women become older and older.

Hung, (2008) focused on female consumer impulse buying behavior in the environment of e-commerce. In this research, the researcher collected the demographic data. In this research study, survey method is used and Cronbach's Alpha is used to measure data reliability. In this study, it is indicated that five factors like promotion and advertisement, environment stimuli, situational factors and customer impulse buying tendencies and product related factors are included. Except promotion and advertising, all factors contribute to influence the behavior of female online impulse buying.Park, Kim, & Forney, (2006) conducted the research with the purpose to determine the positive emotion, casual relationship among fashion enrollment, hedonic consumption tendency, and fashion-oriented impulse buying in shopping context. They used questionnaire method and get response from 217 college students. For data analysis, Structure Equation Modeling (SEM) and correlation matrix was used. Estimated LISREL was 8.53 which were maximum in likelihood. In this study, fashion involvement and positive emotion would affect positively on consumers fashion-oriented impulse behavior of buying also fashion involvement got greatest effect. Hedonic tendency of consumption had an important mediator in influential fashion-oriented of impulse buying.

1. **Theoretical Framework:**
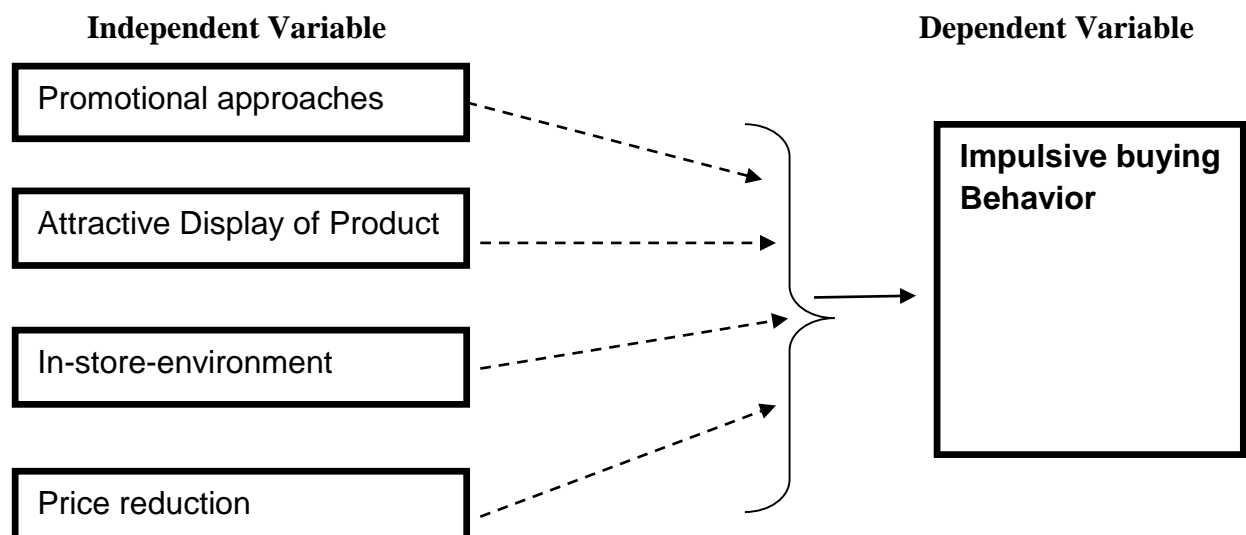
Fig. 1: Conceptual model of the research:

H1:
Ho= There is not relationship between Promotional approaches and impulsive buying behavior.
H1= There is a relationship between Promotional approaches and impulsive buying behavior.
H2:
Ho= There is not relationship between Attractive Display of Product and impulsive buying behavior.
H1= There is a relationship between Attractive Display of Product and impulsive buying behavior.
H3:
Ho= There is not relationship between In-store-environment and impulsive buying behavior.
H1= There is a relationship between In-store-environment and impulsive buying behavior.
H4:
Ho= There is not relationship between Price reduction and impulsive buying behavior.
H1= There is a relationship between Price reduction and impulsive buying behavior.

METHODOLOGY

Survey Development:
In this study, 16 Questions were used with the help of supervisor. The questionnaires consist of five sections to measure respondents of impulsive buying behavior. First segment of the questionnaire, determined of the respondents' impulse buying behavior (question numbers 1-4). Segment two determined impact of promotional approaches on impulse buying behavior (question numbers 5-7). Segment three determined impact of attractive display of product (question numbers 8-11). Segment four determined impact of in-store-environment (question numbers 12-14). Section five determined the impact of price reduction (question numbers15-16). The last section consisted of questions to determine the respondents' demographic profile, such as gender, age.

Data collection method:
Questionnaire served as a research tool, questionnaire was distributed among 250 respondents. The collected questionnaires were 215 and only 200 were completed. There are 16 items measured along with 5 point Likert scale that range start from (1) Strongly Agree to (5) Strongly Disagree. Statistical Packages for Social Science's (SPSS) software and Structural Equation. Modeling (SEM) with Linear Structural Relationships (LISREL) was used to data analysis.

Data Analysis method:
To estimation the impact of Promotional approach (PA), attractive display of product (ADP), in store environment (ISE) and price reduction (PR) on the impulse buying behavior (IBB) in Pakistan, a regression is used among PA, ADP, ISE and PR and the IBB. First, descriptive statistics and chronbach's alpha test used to check reliability in the data, then, 'Multiple Linear Regression (with no-intercept) Model' is used in this study. The Multiple Linear Regression Model is given as:

IBB = β_1PA + β_2 ADP +β_3 ISE+β_4 PR+ ε - - - - - - - - (Eq. I)

Here;
IBB = Impulse Buying Behavior
PA= Promotional Approach
ADP = Attractive Display of product
ISE= In Store Environment
PR= Price Reduction
ε = Error Term

Finding and Results

Descriptive statistics
Table 1.

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	101	50.5	50.5	50.5
Valid	Female	99	49.5	49.5	100.0
	Total	200	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
	20-25	45	22.5	22.5	22.5
	26-30	65	32.5	32.5	55.0
Valid	31-35	51	25.5	25.5	80.5
	36 & above	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

RELIABILITY

To measure the data's reliability, cronbach's alpha value is taken. Its' value is 0.785 that shows data is reliable and conclusion can be drawn on the basis of this data.

Reliability Statistics

Cronbach's Alpha	N of Items
.785	18

Mean & standard deviation

Table-2

Descriptive Statistics

	Mean	Std. Deviation	N
impulsive buying behavior	2.6302	.80294	200
how to promote our products	2.5139	.82351	200
attractive display of product to customer	2.6406	.86436	200
environment of store	2.6250	.75122	200
discounting in products	2.6250	.93752	200

Descriptive statistics Table-2 shows the mean and standard deviation of the respective independent and dependent variables. The mean of the impulse buying behavior is 2.6302 and standard deviation is 0.80294 respectively. The mean of the promotion is 2.5139 and standard deviation is 0.82351. The mean of the attraction is 2.6406 and standard deviation is 0.86436. The mean of the environment is 2.6250 and standard deviation is 0.75122. The mean of the discount is 2.6250 and standard deviation is 0.93752. The overall trend of the descriptive statistic is positive.

Correlation Analysis

Table. 3
Pearson's coefficient of correlation matrix for key variables in the study

Variables	P.approach	A.D.Product	In.S.Environ	P.reduc.	I.B.behav
P.approach	1.00				
A.D. Product	.529	1.00			
In.S.Environ	.396	.671	1.00		
P.reduc.	.385	.274	.543	1.00	
I.B.behav	.423	.334	.541	.291	1.00

Correlation is significant at 0.001 level (two-tailed). N= 200

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Table-3 shows that association between all variables is positive. Significant relationship is also found among all variables. Correlation is significant at 0.001 level

Regression Analysis

Table-3

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.872	4	2.468	9.371	.003
Residual	51.375	91	.565		
Total	61.247	95			

Table-4

Model	R	R Square	Adjusted R Square	Sig. F Change	Durbin-Watson
1	.401[a]	.161	.124	.003	2.010

Table-3 shows that Coefficient of determination (R^2) is 0.161 and Adjusted R^2 is 0.124. It means that the 16% of variations in the independent variable are explained with the help of dependent variable i.e. with the value of Durbin-Watson that is 2.010.Table-4 shows the overall significance of the model. For this purpose the Analysis of Variance (ANOVA) or F-Test approach is used. The value of the F-Statistic is 9.371 with significant level of 0.003

A result of the study proves, that there is a positive relation between promotional approach, attractive display of product, in store environment and price reduction with impulse buying behavior. The findings and result of primary data collected from Pakistan indicated that the null hypothesis (H1) is accepted which shows a positive relationship between dependent and independent variables and the alternate (Ho) is rejected. Finding of this study, shows that promotional approach, attractive display of product, in store environment and price reduction in impulse buying behavior has positive effect. It may influence the consumers while shopping and it can impact their decisions in Pakistan. It is not only the intention of shopping that takes the consumers to the stores but, the study proves that impulsive buying behavior is found in shopping of clothes and consumers attract towards the possible determinants of impulsive buying behavior.

CONCLUSION

The study determined the extent of planned and impulse purchases among Pakistani shoppers. Majority of the buyers in Pakistan plan their purchases. To promote impulse buying retailers should create a store environment where the negative perceptions of impulse are reduced. Advertisements may be designed to emphasize the non-economic rewards of impulse buying. Since, majority of the purchases are planned, stores should have highly legible environment and implement steps to promote shopping efficiency. We find the supportive literature from other contexts but, the study fills the gap in Pakistan. More importantly, this study highlights the factors affecting planned or impulsive purchases. Before the visit to a retail outlet, the product category, purchase frequency appears to be a significant factor. Products bought less frequently tend to become impulsive purchases. Since, most respondents bought toiletries for personal use, communication campaigns that encourage self-indulgence or pampering self would be effective. Products that enter the daily personal rituals of consumers could become successful in the market. Moreover, the knowledge of product categories associated or purchased together is also valuable in store layout designs and shelving strategies. Inside the store, consumers compare brands and obtain information from beauty consultants to facilitate their planned purchases. This implies that marketers and retailers need to design shopping environments that reduce the expected shopping difficulties of their target consumers. It is important to understand that shoppers have varying types and amounts of product and store knowledge, which may affect their navigational search strategies. Among the demographic variables only age was found to affect planned/ impulse purchases. To market high-impulse products retailers and manufacturers are advised to target their marketing efforts to younger people who are found to be susceptible to making impulse purchases. There was no relationship found between planned/impulse purchases and epistemic/hedonic shopping value, an attitudinal measure used as a surrogate for retail search behavior. Future research may explore the design of a more robust scale which could help explain the relationship between planned/impulse purchases and retail search strategies. Other factors that may affect planned or impulse may need to be investigated in future studies such as price and store promotion. The presence of environmental stimulation variables such as scent and sound or attractive store displays may moderate the choice of search strategies and making impulse purchases. Researchers also suggest that consumers engage in multipurpose shopping trips and they shift back and forth between epistemic and hedonic search strategies throughout their shopping experience.

LIMITATIONS OF THE STUDY

The study only focuses on the quantitative research while qualitative method for this research would also be beneficial to check the validity of hypothesis. The research study focused only for impulsive buying for clothing but there are a lot many things a person uses in daily life, further study can be conducted on, shoes, Perfumes, i.e.

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Determinants of Impulsive buying for clothing

Name: (optional)   Gender: [ ] male   [ ] female

Email address:

Education [ ] post graduate [ ] graduate [ ] intermediate [ ] matriculation

Age group [ ] 18-25 [ ] 25-35 [ ] 35-45 [ ] 45-55 [ ] 55 or higher

Your Income (Rs): [ ]   25000-50000   [ ] 50000-75000   [ ] 75000 or above

Answer criteria

1. Strongly agree 2. Agree 3. Neutral   4.Disagree 5. Strongly disagree

Impulsive buying

I also buy products other than those which are on my shopping list.   [   ]

Intend to buy clothing if I really like it irrespective that it was planned.   [   ]

I am less concerned with the price of the clothes.   [   ]

I am actually impulse shopper.   [   ]

Promotional approaches

I buy clothes if I can get good offer.   [   ]

Attractive advertisement triggers me to buy impulsively.   [   ]

Usually I buy clothes to get the attractive discount offer.   [   ]

Attractive Display of Product

Sometimes I only visit shops because there window displays are beautiful. [   ]   I pay attention to shop's window display.   [   ]

I am interested in shopping at well-designed window shops.   [   ] Sometimes

I buy clothing in effect of shop's window display.   [   ]   In-store-environment

In-store scent motivates me for unplanned purchasing.   [   ]

Good music motivates me to do unplanned buying.   [   ]   I

do not do unplanned shopping at crowed place.   [   ]

Price reduction

Low price offers motivates me for unplanned buying of cloths.   [   ]

I am a price sensitive person.   [   ]