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## A STUDY ON FACTORS LEADING TO IMPULSIVE BUYING BEHAVIOUR AMONG APPAREL CUSTOMERS

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### Abstract:

This paper highlights the study of key factors influencing impulsive buying behaviour among apparel customers in retail store format. This article aims in analyzing impulsive buying behaviour and exploring some of the key aspects influencing impulsive buying in apparel stores. With the more insights on unplanned purchases in apparel retail store format and the motivating factors that lead to impulsive buying helps to know the impulsive buying concept in depth. Hedonic motivation a customer experience in store environment, Marketing efforts of a retailer, Visual merchandising and customer personality aids in Purchase decisions. The analysis of impulsive buying behaviour exhibited by shoppers and its possible impact on sales of store guides a retailer to formulate effective strategies to enhance sales. The study reveals various factors that lead to impulsive buying among apparel shoppers.

**Keywords:** Apparel, Impulsive Buying, Visual Merchandising.

### I. Introduction:

Impulsive buying is buying a product on spur of the moment, consumers suddenly decide to buy. It's an unplanned decision to buy something. The definition of impulsive buying is the tendency of a customer to buy goods and services without planning in advance. A customer experience sudden urge powerful urge to buy immediately. There are various factors that have a key influence namely internal psychological factors, external, market stimuli. Personal and instore factors are the key determinants for impulsive buying.

Impulsive buying becomes an important strategy that a retailers aim at as it relies on customers picking up a product when a customer comes across a particular retail display and suddenly decides that it is something that they need or want. Retailers and brands earn big from this impulsive buying behaviour of customers though buyers usually suffer financial loss. This enhances sales and volume to retail business.

Normal decision-making pattern is altered when a customer engages in unplanned shopping. Impulsive buying being made at the spur of the moment enhances sales and eventually contribute to larger profits of the retailer. It is ideal to capitalize on this spontaneous buying behaviour of customers exhibited in store.

Causes and effects of impulsive buying vary from person-to-person key influencing factor could be a customer love to shop, availability of various payment option like debit/credit card/online shopping modes. Attractive presentation of product, advertisements, stimulating instore environment, flexible with their budget, discounts, sale, marketing strategies adopted by brands pull customers to buy more than thought of, Occasions /Festivals, Financial capabilities, marketing influence. Reminder impulsive buying, Habitual buying or Variety seeking buying may occur while shopping apparels due to wide merchandise options to choose from. Customers Shop to relieve stress and they feel it's necessary to keep up with the trends so apparel shoppers are more observed shopping impulsively compared to other segments

Effects of impulsive buying can be immediate satisfaction, delight /happiness, anxiety, frustration, debt, cluttered home, emotional disturbance. Unable to examine the consequence of unplanned purchase.

Shopping is no longer only to buy things the perception of shopping has changed over the time to having a good and fun filled time with family and friends while shopping. Customer expectations from a retail store has also changed, more and more time a customer spend in store the likely chances of purchase are high. Apparel stores should be engaging with a good store ambience. lighting, music, aroma, store layout, window display, mannequins put up in the store, signages, color combinations used in the store all play a major role in defining the environment in apparel stores i.e., encouraging and welcoming in addition to being attractive and stand alone among competitors .In spite of product being similar across apparel stores it's the store environment that grabs customers attention .A well designed store attracts customers and may lead to unplanned buying of apparels .

The study or understanding on impulsive buying behaviour of customers benefit retailers and brands to increase their sales. Both marketers and retailers can get benefit in form of higher sales turnover by identifying key factors leading to impulsive buying behaviour by understanding various dimensions of impulsive buying behaviour exhibited by apparel customers. Gaining more insights into unplanned purchase pattern has always been challenging as its not only the external stimuli but internal factors play a major role. To understand and explain the reasons and factors behind impulsive buying behaviour requires more research and knowledge in a retail format.

Marketing strategies, demographics, socio cultural factors, situational factors, product related factors are some of the key factors that have a phenomenal impact on customers while shopping in addition to the internal and external stimulus influence a customer experience. Retailers need to implement strategies to tap this impulsive buying tendency of customers in stores by leveraging their knowledge on customers shopping behaviour in stores. Retailers can plan to upsell and cross sell products knowing the requirement

of customers to increase store sales. Advertisement techniques of retailers should aim in creating impulsive buying behaviour among shoppers.

Personality traits of an individual is bound to have a significant influence on impulsive buying behaviour of apparel shoppers. Consumers subconsciously assign weightage to merchandise may be based on brand, color, pattern, design, material quality, looks, packaging, retail store factors, current trends in market, advertisement etc. Too many things may be running in customers mind before he narrows down his choice based on any listed criteria's which they consider to be important for them. To create an impression and arrive at a quick buying decision these factors have a role to play.

A good shopping experience increases the chance of impulsive buying. Huge volume of merchandise is normally purchased impulsively in apparel sector so it offers huge scope to tap these potential sales even better by a retailer. More customer engagement in store by planning instore promotions and carefully framed advertisements lead a customer for impulsive purchase in store. When a customer feels that he is getting a deal, products offering great savings is somethings that pulls a customer attention for a products quick buy.

Sales personnel's suggestive selling art and pleasant shopping experience stimulate immediate customer spending. Product placements be it window displays, point of purchase displays encourage impulsive buyers in store. A well-planned store layout encourages customer to check more merchandise in store. Anticipating customers' needs and drawing customers attention with the proper signage, lighting. color combination turns browsers into shoppers. Increasing visibility of products and strategic positioning, cross merchandising triggers buyers. Offering product samples or demos motivate customer to buy. Showcasing Seasonal items and placing accessories, attractive low-priced products near checkout counters increases impulsive buying. All these efforts of a retailers drive more impulsive buying and help stay more competitive in apparel market.

## II. Objectives of the study:

- To study various factors influencing impulsive buying behaviour of apparel customers.
- To study the possible outcomes of impulsive buying behaviour exhibited in apparel stores.

## III. Review of Literature:

**G. Murugantham & Ravi Shankar Bhakat (2013)** have reviewed various research papers and books to get a detailed understanding about impulsive buying behaviour of customers. Various factors influencing impulsive buying behaviour were described in depth to know their contribution in unplanned purchase behaviour exhibited by customer while shopping. Various dimensions of impulsive buying and its possible relationship with the consumer buying behaviour is studied. The framework of impulsive buying behaviour is discussed to highlight key variables of impulsive buying among consumers.

**Abu Bashar, Krishna Kumar Saraswat (2020)** have reviewed papers on impulsive buying and the stimulating factors that lead to impulsive buying. They have identified four factors like psychographic factors, situational factors, need of uniqueness of product, internal and external stimuli that influence impulsive buying among customers. Various variables that motivate a consumer towards impulsive buying are classified in the study.

**Afzal Basha, Dr. Reena Shyam (2021)** studied influence of visual merchandising elements on consumer buying behaviour. Color combination adds to customer appeal of the store, visual merchandising enhances store ambience and radically influence customer buying behaviour. More time spent in store more is the inclination towards buying. Designing appropriate store theme and often bringing changes in the store environment lead enhance product appeal in store.

**Dr. R. Sundari, Dr. Srividya Prathibha C.S(2021)** segments buyers with hyper rational characteristics. Study has identified factors influenced a customer to buy impulsively and segment them based on the impulsive buying behaviour. They have identified four factors for unplanned buying like instinctive buy, time bound buy, browse buy and casual buy. The analysis shows that a planned effort taken by brands can transform hyper rational buyers to happy impulsive buyers.

#### IV. Impulsive Buying Behaviour Framework

##### Internal Stimuli

- Age
- Occupation
- Gender
- Financial comfort
- Personality /Attitude of a customer
- Product requirement

##### External Stimuli

- Influence of friends and family members
- Visual merchandising
- Uniqueness of the product
- Different payment options available in store
- Staff behaviour

##### Marketing Strategies

- Advertisement
- Discounts/Sale
- Promotional strategies

—————> **Impulsive Buying Behavior**

## V. Findings and Suggestions:

People buy to shop they shop for experience customers have gradually moved from being a very cautious customer to indulgent customer. customers look for products that satisfy their needs and desires. Impulsive buying is happening more comfortably with the increasing disposable income, increasing materialism, accessibility to various kinds of merchandise, Lifestyle of individual, personality traits, shopping for fun, Situational influence, store ambience, Friends and peer influence while shopping etc. With the external and situational factors influence impulsive buying in store can be increased to a good extent in store. Apparel segment being linked to perception of oneself and overall appearance being frequently purchased good impulsive buying motives are strongly observed in this category. Knowledge of a customer regarding brand, design, style of apparel is one among the key element that leads to impulsive buying. Customer's emotion triggers impulsive buying decisions.

Fashion centric, being oriented about one's self-image, media influence, family culture, Store ambience, family and friends influence, different payment options given, availability of more merchandise options to choose from in form of style, design, fit, price etc. are few of the key factors that contribute for the decision of impulsive buying. Loyalty programs, flash sales, Points, coupons, limited period offers, cash back programs, Discounts and offers, Contests Reminder adds in store, instore promotions are some of the key strategies that are adopted by a retailer in apparel store that motivates a customer to indulge in impulsive buying in an apparel store. Encouraging Impulsive buying in store needs an understanding and managing store environment in such a way that displaying right kind of merchandise, placing them in a right place and creating an attractive store environment in such a way that it looks attractive. A good shopping experience moves a customer towards impulsive buying marketer can capitalize on this shopping behaviour of customer by reaching out to them with the strategies and tapping this segment effectively to increase sales of the store.

## Conclusion:

Impulsive buying behaviour is normally triggered by stimuli that could be an internal or external stimuli. Purchase behaviour exhibited might be completely unplanned with the emotional stimuli altering the purchase decision process and leading a customer to buy on spot. Emotions play a key role in initiating purchase of apparel. In spite of post purchase response for impulsive buying is usually negative it rarely stops a customer to involve in impulsive buying next time.

Even though it might make customers cautious while purchasing but factors influencing impulsive buying tend to have an edge on purchase decision pattern. Visual merchandising techniques adopted in apparel retail stores is likely to influence impulsive buying behaviour of apparel shoppers in retail stores. Internal and external influencing factors triggers some kind of stimuli while taking purchase decisions of a shoppers in the store environment. Engaging store environment persuade a customer to get involved oneself in impulsive buying. There may not be any particular pattern followed when a customer becomes an

impulsive shopper but a careful understanding of influencing factors helps to know the impulsive buying concept in-depth.

Apparel sector being one of the most dynamic sectors with the frequent changing trends and presence of too many brands, options, varieties to choose from while planning marketing strategies to reach out to a greater number of customers impulsive buying behaviour of customers is one important attribute of customers that can have hug impact on product sales. Customers taste and preferences keep on changing in apparel sector its challenging on part of a retailer to identify most important attributes in unplanned buying decision pattern. Studying impulsive buying behaviour pattern, influencing variables and marketing strategies that may lead to impulsive buying of apparel customers aid in creating fruitful outcome in terms of sales.

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