

**A STUDY ON FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR OF APPARELS( ESPECIALLY OUTER GARMENTS) IN CHENNAI CITY**

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**Abstract**

India's organized retail had a 31% share in clothing and apparel in 2011 (A. T. Kearney, 2011). Foreign retail chains entering India will aggravate the competition to different level. Hence, the retailers have to ensure that their stores appeal to the customers more effectively. In such case, the retailers need to differentiate themselves from others. Today's fierce competition and the similarity of merchandise force each segment of the apparel industry to utilize merchandising to improve the desirability of products. Apparel retailers, especially, place more importance on visual merchandising to differentiate their offerings from others'. Researchers found that impulse buyers usually do not set out with the specific purpose of visiting a certain store and purchasing a certain item; the behavior occurs after experiencing an urge to buy and such behaviors are influenced by internal states and environmental/external factors. This study will study the influence of different variable on apparel impulse buying behavior of consumers in Chennai city. This will explore newer and innovative ways to understand the behavior in apparel industry.

Key words : Impulse Buying, Buying Behavior, Apparels

**Originality/ Value**

Impulse buying behavior enhances sales and revenue, and in turn affects buying habits of consumer

**Introduction**

Chennai city is considered to be a growing metro after Mumbai and Delhi cities, for the last 10 years Mall culture has flourished in India leaving a deep impact on various cities. Giving big opportunities to the various retail chain of Metro like MAX, Pantaloon, Bigbazzar with the beginning of management education culture and various culture of people mix and make hub in Chennai as it is the centre for both educational and opportunity site of all sectors and fields(even states) are coming adopting the culture of the city leaving the traditions behind which leads them to purchase of appropriate apparel to suit the culture of the city, Some time it also leads to the buying and purchasing of apparels in and impulsive manner, the present study targeted towards understanding the buying behavior of the consumers towards purchase of apparels clothing and finding out the various factors and variables that influence their buying behavior, The study will involve the buying behaviour and analysis will be made regarding their attitude towards buying of apparels. It also attempts to analyze that is there any impact family income on buying behavior also to find out that how frequently they are buying apparels what are their preferences regarding the shopping places.

**Understanding Buying Behavior**

The term buying behavior refers to the attitude of a customer or consumer behavior towards purchase of a particular product, this buying behavior is influence by a number of factors. **Defining Impulse Buying Behavior**

**Defining Impulse Buying Behavior**

Impulse buying occur when a consumer experiences a sudden powerful and persistent urge to buy something immediately Impulse buying is defined as a Buying action undertaken without the problem

having been previously recognized or a buying intention formed prior to entering the store the items purchased whose Decisions were made after entering the store are impulse purchases An impulse purchase or impulse buy is an unplanned decision to buy a product or service, made just before a purchase one who tends to make such purchases is referred to as an impulse purchaser or impulse buyer.

### Literature review

Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message. Literature Review According Kim Jiyeon (BFA, American Intercontinental University, 2000) in his research paper “College Students’ Apparel Impulse Buying Behaviour in Relation to Visual Merchandising” explained that due to increasing competition and the similarity of merchandise, retailers utilize visual merchandising to differentiate their offerings from others’ as well as to improve the desirability of products. The purpose of this research is to examine the relationship between college students’ apparel impulse buying behaviours and visual merchandising. According to Han K. Yu, Morgan A. George, Kotsiopoulos Antigone and Pal Kang Jikyeong (“Impulse Buying Behavior of Apparel Purchasers”(Sage Publication,1991) compared three samples of female consumers (textiles and clothing [TC] and non-TC students and older non-student consumers) on four impulse buying dimensions and planned buying, other shopping behaviors, and demographic characteristics. The study also identified possible predictor variables of impulse buying. Non-student consumers were most likely to be planned buyers while students were most likely to be impulse buyers. Comparisons of the three groups of consumers on other shopping behaviors and demographic variables further supported the proposition that these groups made up different market segments. The TC students may represent young consumers especially interested in apparel. Multiple regression analyses revealed that impulse buying behavior could be predicted from other shopping behaviors and demographic variables, especially for the student groups. The findings provide a conceptual and empirical analysis of impulse buying and identify how specific variables are related to each of four dimensions of impulse buying. According to Park Joo Eun, Kim Young Eun, Forney Cardona Judith (“A structural model of fashion-oriented impulse buying behaviour”, Journal of Fashion Marketing and Management, (2006), Vol. 10 Issue: 4, pp.433 – 446,10.1108/Emerald Group Publishing Limited) explained the Fashion involvement and positive emotion had positive effects on consumers’ fashion-oriented impulse buying behavior with fashion involvement having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying. “Impact of demographics on online buying behaviour towards different products”, International Journal of Electronic Finance, Turkey (Volume 3, Number 3 / 2009 Pages: 284 – 296) by Sakkthivel A.M. aims to identify the impact of demographics on consumer buying behaviour towards online purchase of different products based on the involvement and investment (High, Medium and Low). It attempts to unearth the impact of the demographics on online purchase which is at present relatively limited. It would help the marketers to identify the demographic profile of consumers which is otherwise not known due to the intangible nature of internet.

### Objective

To study the influence of various external and internal factors on apparel impulse buying behavior

### Research Methodology

Hypothesis formulated: Alternative hypotheses were developed to investigate relationships between consumers’ tendency to purchase on impulse on the basis of store attributes, promotional attributes ,product attributes , situational factors, influencers group, consumer characteristics, impulse buying tendency, impulse purchase intention.

**Sample Size:** The sample in this study is focused on both students and non student customers in Chennai city. They represent a significant consumer group for the fashion market in chennai. A convenience sample of sample size 550 was drawn from various locations in Chennai city. A total of 460



usable questionnaires were obtained. Questionnaire were designed on one dependent and independent variables i.e. impulse buying and store attributes, promotional attributes ,product attributes , situational factors, influencers group, consumer characteristics, impulse buying tendency, impulse purchase intention,. It was hypothesized that these variables influence shoppers to buy on impulse. Each independent variable was comprised of at least three questions designed to measure each variable. Responses were recorded using five-point scale with choice options of Highly dissatisfied=1 to frequently= Highly satisfied. Statistical tool: Preliminarily reliability were assessed by Cronbach's alpha value of established good inter-item reliability between items for each construct. For hypotheses testing, linear regression was used.

#### Data Analysis and Interpretation

- Based on mean score, promotional attribute (29.08) is the most important factor influencing behaviour impulse buying, followed by store attributes (21.17). The least factor is situational factors ( 16.25) followed by consumer characteristics (17.39).
- There exist correlation between all the factors influencing impulse buying behavior of apparels especially outer garments, and all those are positively correlated,no negative relation exists

#### Demographic findings

- 48% of the respondents are male and 52% of the respondents are female.We have maximum of female respondents compared with male.
- 14.8% of the respondents lie below 20 year of age the minimum number of respondents , where 17.6% of respondents comes under the age group21 to 30 years , 22% of respondents are in the age group of 31 – 40 years , 18.9% of respondents are in the age group of 41 – 50 yrs , and 26.7% of respondents are above 50 years of age group which is the majority of respondents
- 12.4% of respondents have SSLC qualification , 16.5% have HSc qualification, 40.4% have UG qualification which is the maximum number of respondent , 20.7% have PG qualification , 10% of respondents are professionally qualified , which is the minimum number of respondents
- 20.4% of respondents are business people , 16.7% are government employee , 27.8% are private employee which is the majority , 23% of respondents are students and 12% are housewife which is the minimum number of respondents
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- 78.3% are married which is the maximum and 21.7% are unmarried which is the minimum number of respondents

#### Conclusion and Recommendations

Conclusion : Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task (Rook, 1987). Researchers have attempted to determine if consumers' who frequently engage in impulse buying behavior have some common personality traits. This study further investigated some external factors that influence impulse buying behavior. In attempt to examine this relationship, this study primarily tried to explain the relationship between Engineering students' impulse buying behavior and various factors influencing impulse buying behaviour. An important finding of this study was that there occurs positive relation between dependent and independent variable and no negative influence. The results proved that there were significant relationships between impulse buying behavior and store attributes and promotional attributes . When consumers are exposed to these various stimuli, they more likely make purchase decisions on impulse.

**Recommendations for Future Research**

If the retailers focus on the promotional attributes, the sales of the apparel can be increased. As mentioned, the clothing featuring a new style or design on display can tend the consumers to buy the product. The clothing of consumer's choice on display also attracts the consumers to buy the apparel. Because impulse buying behavior was strongly related emotional/affective reactions and behavior despite of the possible fact that it might have been more likely influenced by external factors, the combination of quantitative and qualitative research methods (e.g., observational or experimental research methods) is recommended for future research.

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