

A STUDY OF INFLUENCING FACTORS IN FASHION RETAIL IMPULSE BUYING

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Abstract

Marketers are continuously studying their consumers. Consumer behaviour is a topic that these marketers are becoming increasingly interested in as they aim to make their products and services more appealing to consumers. Marketers have always been fascinated by consumers' spontaneous purchase behaviour. Because many consumer purchases are made at the spur of the moment, it's critical to understanding the elements that influence this type of behaviour. The major goal of the study is to figure out how impulse buying behaviour influences the purchase of fashion retail items.

Keywords: impulse-purchase ; fashion-buying; fashion; retail; impulse-buying.

INTRODUCTION

According to earlier researches, impulse buying is characterised as an unanticipated purchase (Clover, 1950). Impulse buying refers to purchases made without the goal of making a purchase (Engel et al., 1968). The consumer senses an instantaneous, overpowering, and sustained desire during impulse buying, according to Rook (1987). He defined impulse buying as an unintentional, non-reflective reaction that occurs shortly after being exposed to stimuli within the store.

Rook and Gardner (1993) defined impulse buying as an unplanned behaviour characterised by rapid decision-making and a desire to purchase a product right away. Impulse buying, according to Beatty and Ferrell (1998), refers to spontaneous purchases made without any prior planning, either to purchase a specific product category or to meet a specific need. They explained that impulse buying occurs when a shopper has a strong desire to buy something but does not have time to think about it.

The term "impulse purchase" was used by Block and Morwitz (1999) to describe a consumer purchasing an item with little or no thought as a result of a strong urge. According to Bhatti & Seemab (2013), impulse buying is a rapid procedure that does not require any re-thinking or objectives.

Customers would have no prior thinking or plan, but they would be influenced by some appealing characteristics, which would lead to a buy choice. This type of impulse buy does not entail a consumer's assessment of necessity, price, or affordability, among other factors (Mehta & Chugan, 2013). According to Xuefei & Peiwen (2014), impulse buying occurs as a result of certain internal and environmental circumstances, rather than for any other reason. Consumers who buy on impulse are satisfied with their purchases (Hokkanen, 2012).

The desire to buy a fashion item on the spur of the moment is largely explained by fashion involvement, which influences several related variables such as shopping pleasure and in-store browsing, as well as fashion impulse tendency, both directly and indirectly. Brand love and hedonic consumption tendencies, on the other hand, are positively influenced by the positive effect that consumers experience when visiting stores, which encourages them to buy a fashion item on impulse (Liapati. 2014)

FACTORS INFLUENCING IMPULSE PURCHASE

The shopper's impulse buying is influenced by a variety of factors, including the shopping environment, the situational factors, the shopper's personal traits, the product itself, and various demographic and socio-cultural aspects.

Situational Factors

Situational factors, or external stimuli that influence customers at the impulsive buying moment, account for a large portion of impulse purchases (Kacen et al.,2012). The retail atmosphere, social influence, time, money, and the availability of credit in the form of credit cards, funds, and so on are all important situational considerations. Intensely stimulating and pleasurable store environments encourage impulse purchases (Hoyer and Macininer, 1999). Xu (2007) stated that store environments influence the consumers' emotional states which may further lead to impulse buying inside the store. According to studies, social appropriateness influences a consumer's decision to buy impulsively. Consumers are influenced by social cues, which can lead to impulsive purchases. When shopping with friends, for example, consumers may be encouraged to buy a product to impress their peers. Dave (2010) studied retail stores in Indian contexts and discovered that all of the retailer's in-store provisions affect customers' impulse stimuli and thus contribute to conversion, but overall, the promotion can act as a foundation for differentiating a store from others and expanding the customer base to it.

In their study, Lo and Lin (2013) found that impulse buying is linked to a customer's reaction to environmental stimuli in a retail context. The services capes: spatial arrangement, ambient circumstances, and so on, are examples of external stimuli (Render & Heizer, 2014).

Because impulse purchases are made in a store, the environment and atmosphere of the store will have a significant impact on the consumer's decision to buy. This is especially true in fashion retail, where marketers have invested a significant amount of time and money in establishing an atmosphere and luxury setting that would entice customers to make a purchase.

Personal factors

Personal variables are long-term traits of a person that influence his purchasing decisions (Sharma et al.2010). Studies show that mood, hedonic incentives, loss of control, extraversion, and materialism all have a major impact on impulse buying. Personal or internal factors of impulse buying refer to a

person's internal cues and characteristics that lead to impulse purchases. Consumer characteristics such as impulsive behaviour and optimum stimulation level, shopping enjoyment, or lack of self-control, according to Youn and Faber (2000), can lead to impulse buying.

At first, Weinberg and Gottwald (1982) discovered that impulse buyers had higher levels of amusement, delight, enthusiasm, and joy. Rook and Fisher (1995) came up with the term "buying impulsiveness trait," which describes a person's proclivity for impulsive shopping. Impulse buying, according to Beatty and Ferrell (1998), is linked to sensory stimulation and hedonic motivation. Buyers seek variety and differences, according to Hawkins et al. (2007), which could be the main cause for brand switching and impulse purchases. Consumer cognition has a moderating effect on the relationship between buying impulse and actual impulsive behaviour, according to Shen and Khalifa (2012).

According to Sinha (2003), Indian customers are attracted to shopping because of the entertainment value it provides. According to him, the majority of India's population is young, working-class, and has better spending power. According to Sneath et al. (2009), impulse buying can also be activated by a person's depression and an effort to improve their mood.

Demographic factors

Age, income, gender, education, marital status, and type of employment are all demographic characteristics. These elements, according to Bashar et al. (2013), influence impulse purchase behaviour and should be considered by marketers when segmenting the market. According to Vohs & Faber (2007), local market dynamics and various cultural forces may also have an impact on how consumers shop; they may be prone to impulse purchases.

Consumer attributes and demographics impacts impulse purchasing, according to Kollat and Willett (1967). Gender, as a social category, influences impulse buying, according to Dittmar et al. (1996). Men are more likely to engage in impulse purchases of instrumental and recreational items, which reflects their autonomy and activity. Women are more likely to purchase symbolic and self-expressive goods associated with their looks and sentimental aspects of their lives.

Impulse Buying Behaviour in Fashion Retail

Several characteristics with some uniqueness compared to other consumer products have been discovered to impact impulse buying behaviour in fashion retail. Store Specific Situational factors and impulse buying behaviour were studied by Han et al., (1991). They investigated impulse buying of fashion clothing and found a variety of patterns such as pure, reminded, emotional, and fashion-oriented impulse

The store's atmosphere has an impact on impulse purchases. Various visual merchandising determinants are involved in this. Customers are drawn to stores by window displays. Customers are introduced to new products and are enticed to approach the business by a well-maintained and

attractive window display. As a result, retailers must ensure that their window displays are appealing and eye-catching. Lighting, floor plan, merchandise presentation, light fittings, flooring, colours, sounds, scents, and sales and service personnel's dress and behaviour all influence the store's atmosphere. Intensely stimulating and pleasurable store environments encourage impulse purchases (Hoyer and Macininer, 1999).

Customers may get a better peek inside the store with open back window displays, which attracts them even more. The usage of mannequins would be the second deciding factor. Mannequins are an excellent way to display merchandise. The more mannequins there are, the more things are exhibited, and the more shoppers are drawn in. The use of attractive and eye-catching signage with offers and discounts improves the likelihood of impulse purchases.

Ambient illumination and floor merchandising do not affect impulse purchases. When it comes to impulse purchases, the type and brightness of lighting have little effect on the client. The placement of clothing on shelves and in stacks has little bearing on the outcome.

According to several studies, social influence does not have much of an impact on spontaneous purchases of fashion products. This demonstrates that a person's impulse purchase decision is not influenced by family, friends, or other social pressures. When a buyer makes an impulse purchase, he or she has no intention of making the purchase, therefore the opinions of family and friends are irrelevant. Individuals shopping with friends or family, on the other hand, may be influenced by the latter in making a purchasing decision. Other shop attributes have a bigger influence than social influence.

The amount of time available is critical. The longer a shopper spends in a business, the more likely they are to make impulse purchases. Such customers are prone to making unplanned purchases. The longer you spend in the store before seeing an impulse item, the more likely you are to buy it (Jeffrey & Hodge, 2007). Situational factors such as time constraints moderate the relationship between the store atmosphere and the consumer's impulsive feelings (Xu, 2007).

Money availability is a critical aspect of impulse purchasing decisions. Money availability boosts the customer's purchasing power, allowing him to change or alter planned purchases, as well as make unanticipated purchases. The availability of credit cards, like the availability of money, has an impact on impulse purchases. Credit card availability would enhance the likelihood of impulse purchases.

Mood, materialism, hedonic motive, and extroversion are all personal factors. The mood has an impact on spontaneous purchases. When customers are in a good mood, they are more likely to buy on impulse. They tend to keep to their scheduled purchases alone when they are in a bad mood. In their study, Verplanken and Herabadi (2001) concluded that impulse buying is frequently associated with people who want to escape adverse psychological perceptions such as low self-esteem, negative emotions, or moods.

The hedonic motive affects spontaneous purchases. Customers are motivated by the hedonic incentive to make purchases that make them joyful. They are unconcerned about the products' utility. When it comes to impulse purchases, materialism plays a big impact. This is primarily due to the desire of consumers to remain current or stylish. People are also more likely to make impulse purchases in order to boost their self-image and social identity. Extroversion has little bearing on spontaneous purchases. Impulse buying, according to Beatty and Ferrell (1998), is linked to sensory stimulation and hedonic motivation.

Park et al. (2006) looked into the hedonic and fashion aspects of impulse buying. Fashion-oriented impulse buying is influenced by hedonic consumption in an indirect way. They claimed that fashion-conscious people are looking for pleasure and enjoyment.

Gender and income are two demographic parameters to consider in fashion products purchase. Gender has an impact on spontaneous purchases. In comparison to men, women are more likely to make unplanned purchases. When it comes to purchasing decisions, women are more likely to make rash decisions. This is particularly true when it comes to fashion purchases.

Income has an impact on spontaneous purchases. People with higher earnings have more money at their disposal. As a result, they are more likely to make spontaneous purchases. This is comparable to how money availability influences impulse buys decisions as a situational component.

CONCLUSION AND SCOPE FOR FURTHER RESEARCH

Retailers can set up stores based on numerous elements such as situational, personal, and Demographic influences on impulse buy decisions. They can suitably set up their target segments. Women are more likely to make impulsive purchases, thus retailers who want to enhance impulse sales in their businesses should target them. Stores can be designed to entice customers. Displays, signage, and other elements must be adjusted accordingly. Understanding all of these elements can also aid merchants in making adjustments to their current processes in order to encourage more customers to make impulsive purchases.

Based on the literature review and the content analysis, three important factors emerge, namely 'Situational factors', 'Personal factors' and 'Demographic factors', which influence the impulse purchase behaviour in fashion retail. Future research may be conducted to test the relationships between the identified independent variables and the dependent variable. The proposed model may be tested using the appropriate statistical techniques.

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