

# FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR AMONG WORKING LADIES IN SELANGOR, MALAYSIA

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SULTAN IDRIS EDUCATION UNIVERSITY

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## ABSTRACT

Within consumer behavior's studies, impulsive buying behavior is always an interesting issue, where many researchers and marketers make efforts to understand it. However, due to various marketing techniques and innovations, it is much easier for consumers to buy impulsively. The research objective of this study is to investigate how extrinsic cues affect impulse buying behavior amongst working ladies. The five extrinsic cues involved in this research are price, store atmosphere, brand reputation, country of origin and social influence. The target population of this study is full-time working ladies aged between 16 to 35 years. Purposive sampling technique was used, with sampling size of 400. Questionnaire is the research instrument used, and 400 questionnaires were distributed in One Utama shopping mall, Selangor. The data collected was then analyzed using Statistical Packages for the Social Science (SPSS). Multiple linear regression analysis was conducted for data analysis. The findings revealed that price ( $\beta = -0.407$ ,  $p < 0.05$ ), store atmosphere ( $\beta = 0.359$ ,  $p < 0.05$ ) and social influence ( $\beta = -0.331$ ,  $p < 0.05$ ) are significantly influence impulse buying behavior of working ladies. However, brand reputation ( $\beta = -0.170$ ,  $p > 0.05$ ) and country of origin ( $\beta = -0.106$ ,  $p > 0.05$ ) of the product are not significantly influence impulse buying behavior of working ladies. In conclusion, this research provides useful information and insight to the marketers of Malaysia's apparel industry in understanding consumers' needs deeper to contribute to the growth of their business. This can help Malaysia's apparel industry plan and apply suitable marketing strategies to enhance their industry performance by understanding their customers' needs through the utilization of influencers.





## ABSTRAK

Dalam kajian tingkah laku pengguna, tingkah laku pembelian impulsif merupakan isu yang menarik, di mana ramai penyelidik dan pemasar berusaha untuk memahaminya. Walau bagaimanapun, oleh sebab wujud pelbagai teknik dan inovasi pemasaran, adalah lebih mudah bagi pengguna untuk membeli secara impulsif. Objektif kajian ini adalah untuk mengkaji bagaimana petunjuk ekstrinsik mempengaruhi tingkah laku pembelian impulsif dalam kalangan wanita yang bekerja. Lima petunjuk ekstrinsik yang terlibat dalam penyelidikan ini adalah harga, suasana premis perniagaan, reputasi jenama, negara asal dan pengaruh sosial. Populasi sasaran kajian ini adalah wanita bekerja sepenuh masa berusia antara 16 hingga 35 tahun. Teknik pensampelan bertujuan telah digunakan dengan saiz sampel sebanyak 400. Borang soal selidik merupakan instrumen kajian digunakan dan 400 borang soal selidik telah diedarkan di pusat membeli-belah One Utama, Selangor. Data yang dikumpulkan kemudian dianalisis dengan menggunakan Statistical Packages for the Social Science (SPSS). Analisis multiple linear regression telah digunakan untuk data analisis. Dapatan kajian didapati bahawa harga ( $\beta = -0.407$ ,  $p < 0.05$ ), suasana premis perniagaan ( $\beta = 0.359$ ,  $p < 0.05$ ) dan pengaruh sosial ( $\beta = -0.331$ ,  $p < 0.05$ ) mempunyai pengaruh yang signifikan dengan tingkah laku pembelian impulsif. Manakala, reputasi jenama ( $\beta = -0.170$ ,  $p > 0.05$ ) dan negara asal ( $\beta = -0.106$ ,  $p > 0.05$ ) produk tidak mempunyai pengaruh yang signifikan dengan tingkah laku pembelian impulsif. Sebagai kesimpulan, penyelidikan ini memberikan maklumat dan wawasan yang berguna kepada pemasar industri pakaian Malaysia dalam memahami keperluan pengguna dengan lebih mendalam untuk menyumbang kepada pertumbuhan perniagaan mereka. Ini dapat membantu industri pakaian Malaysia merancang dan menerapkan strategi pemasaran yang sesuai untuk meningkatkan prestasi industri mereka dengan memahami keperluan pelanggan mereka melalui penggunaan *influencer*.



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## LIST OF ABBREVIATIONS

CV Confidence Value

DV Dependent Variable

IV Independent Variable

PV Predictive Value

SPSS Statistical Packages for the Social Science



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## CHAPTER 1

### INTRODUCTION



#### 1.0 Introduction

In today's extremely competing market, a company's capacity to maintain a presence in the minds of customers, as well as its profitability, becomes paramount. Because the customer is constantly at the centre of a business, consumer purchasing behaviour is a critical component in achieving success, indicating an obvious demand to build consumer insight (Sundstrom, Balkow, Florhed, Tjernstorm & Wadenfors, 2013; Veerayeeekenna & Latha, 2016). Nowadays, it is critical for merchants to understand their customers' patronage behaviours in order to properly know their demands and establish a profitable business (Hor & Ng, 2019). Rising of prosperity, greater growth of modern merchandising format and increasing of accessibility to new technology are leading to tremendous growth in consumer spending (Bellman, 2015). Nowadays, shopping is becoming more of recreation and self-fulfilment, which giving rises to





significance and acceptance of impulse buying behavior (Mittal, Chawla & Sondhi, 2016).

Consumers are more cautious in their spending during recessions; thus, this could be a problem (Puzzanghera, 2016). However, the fact that some businesses thrived throughout the crisis illustrates it in a different way, by relying on timely technology or latching on to significant trends that outlasted the downturn. According to Newman (2009), two well-known companies that have been able to profit from the crisis would be Tupperware and Coleman. This is confirmed by Quelch (2008), who claims that a downturn in the economy will not prevent people from spending on marketing, as people nowadays perceived the impact of it in a more casual way. Spending habits are not changed or decision in spending reduction is not made for saving reason, especially the younger generation (Pikturniene, 2014). Hence, being able to comprehend the requirements of customers and adapt the strategies to the reality is the key to survive in the business.

Out of various aspects influencing consumers' spending decision, gender could be one of the major factors as men and women shop with different motives, perspectives, rationales and considerations. It was suggested that men appear to be more to utilitarian shopper, facts and data based whereas women tend to be hedonic, making decisions on more emotional level (Aswegan, 2015; Wachal, 2017).

Aside from gender, there are various factors affecting consumers' impulse buying behaviour, ranging from internal to external. This study is focus on external factors or extrinsic cues in another way of saying. The goal of this study is to see how extrinsic cues influence working women's impulse buying behaviour. The five extrinsic





signals used in this study are as follows: social influence, country of origin, store atmosphere, price and brand reputation. The dependent variable, impulse buying behaviour, is a critical item to research in order to aid in the expansion of marketers' businesses.

### 1.1 Background of the study

Due to its highly competitiveness nature and great profitability, marketing practitioners and researchers continue their interest in fashion industry (Newman & Patel, 2004; Parker, Hermans & Schaefer, 2004; Carpenter & Fairhurst, 2005). It was reported that being one of the world's largest consumer industries, fashion industry is generating €1.5 trillion in annual apparel revenues in 2016 (Euromonitor International, 2017; Marketline, 2016; Technavio, 2016).



In Malaysia, various industries are contributing to the national output including manufacturing industries of petrochemical, wood, medical devices, machinery and electronic sectors; service industries of healthcare, green technology, hospitality, innovation and education services (Department of Statistics Malaysia, 2016; Malaysia Investment Development Authority, 2018).

The apparel industry in Malaysia has been growing in a fast pace after the country started an export-oriented industrial transformation in the early 1980s, promulgated in Second Malaysia Plan. On top of being actively seeking for business collaboration with international companies to improve its global market competitiveness, latest automation and technology is implemented in manufacturing distribution as well. (Nick, 2017; Social-economic & Environmental Research Institute, 2007). Datuk Ahmad Maslan, Deputy International Trade and Industry Minister





reported that Malaysia apparel and textile exports rose 10 percent to RM6.99 billion in the first half of 2016 from 2015. He reflected that the surge was driven by global demand for high quality clothing from Malaysia and this is expected to increase to RM638.3 billion at the end of 2018 (Bernama, 2016). Being one of the top ten largest export earners in the country, Malaysia apparel industry contributes RM13.9 billion, approximately 1.8 percent of Malaysia's total export of manufactured goods in 2016, comparing with 1.7 percent in 2015. The latest figure reported that the apparel industry currently employs over 68,000 workers across more than 970 registered garment and textile factories in Malaysia. (Malaysia Investment Development Authority, 2016). From these, it shows that the Malaysia apparel industry has taken a turn to globally competitive in recent decades.



Fashion business is booming these days, however along with this, it also invites a lot of competition. With the large amount of options that consumers are having these days, it is challenging to sustain (Madhavi & Leelavati, 2013). In Malaysia, it is still lacking when compared to globally renowned brands, given Malaysia apparel companies are unable to get one of the leading positions in global market (McGrath, 2016). Referring to Appendix A, it shows that the world's 20 Biggest Apparel Companies in 2016, most of them in the list are companies from United States and none of the companies from Malaysia.

One of the basic necessities of human being is apparel. This basic necessity to cover the body has leaped to fashion and lifestyles with growing advancement in human civilization. The growing demand of apparel for clothing as well as fashion consciousness among various socio-economic background of population around the world (Pooja, Sanjiv & Kamakshi, 2018). Due to high visibility, apparel is considered





a highly symbolic product category. The Apparel Industry is taking this as a reflection on people's lifestyles and their social and economic status (Bhanot, 2013).

Working ladies is the typical group of female consumers who need new clothing always. Most could get away with shopping once or twice a year just to replenish the basics. (Bain, 2017; Silverstein & Sayre, 2009). Ladies are spending extra willingly, just to get clothing which really suits them. Hence, there is a considerable undeveloped potential in the female apparel industry (Silverstein & Sayre, 2009).

Industries targeted on women are always showing greater presenting figures on their sales revenue growth such as beauty cosmetic and fitness. Globally, women control staggering \$18 trillion in annual worldwide consumer spending (Carter, 2016), and that figure could climb up even more in coming years. Overall, it shows that total women growth market is big and full of potential (Silverstein & Sayre, 2009). It shows that women drive the economic growth all around the world. However, retailers have been painfully slow to meet their needs and they felt that retailers do not understand them nor take them seriously (Hanan, 2016; Silverstein, Singhi, Liao & Micheal, 2012).

According to the facts that young women have pulled ahead of their male counterparts in higher education, held main positions in companies, even hold parts of the companies, these eventually grow the purchasing power of working women. (Geller, 2015) They are using their rapidly increasing spending power to impel changes in the way companies operate nowadays. In other words, women now drive the world economy. It would be foolish not taking into account or underestimate the female consumer (Luscombe, 2010).





According to Bellenger, Robertson and Hirschman (1978), gender has no significant stimulus on impulsive buying behaviour whereas according to the study by Dittmaretal (1995) and Wood (1998), women have an inclination to display impulse buying behaviour. Kollat and Willett (1967) established that women have a tendency to buy more on impulse as compared to men and Cobb and Hoyer (1986) found that men tend to buy more on impulse. According to Tremblay (2005), men and woman display wildly different patterns when it comes to impulsive buying. Tremblay (2005) research shows that in regards to the research, it has been showed that men are more likely to impulsively buy high-tech gadgets and sport equipment, while women tend to buy fashion products such as shoes, clothes, jewelry, cosmetics and perfume impulsively. It is shown that women are having higher level of impulse buying than men in comparison (Tifferet & Herstein, 2012). With working life has become more stressful, and women especially like to shop in order to de-stress and relax after tense period in their life (Tan & Yazdanifard, 2015). In Shavit (2015) study, it was found that men often take direct approach when it comes to shopping while women take their time browsing, even if they do not have specifics in mind when they shop. During browsing, they are exposed to various sensory cues which potentially trigger impulse buying.

Consumers are always the crucial key because within a trading process, they are the source where marketers gain profit from. Therefore, investigating consumer behavior is no doubt a vital issue, for researchers and marketers to understand consumer's thought and behavior especially female consumers, given importance of this market above (Lim & Yazdabifard, 2015). Meanwhile, it was found that impulse purchasing is one of the common trends of lifestyle in the near future (Maymand &





Ahmadinejad, 2011) and it is emerging as a highly noticeable behavior (Muruganatham & Bhakat, 2013).

There are many factors being studied in the past, from internal to external, which can affect impulse buying behaviour. External factor is the focus on this study which is called as extrinsic cues. It refers to product-related attributes separate from the product, which do not alter the product in any way. This paper seeks to investigate how the extrinsic cues of price, brand reputation, store atmosphere, country of origin and social influence of female clothing affect working ladies' impulse buying behavior.

## 1.2 Problem statement

Impulse buying behavior has become a debate topic as it can be either good or bad element for marketers and consumers. Human nature includes the ability to act on a whim. Therefore, impulse decisions can be a component of a variety of activities in our daily lives, and a lack of impulse control can lead to undesirable consequences such as addiction (Mesiranta, 2009).

There is a potential down side for consumers in respect of the escalation of excess spending lead to financial ruin and high household debt (Mayuri & Boo, 2015; Vohs & Faber, 2007). Over the last five years, upswing of bankruptcy in Malaysia is undeniably a worrying trend according to Insolvency Department's record and the lack of discipline in financial management is the biggest cause of it. The overspending habit is definitely making the situation worse. This is aligned with the survey done by Federation of Malaysian Consumers Association in 2013 which revealing 37% of young Malaysian was living beyond their means (Loanstreet, 2017; Malaysia Department of Insolvency, 2017). Due to high availability of resources such as credit





card, people tend to spend more and be involved in impulse buying (Konsco, 2014). Consorting with impulse buying behaviour, customers who are unable to manage their impulses may face issues such as overindulgence and mountains of debt (Kukar-Kinney, Ridgway & Monroe, 2009; Mendenhall, 2014; Sultan, Joireman & Sprott, 2012).

This is consistent with a study by Jones, Reynolds, Weun and Beatty (2003), which found that those with a high lack of premeditation - disdain for the future - are more prone to impulse purchase across product types. These people give lesser attention on future planning, rather they focus on the enjoyment at the moment. However, internal cues are not the focus of this study, hence personality trait is not going to be discussed hereafter.

Impulse buying is not only an unusual occurrence; it also has a significant impact on retailer profits, accounting for up to 80% of sales revenues (Jones et. al, 2003; Lewis, 2013; Lim & Yazdabifard, 2015). A study conducted by Dawson and Kim (2009) indicates that purchases made on impulse were found one third of total departmental store purchases, over half in mall shopping. This shows the significance of impulse buying towards retailers' profit.

Looking at the large impact which impulse buying behavior bring to the retailer or even to the economy, it is crucial to look into impulse buying behavior. By studying on how marketing stimuli or factors could be implemented, retailer can possibly influence the sales revenue of theirs and then to be more competitive among rivals (Rana et al., 2014).

Over the past few years, shopping malls in have continually increased which leads to a tense competition within retail market (Hor & Ng, 2019). According to Ruxyn





(2017), saying this extremely challenging business environment but weak market demand, some businesses are even shutting down or international companies from various industries have pulled out of Malaysia market. This implies the message that marketers are not able to cope with the changing market condition and make use of the marketing techniques well such as customer behavior of impulse buying (Ruxyn, 2017).

Referring to early research on impulsive buying, product nature is determining the level of impulse buying among consumers, perhaps customers are more impulsive or less impulsive (Stern 1962; Amos et al., 2014; Marketingdirecto, 2012). It is claimed that the typical product category associated with impulsive buying is clothing as it evokes emotions and desires (Sundstrom et al., 2013). Touching, seeing, smelling, hearing, and/or tasting something causes you to buy it on the verge of getting (Underhill, 2009). This seems to be true in the case of apparel, where touch is a key sense leading to impulse purchases (Peck & Childers, 2006).

The study focuses on fashion purchases based on earlier research, which has proven that this is a useful concept for examining impulse buying behaviour (Phau & Lo, 2004, Williams & Dardis, 1972). As supported, buying situation – apparel, is used as empirical data in this study. It was said that there is higher possibility of impulse buying in apparel (Laura & Carlos, 2018; Luna & Bech-Larsen, 2004; Park & Forney, 2011). Nowadays, customer's expectations and preferences are always changing (Felix, 2015). Hence, in highly competitive retail fashion environment today, understanding customer preferences is very important as they are the determiners of how successful a company becomes (Clark, 2015).





According to Brennan (2011), women are becoming increasingly crucial contributors to a country's economic success on a global scale. In other words, women are now the driving force behind the global economy. With their purchasing power and influence, women are currently driving 70-80% of consumer expenditure. Showing greater presenting figures on sales revenue growth by businesses targeting on women such as beauty cosmetic and fitness, they are the potential customers group which should be targeted in the future in hastening a recovery and prosperity. The rewards for retailers understanding what women want and able to serve them well will be enormous. (Keane, 2011; Silverstein & Sayre, 2009). Since gaining of Malaysia independence in 1957, the prestige and role of women have undergone a subtle transition in Malaysia.

In 2016, the rate of female labour force participation grew to 54.3 percent, implying that women make up more than half of the entire workforce (see Appendix C) (Department of Statistics Malaysia, 2016). Women's social standing and economic independence are improving as literacy and employment prospects increase, as seen in Appendix B, which shows female enrolment in schooling has increased through time (Bernama, 2016; The Malaysian Economy in Figures, 2016). Women hold large percentage of some of the highest paying jobs such as pharmacists, marketing manager, physicians or surgeons, lawyers and dentists, refers to Appendix D (United States Department of Labor, 2016). Customers' purchasing power has increased as their level of living has enhanced (Pooja et al. 2018), and hence fueled the growth in sales (Madhavi & Leelavati, 2013).

Female population is sampled here, utilising the urge to discover more about the female customer who is a frequent shopper (Nielsen, 2013) and they are the fashion moguls that prefer spending a lot of time shopping, also identified that female is more





interested in the issue of fashion and they visit apparel stores more than men (Falode & Amubode, 2015; Shin & Kotsiopoulos, 1993;). In study of Singh (2013), clothing is believed to be a vital element of a woman's life and plays a significant influence in determining her identity and position. Consumers' gender has an essential influence in defining the attitude toward shopping, according to Khare (2011).

According to Kalogianni, Kamenidou, Priporas and Tziakas (2002), women better more shopping experience than men. Females are more prone than males to engage in impulse shopping (Seinauskiene, Mascinskiene, & Jucaityte, 2015), as women tend to purchase fashion things as material symbols or to represent personal identity (Fitzmaurice, 2008). Apparels buying by working ladies in this study is aiming for personal use, directed from the social status, economic independence and the control power of working ladies nowadays. Due to the fact that a rise in the number of female workers resulted in an increase in their purchasing and spending power, economic independence leads to a rise in their spending and purchasing power, driving economic developments in a country (Cooney, 2017; Hayden, 2016; International Monetary Fund, 2013). Given such statistics, it would be a mistake to dismiss the female consumer (Luscombe, 2010).

When reviewing the literature, it was discovered that there were a significant number of studies and researches have been conducted attending to this issue of impulse buying in western countries (Beatty & Ferrell, 1998; Hosh & Loewenstein, 1991; Rook & Fisher, 1995). Nonetheless, there is a lack of research in the Malaysian setting, which analyze on gender specific impulse buying behavior in apparel sector. For this reason, there seems to be a significant research gap in the available literature that requires further investigation. It may produce varied results due to cultural differences, as





culture has a substantial impact on the actual results of this study, in other words, the potential customers' buying behavior (Durmaz, 2014). Therefore, Malaysian apparel industry lacks of information about factors that triggers consumers to impulse buying. Therefore, in sense, the lack of study on working women's impulse purchase behaviour in Malaysia leads to the conclusion that this is a topic worth exploring. The indicated study is an attempt to find out significance of each cue among five, on impulse buying. The research intends to add to the sparse literature in this field, largely as a result of Malaysia.

The main goal of this study is to determine what factors impact working ladies' impulsive purchasing behaviour. At all once, researchers and retailers' interest on this study area has been triggered globally, while similar studies in Asian countries started to gain attention (Ayadi, Giraud, & Gonzalez, 2013).



### 1.3 Research Questions

The research questions are the guide to explore and clarify each of the aspects related to this research study.

The general research question of this study is:

Will extrinsic cues influence the impulse buying behavior among working ladies?

The specific research questions are:

1. Is there an influence of price on the impulse buying behavior among working ladies?
2. Is there an influence of brand reputation on the impulse buying behavior among working ladies?



3. Is there an influence of country of origin of product on the impulse buying behavior among working ladies?
4. Is there an influence of store atmosphere on the impulse buying behavior among working ladies?
5. Is there an influence of social influence on the impulse buying behavior among working ladies?

#### 1.4 Research Objectives

The research objectives are the guide of insights and gain a better understanding of extrinsic cues on working ladies' impulsive buying behavior.

The general research objective of this study is:

To examine whether the extrinsic cues can influence the impulse buying behavior of working ladies.

The specific research objectives are:

1. To investigate the influence of price on the impulse buying behavior of working ladies.
2. To investigate the influence of brand reputation on the impulse buying behavior of working ladies.
3. To investigate the influence of country of origin of product on the impulse buying behavior of working ladies.
4. To investigate the influence of store atmosphere on the impulse buying behavior of working ladies.
5. To investigate the influence of social influence on the impulse buying behavior of working ladies.

## 1.5 Research Hypotheses

The hypotheses of the study are as follow:

H1: There is a significant influence of price on the impulse buying behavior among working ladies.

H2: There is a significant influence of brand reputation on the impulse buying behavior among working ladies.

H3: There is a significant influence of country of origin of product on the impulse buying behavior among working ladies.

H4: There is a significant influence of store atmosphere on the impulse buying behavior among working ladies.

H5: There is a significant influence of social influence on the impulse buying behavior among working ladies.

## 1.6 Research Framework

The below conceptual framework reveals the purpose of this study on how the extrinsic cues can influence the impulse buying behavior of working ladies (**Figure 1.1**).

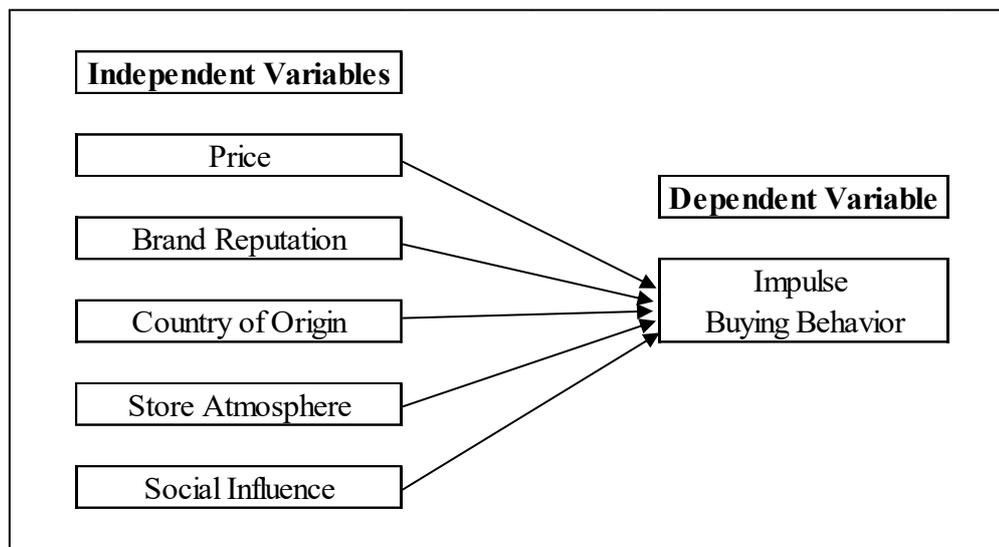


Figure 1.1. Research Framework. Adapted from Pradhan, 2016; Parma & Ahmed, 2013.

**Figure 1.1.** above shows the research framework of this study, the influence of five independent variables (IV) and dependent variable (DV) is tested. The five independent variables including price, brand reputation, country of origin of product, store atmosphere and social influence while the dependent variable incurred is impulse buying behaviour among working ladies.

### 1.7 Significance of The Study

The research study is an improved model from the models of past researches. As none of the past researches has included all five factors and all of them are studied in this research, therefore this model is extended from past models. This study will benefit Malaysian apparel marketers, retailers, and advertisers by allowing them to better understand how these five factors impact working ladies' impulse buying behaviour. Because consumers are at the centre of businesses, this research will assist merchants

in gaining a better knowledge of their customers' requirements and use these cues to win more customers.

As the Malaysian apparel industry is not as competitive compared to other countries' apparel industry, this study is able to encourage marketers to look into impulsive buying. In terms of generating innovative ideas or strategies, making their products unique, easy to accessible, offer discounts and market the products at the right time in order to expand their market shares.

Simultaneously, it helps Malaysia's apparel industry to plan for appropriate marketing strategies. Thus, the result of this study contributes by providing implications for focusing on all this five factors that give impact on working ladies' impulsive buying behavior to both academic researchers and practitioners.

This will not only help the study to the development of knowledge in this area of consumer behaviour, but it will also benefit future researchers who wish to conduct research in this field, particularly on impulse buying behaviour. Future researcher could make use of its theoretical contribution as evidence to support.

## **1.8 Operational Definitions**

In Kerlinger's word, operational definition specifies necessary activities or operations conducted by researchers to measure the variable or construct, for giving meaning to it. In a word, it defines meaning to a variable by outlining the activities to measure the construct. (Kerlinger, 1966; Philips, 1968)



### **1.8.1 Working Ladies**

In this study, working ladies is the target population to be studied on. It refers to the female individuals, full-time employed in any company or firm including self-employed (Ortiz-Ospina, Tzvetkova and Roser, 2018).

### **1.8.2 Impulse Buying Behavior**

In this study, definition of impulse buying behavior is adopted from Rook and Fisher (1995) as “consumer’s tendency to buy spontaneously, immediately and unreflectively”.

### **1.8.3 Extrinsic Cues**

In this study, extrinsic cues refer to product-related attributes separate from the product, which do not alter the product in any way such a price, brand name, etc. (Richardson, Dick & Jain, 1994).

### **1.8.4 Price**

In this study, definition of price is adopted from Lichtenstein, Bloch and Black (1988) as “the amount of money a consumer is spending for a product”.

### **1.8.5 Brand Reputation**

In this study, definition of brand reputation is adopted from Kwan, Yeung and Au (2004) as “the set of beliefs held about a particular brand”.





### **1.8.6 Country of Origin**

In this study, definition of country of origin is adopted from Rätty (2009) as “The stereotypes, attitudes and expectations that consumers hold for a certain country, either as the place of manufacture or origin of the brand, which consumers use to evaluate a product.”

### **1.8.7 Store Atmosphere**

In this study, definition of store atmosphere is adopted from Umair (2016) as “an effort to design store environment to create the specific emotional effects in the buyer that enhances the purchase opportunity.”



### **1.8.8 Social Influence**

In this study, definition of social influence is adopted from Mihic and Kursan (2010) as “the influence of companions and product popularity”.

## **1.9 Summary**

Basically, this chapter is the overview of the study. It provides the fundamental understanding on how the research study is going to be conducted. It discussed on the research background, problem statement, research objectives with questions of the study, significance of the study, scope and limitation of the study, continue with research framework, hypotheses and operational definition of this study. It is obvious that the working ladies playing a very important role in driving the world economy with





their growing purchasing power. This study aims to generate results which may be helpful for further studies along with reference to other researchers.





## CHAPTER 2

### A REVIEW OF LITERATURE



#### 2.0 Introduction

Researcher highlighted that impulse buying is connected to the surrounding stimuli as the stimuli influence impulse buying (Pradhan, 2016; Parma & Ahmed, 2013). In this research, extrinsic cue is being focused in relation to the understanding of impulse buying behavior among working ladies. The five extrinsic cues being studied are price, brand reputation, country of origin, store atmosphere and social influence. Referring to related past studies conducted concerning this study area, it is hard to find studies on working ladies' impulse buying in which this study focuses on. Therefore, it is essential to focus on targeting working ladies purchasing group as well as the influencers towards impulse buying.



## 2.1 Importance of Understanding Consumer Buying Behavior

A detailed comprehension of consumer purchasing decision and purchasing behavior can be used as a reliable marketing technique, with better understanding of the reasons for purchasing decision, it will assist advertisers to market their products convincingly (Ram & Manoj, 2014). Durmaz (2014) further states that a large business understands how to effectively promote their products and optimise sales by using the various aspects that impact consumer buying behavior.

## 2.2 Types of Consumer Buying Behavior

The demonstration of purchasing is a meta-construct that combines process-level aspects and is based on decision-making hypotheses and how people change input to output to produce in a certain method (Xiao & Nichilson, 2012). The traditional buying process is predicated on the assumption that a rational person goes through five phases: (1) identifying the issue, (2) seek for data, (3) evaluation of alternatives, (4) bargain, and (5) post-bargain

With regards to impulse purchasing, there is a conviction that an individual does not act as indicated by the process. Rather, the individual acts from impulses, or possibly, limits the attention process (Dholakia, 2000; Lamb, Hair & McDaniel, 2013; Rook, 1987; Rook & Fisher, 1995; Youn & Faber, 2000). As indicated by Kaufman-Scarborough and Cohen (2004), frequent impulse purchasing is caused by a combination of data processing difficulties and a low limitation with regards to subjective self-appraisal of product qualities (Weinberg & Gottwald, 1982).

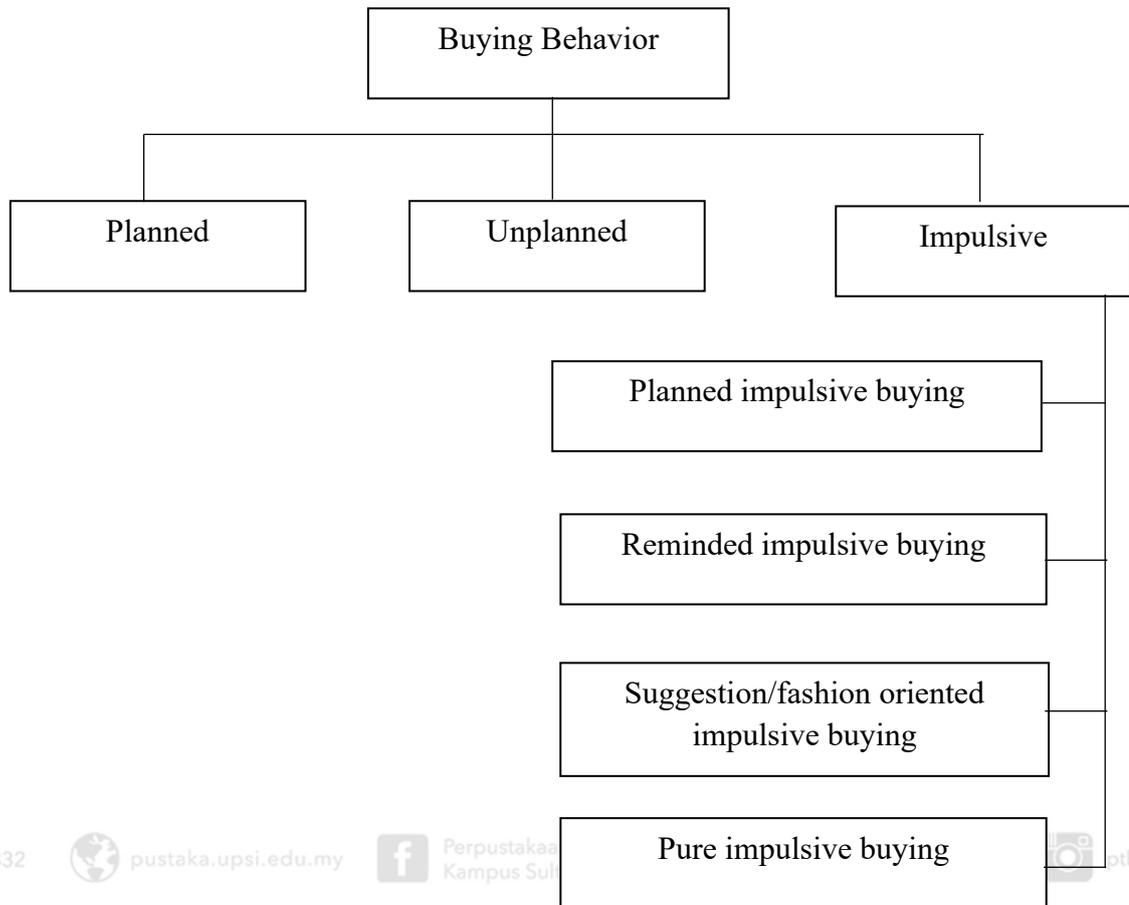


Figure 2.1. Classification of Buying Behavior.

According to Stern's (1962) the study, Figure 2.1. has shown that the foundation of consumer purchase behavior is divided into three categories: planned, unplanned, and impulse. Further under impulse buying, there are four categories including planned impulse buying, reminded impulse buying, suggestion impulse buying and pure impulse buying.

Table 2.1

*Classification of Buying Behavior*

Planned buying	Unplanned buying	Impulse buying
Rational decision-making with time-consuming information-gathering	Shopping selections made on the spur of the moment	Making a rushed decision; feeling compelled to buy something suddenly, strongly, and irresistibly

As shown in Table 2.1 above, planned buying includes tedious data search with an effective phrase, "decision-making when unplanned buying". This resembles all shopping decisions done without prior planning. Unplanned purchases are known as impulse purchases based on the fast decision-making process. Impulse buying additionally includes encountering an unexpected, solid, and overwhelming desire to purchase (Stern, 1962; Sundtrom et al., 2013). Iyer (1989) recognizes that every impulse buying is spontaneous, yet unplanned purchases are not constantly impulsively conducted.

The significant difference between unplanned and impulse purchases is the presence of an ad-hoc "need to purchase." According to Rook (1987) research, the higher the amount or frequency of buying desires, the greater the risk of making impulse purchases. In addition, Beatty and Ferrell's (1998) studies came to the same conclusion as Rook's.

Both "impulse buying" and "unanticipated purchases" shoppers may be puzzled when faced with a purchasing decision in an unexpected situation, for instance, a

sudden desire for a product due to the appeal of the retail atmosphere (Pun, 2014). Hence, to distinguish between "unplanned buying" and "impulse buying," numerous academics have looked into the phrase "impulse buying", as mentioned above.

Stern (1962) has significantly contributed by providing an identification of impulsive buying behavior. According to Stern (1962), separated impulsive buying behaviour into several categories consisting of reminded and suggestion, planned and pure impulse buying. Suggestion impulsive buying was presented by Han and his colleagues (Han, Morgan, Kotsiopulo & Kang-Park, 1991; Muruganatham & Bhakat, 2013). He tweaks the categorization system of impulse buying behavior by Stern (1962) and uses it in the fashion goods context which suggests that impulse buying is also known as fashion-oriented impulse buying.

According to the buying circumstances, Stern (1962) recognised four categories of impulse purchases:

1. Planned Impulse Buying - When a customer enters a business with a certain goal in mind, he or she makes a purchase, but the buying decision is based on the retailer's circumstances.
2. Reminded Impulse Buying – A purchase prompted by a customer's memories of a past encounter with or understanding of the product.
3. Suggestion Impulse Buying – When a buyer sees a product for the first time and recognises a need, he or she makes a more sensible purchase.
4. Pure Impulse Buying - A deeply impulsive and emotional purchase that deviates from the usual.

Today, according to Shma (2012), consumer buying behavior can be further expanded into four more distinct types dissonance buying, habitual buying behaviour, complex buying behaviour and variety seeking behaviour. The differences between these behaviors depend on the extent of buyer involvement in buying and using products (Sharma, 2014; Shma, 2012). Complex buying behavior occurs when consumers involved in buying process, from developing beliefs and attitude on the products till making a thoughtful choice. The knowledge is crucial for consumers to comprehend considerable differences in product brands available on the market (BMS, 2012). A suitable example in illustrating complex buying is purchasing a motor vehicle whereby consumers require more proper product information to possess information about the different brands (Assael, 2001). Conversely, variety seeking behavior includes low consumer involvement but there is significant distinction among brands.

Consumers generally buy different products just for variety, such as clothing (Assael, 2001; Dogra & Ghuman, 2008). Meanwhile, dissonance buying behavior includes high consumer involvement without much differences between brands, such as floor tiles. It often happens in higher-priced products and consumers will spend time observing and being involved in the purchase (Assael, 2001; Govindarajan, 2007). Finally, habitual buying behavior requires minimal consumer involvement. It usually happens even before customers buy low-cost, they often bought items such as toothpaste (Assael, 2001; Masterson & Pickton, 2010). Consumers tend to acquire things that are known to them, so there is little brand loyalty in habitual buying (Cant et al., 2007).

Despite the fact of uncontrollable urge to purchase in impulse buying, a study by Sundtrom et al. (2013) reflects that customers are inclined to demonstrate various



forms of reasoning to justify their purchases. They vigorously seek to justify their “must have” desires by resembling a factual necessity on it, therefore, reducing cognitive dissonance before and after the purchase. It takes place when consumers vigorously search for circumstances where the spontaneously bought products are potentially required, putting in a specific future context. This rationalization process is where individuals look for different reasons to convince themselves that the product is worthy to be bought (Sundstrom et al., 2013).

### **2.3 Impulse Buying Behavior**

In the current consumer society, multi-channel consumer behaviour is common, as buyers are continually inundated with many messages and impulse (Sundstrom et al., 2007). Quite a number of marketers and researchers make efforts to try to figure issue of impulse buying out, as it is an interesting issue to look at among consumer behavior's studies (Bellini, Cardinali & Grandi, 2017; Sirhindi, 2010). The shopping behavior of consumer has entirely changed in this new era and impulse purchasing is coming in to existence as a highly noticeable behavior (Muruganatham & Bhakat, 2013). It has become one of the most pervasive and contagious lifestyle trends, especially in the developed countries and having powerful influence in the consumer buying process (Bellenger, Robertson & Hirschman, 1978; Crawford & Melewar, 2003; Katona & Mueller, 1955; Maymand & Ahmadinejad, 2011). It is related considerably to shopping scenario nowadays with all manner of sales promotions, marketing innovations and application of new technologies in the retail stores so it needs a renewed attention (Das, 2015a, 2015b; Schiffman & Kanuk 2010). Surprised at how easy it is for customers to buy impulsively, it's worth investigating how these marketing elements encourage





impulse purchases and which one has the greatest influence (Lee, Jeon, Li & Park, 2015; Rana, Osma & Islam, 2014).

Impulse buying behaviour is a type of buying behaviour that is sudden, persuasive, and hedonically complicated, in which the speed with which an impulse decision is made prevents careful and thorough examination of alternative information and options (Bayley & Nancarrow, 1998; Pun, 2014).

As defined by Rook (1987) on impulse buying as follows:

Impulse buying is defined as a consumer's persistent, powerful, and sudden need to acquire something right away. It is the desire of buying a hedonically complex inclination that may lead to emotional tension. Moreover, impulse buying tend to occur with little regard for the repercussions.

Beatty & Ferrell (1998) have given another more explaining definition of impulse

buying based on Rook's work:

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task. The behavior occurs after experiencing an urge to buy and it tends to be spontaneous and without a lot of reflections (i.e., it is "impulsive").



Table 2.2

*Classification of Impulse Buying*

Impulse buying			
Planned	Reminded	Suggestion/ fashion-oriented	Pure
Largely planned, but no exact product has been chosen; promotion will influence the final outcome	When the buyer notices the product at the store, he or she is reminded of the need for it	Purchase of a new product based on personal recommendation but with no past experience	A shopper's getaway purchase is one in which he or she deviates from the typical shopping pattern  (novelty)

Source: Adapted from *Stern*, 1962.

Table 2.2 demonstrates that planned impulse buying is the exact purchase decision that is completed according to specific factors, namely, promotion of the goods or low price. This occurs when a customer enters a business with the purpose of purchasing a specific item and also anticipates making further purchases based on the special deals and promotions available. Reminded impulsive purchasing starts when the customer sees an item in a store and remembers that he or she has a limited supply at home or recalls an advertisement or other information about the product and a past desire to buy it. Suggestion if a consumer sees a new item and self-suggests purchasing it, this is known as impulse buying is needed. He or she would justify the purchase with a need that it can satisfy. Lastly, pure impulsive buying is a novelty and escape purchase



which people do not adhere the conventional purchase trend. This completely deviates from the regular buying pattern and occurs when the buyer has no intention of purchasing, yet the product triggers emotions leading to the act of purchasing (Laura & Carlos, 2018; Madhavaram & Laverie, 2004; Muruganatham & Bhakat, 2013; Stern, 1962).

In the literature, there is still no agreement on how to define the notion (Amos et al., 2014). The term "impulse buying" has been defined in a variety of ways before. Rook and Gardner (1993) stated that impulse buying is defined as an unplanned behaviour characterised by rapid decision-making and a desire to acquire a product directly. It is in line with research by Beatty and Ferrell (1998), who defined impulse buying as "impulse buying made with no pre-shopping objective, either to purchase a certain product category or to meet a particular need". They went on to say that impulse purchases happen when a buyer has a strong urge to purchase something but have limited time to think it over. On top of these, Bayley and Nancarrow (1998) discussed that the nature of impulse buying as emotional and irrational behavior, unintended buying led by sudden decision making without any reflection. This consumer buying behavior with little or no deliberation happens mostly after the result of a sudden and powerful urge (Block & Morwitz, 1999). Kacen & Lee (2002) When compared to planned purchasing behaviour, impulsive behaviour is more exciting and irresistible but less thoughtful.

It is inferred that impulse buying associates perceptual purchase decisions made inside a shop environment regarding various descriptions. Until recently, impulse buying was described as a spontaneous purchase decision made without any prior plan





to acquire a certain item (Bhatti & Latif, 2014; Cho, Ching & Luong, 2014; Zeb, Ali & Iqbal, 2016)

Xu (2007) researched on several aspects of impulsive buying behaviour were investigated, including the nature of unexpected, unreflective, and rapid purchases. These qualities were identified by Xu because the purchase was made while shopping, without much evaluation, no pre-shopping plans, and the choice to buy was made on the rare occasion. In the impulse purchasing course, customers do not search for data and assess alternatives. Customers begin by perusing goods and possess product awareness. At this time, customers are revealed to the external stimuli that can prompt their want to purchase impulsively (Muruganatham & Bhakat, 2013; Tinne, 2010).

Impulse buying is crucial to economics, psychology development, It has been recognized variously from each other views by consumer behaviour and educational scholars (Dittmar et al., 1995; Rook & Fisher, 1995). The importance of impulsive buying was highlighted, which revealed that unexpected purchases accounted for a significant portion of retail sales (Clover, 1950).

Impulse buying accounts for between 40 and 80 percent of all purchases, according to previous academic and professional study (Amos, Holmes & Keneson, 2014; Laura & Carlos, 2018). The majority of shoppers indulge in impulse buying from time to time (Mustafa, 2016). As per USA Today, a Creditcards.com poll of 1,000 adult Americans conducted in 2014 revealed that three out of four Americans make impulse purchases, while another study conducted in 2013 revealed that buyers in the USA and UK spend £24 billion on impulse purchases each year. Furthermore, in the United Kingdom, impulse purchases account for 45 to 100 percent of retail turnover, but in the





United States, impulse purchases account for about 62 percent of grocery sales and 80 percent of luxury good sales (USA Today, 2014; Lewis, 2013). According to Point-of-Purchase Advertising International, Americans made 76 percent of all purchase choices in stores in 2012 (POPAI, 2015). Extensive academic searches in Turkey were undertaken in various cities and regions, and the findings revealed that 70 to 80 percent of survey participants made impulse purchases (Dursun, Oskaybaş & Gökmen, 2013).

Because the goal of this study is not to distinguish between the impacts of various forms of impulse purchases, a simplified definition of impulse purchase is derived from Rook and Fisher (1995). Consumers' inclination to buy spontaneously, rapidly, and unreflectively is the simplified context of impulse buying used in this study. Because impulsive buying has become a serious concern, merchants must focus on better understanding the minds of their customers in order to maintain a competitive advantage in this business (Badgaiyan & Verma, 2014).

Studies which raised the importance of impulse buying behavior have been conducted and it was shown that rate of impulse purchase is increasing (Jeffrey & Hodge, 2007; Sirhindi, 2010; Wells, Parboteeah & Valacich, 2011). Marketing researchers have found ways to uphold impulsive buying and using a variety of techniques, numerous products are marketed towards impulse buyers, for instance product placement to make them visually enticing or using social influence to stimulate impulse buying (Dholakia, 2000; Veeerayeeekenna & Latha, 2016). In-store responses could possibly be influenced by certain retail settings, even affect opting of stores in future. This is due to alteration and adoptive nature of customers' preferences, behaviors as well as expectations (Hausman, 2000). Customers are mostly aware and observant, and they have high expectations, therefore merchants will have to give it





their all in trying to distinguish themselves from their competitors and increase their competitive advantages in this competitive market. Based on new competitor entry as well as changing buyer behaviour, every retailer will face a challenge (Hor & Ng, 2019).

As these marketing cues are employed and exploited appropriately, it may increase the chance of impulse buying (Banerjee & Saha, 2012; Mohan, Sivakumaran & Sharma, 2013; Thomas & Forsythe, 1991). It is necessary in emerging economies to check on impulse buying to know what stimulate consumers to buy on impulse due to contemporary evolution in retailing and diversified cultures, comparing with developed economies. (Geetha & Bharadhwaj, 2016; Kacen & Lee, 2002).



## 2.4 Factors Influencing Impulse Buying Behaviour

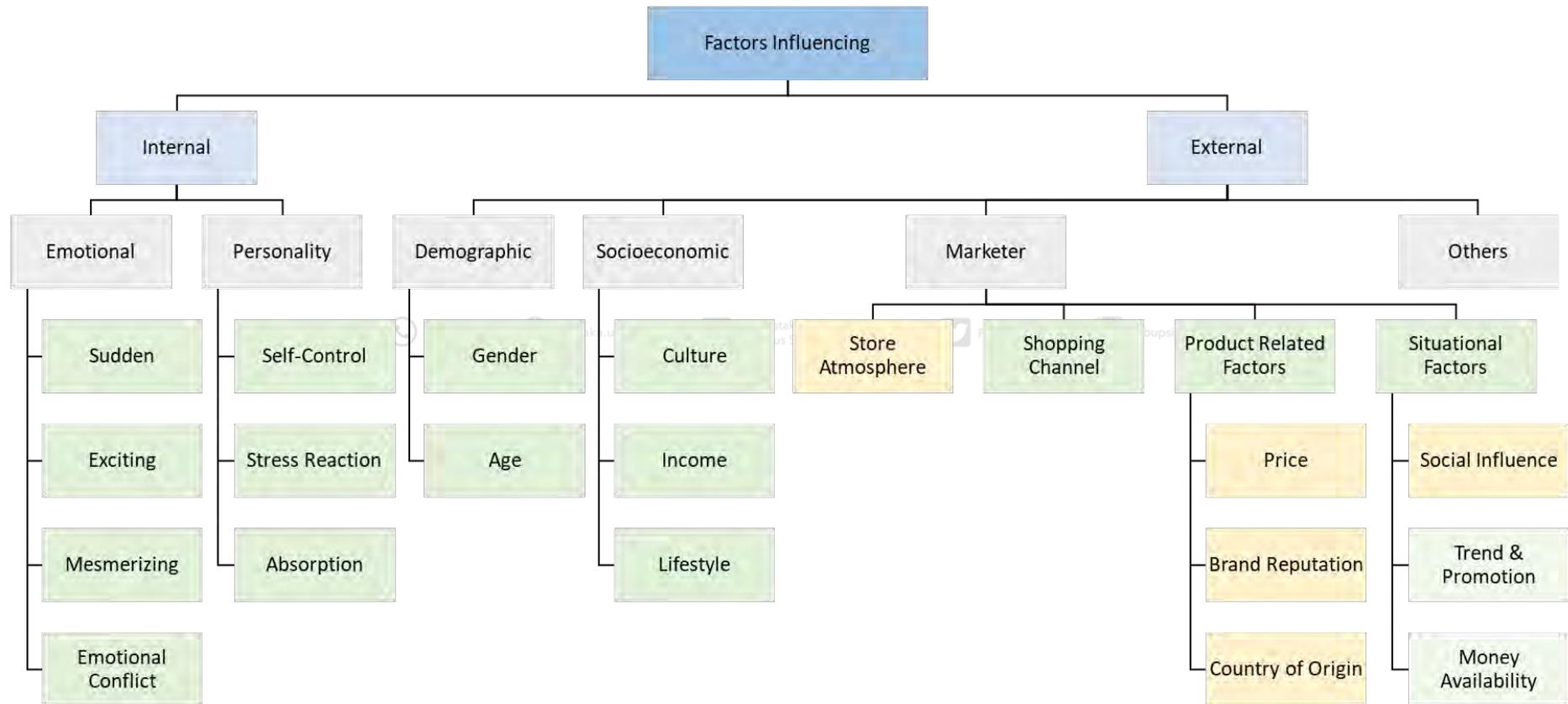


Figure 2.2. Different Factors Influencing Impulse Buying Behavior. Adapted from Kannan and Vinayagamoorthy, 2014; Muruganantham and Bhakat, 2013.

Figure 2.2. above shows various factors influencing impulse buying behavior including internal and external factors. Internal factors comprise emotional of sudden, exciting, mesmerizing and emotional control; personality of self-control, stress reaction and absorption. External factors are segregated into demographic, socioeconomic, marketers and others. (Kannan & Vinayagamoorthy, 2014; Muruganatham & Bhakat, 2013). In this research study, marketer segment under external factors is the focus which are store atmosphere, price, brand reputation, country of origin and social influence.

Applebaum (1951) would be the one to suggest that impulse buying could occur as a result of a customer's exposure to a stimulus while in the store. Consequently, West (1951), who was intrigued by Clover's (1950) definition of impulse buying, defined it as "purchase decisions made in a store when the customer has not planned to buy before entering the store". The term "impulsive buying" was used by Kollat and Willet (1967) to describe an unplanned purchase made in a store environment reminding shoppers of their shopping needs, as well as products that meet those needs but are not on their pre-shopping list. Buying impulses, according to Rook and Hoch (1985), start with a consumer's sensations and perceptions triggered by an external stimulus and are followed by a sudden desire to buy.

The study by Rook (1987) has prompted many marketing and consumer behavior scholar to place emphasis on determining the broad elements that drive the rise in impulse purchases. Impulse buying behavior of a consumer can be affected by all range of factors from external to internal. External cues are definite triggers linked to shopping or purchasing, which include sensory and environmental elements are at



the control of the marketer. Hence, internal cues, on the other hand, refer to the buyers' moods and feelings (Duarte, Raposo & Ferraz., 2013; Karbasivar & Yarahmadi, 2011; Wansink, 1994). Various studies have been conducted on investigating factors which associate with impulse buying behaviors.

Consumer behaviour is influenced by both external and internal factors, according to research (Kim, 2003). Internal factors denote a person's emotional state, mood, and self-feelings, among other internal states and qualities (Karbasivar & Yarahmadi, 2011). External or environmental cues include things like ambient signals in a store and marketing mix stimulus (Kim, 2003). Past studies have shown that elements such as in-store form presentation, visual merchandising, promotional, and economic effects (coupons and lower pricing) can entice customers to buy without any prior buying intention (Kim J., 2003; Karbasivar A et. al., 2011 and Tendai M et al., 2009). "Impulsive buying" is defined by Muruganatham and Bhakat (2013) as "an action taken without being consciously acknowledged or a buying purpose developed before to entering the store". When compared to the targeted purchasing behaviour, this phenomenon is more stimulating, less planned, and more based on ineluctable buying behaviour (Foroughi et al., 2013).

Kroeber-Reil (1980) contends that impulse purchasing is a responsive behavior and regularly includes an instantaneous reaction to a stimulus. Impulse purchasing might happen due to marketers' environmental influences with proper utilization of merchandising stimuli (Rook, 1987) and atmospherics (Kotler, 1974). Impulse buying research has risen and has included ways merchandising stimulus influences impulse buying and it is suggested that impulse purchasing behavior results from the experience to stimulus in the shop. The effect of stimuli such as shelf positions, promotion





campaigns, product price, packaging, mass distribution of products, store atmosphere and price is studied and becoming critical for impulse buying as compared to preplanned purchase decisions (Beatty & Ferrell, 1998; Dursun, et al., 2013; Fam, Merrilees, Richard, Josza & Li, 2011; Hulten & Vanyushyn, 2011; Mattila & Wirtz, 2008; Pentecost & Andrews, 2012; Rook, 1987). Even though impulse purchases may not possess an exact objective when purchasing a product in a shop, the exposure to the external stimuli may spark their need to buy a product impulsively.

The initial conception of impulsive buying involves the central idea of a product functioning as a stimulus which is essential in defining the impulse purchases categories (Stern, 1962). Studies have discovered that specific products are purchased more impulsively as compared to other products (Duarte et al., 2013; Harmancioglu, Finney & Joseph, 2009; Stern, 1962; Tinne, 2010). Scholars regarding a product as a stimulus is one of the best points of interest which somehow a traditional physical retail store can offer, the ability to interact with an object on a multisensory level (Alba et al., 1997; Rosen & Howard, 2000). However, Stern (1962) also implies that stimulus could be something other than the product itself. Henceforth, studies that are dependent on a product functioning as the stimulus is deficient as it fails to fully understand the essence of impulse buying (Sreedhar & Debra, 2004).

When individuals are more sensitive to stimuli, it is more probable that they purchase on impulse, hence the trigger phase or the factor is of utmost importance. Those who are more inclined to impulse buying are more likely to encounter impulsive purchasing stimuli. This is where the stimulant become an overwhelming motivator that leads to action (Sundtrom et al., 2013).



According to Bellenger, Robertson and Hirschman (1978), gender has no significant stimulus on impulsive buying behaviour whereas according to the study by Dittmar et al. (1995) and Wood (1998), women have an inclination to display impulse buying behaviour. Kollat and Willett (1967) established that women have a tendency to buy more on impulse as compared to men and Cobb and Hoyer (1986) discovered that males tend to spend more money on impulse.

Green et al. (1994) and Woods (1998) through their research established that there is a negative correlation between age and impulse buying behavior. According to Lin and Lan (2005), there seems to be a clear link between age and impulse purchase behaviour. Eysenck et al. (1985) revealed that young customers are more impulsive as paralleled to the older customers and Logoue and Chavarro (1992) found that they largely exhibit lesser restraint.

Hendon et al (1988) explained that consumers who are in a better or higher occupation make a shopping list in advance and plan their purchases wisely whereas according to Dittmar et al., (1995) and Wood (1998), consumers tend to buy thoughtlessly if they have a low professional standing.

According to a study by Peter and Olson (1999), there is a significant link between the impulse buying behaviour and educational qualifications of customers. Wood (1998) revealed that customers with higher qualifications make premeditated purchases while the ones with lesser educational qualifications might indulge in more impulsive buying.

According to Bloch and Richins (1993), married customers indulge less in impulse buying as compared to unmarried ones as they no liabilities and responsibilities.



It was also revealed by Dittmar et al. (1995) and Wood (1998) that customers who are unmarried have a higher tendency to purchase impulsively as compared to married customers as they have responsibilities to take care of.

According to Ailawadi, Neslin and Gednek (2001), customers who limit their time spent in a store might not tend to show impulsive buying behaviour. When customers, while visiting retail stores don't limit the time spent, they may possibly be expected to shop impulsively as they get swayed by in-store stimuli. According to Bucklin and Lattin (1991), customers who collect in-store information are more susceptible to buy impulsively than the ones with the shopping list. Thomas and Garland (1993) found that customers who make a shopping list in advance spend less money than the ones who don't make any shopping list.



According to the Nespitt (1959), implying that shoppers would not plan their purchases and instead look for and take advantage of in-store promotions to increase their purchasing power (Piron, 1991; Stern, 1962; Kang, 2013).

Pricing power is a significant factor in today's market, as the ordinary consumer would choose a product that is less expensive than one that is more expensive. Whilst brand image is important, the money quotient is the most important determinant in consumer behaviour. The consumer is influenced by the product's pricing to purchase a product that he or she wants (Richins, M. L., & Dawson, S, 1992).

Studies on consumer behavior in buying decision process have been conducted, with the intention of determining factors, the two external and internal. Internal factor relates to personal characteristics or cues making him or her engage in impulse buying behavior. External factor refers to commercial cues or stimuli presented and managed



by the marketer in an attempt to entice customers to have an impulse buying conduct which relates to situational – store environment and products, that influence impulse purchases (Amos et al., 2014; Laura & Carlos, 2018; Muruganatham & Bhakat, 2013; Badgaiyan & Verma, 2014). Impulse buying is when a customer experiences a relevant stimulus in a retail environment, they can be induced to behave in a certain way (Piron, 1991).

## 2.5 Review of Relevant Theoretical Models

In this subsection, relevant theoretical models to the research models are reviewed and discussed. It includes explanation on the evolution of the theories and the relevancy of them towards the research framework in detail.

### 2.5.1 Cue Utilization Theory

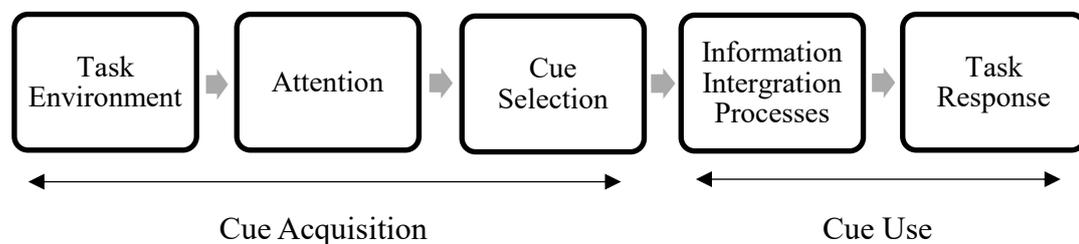


Figure 2.3. Simplified Model of Cue Utilization Process. Adapted from Olson, 1978.

The theory to be used in this study is the cue utilization theory. This theory was developed by Olson & Jacoby (1972), which involves the cue acquisition and integration of information derived from the external environment to form the desired response. This theory posits that products usually comprise of cues that function as substitute indicators of quality to customers. Furthermore, each cue offers a foundation

for the development of numerous impressions of the product (Jacoby, Olson & Haddock, 1971; Richarsson et al., 1994). Other than being of interest in its own right, product impression is strongly related to actual purchasing behavior (Dwivedi & Merrilees, 2013; Fejes & Wilson, 2012; Jacoby, 1971). In other words, shoppers would “utilize” the “cues” available for a product to make purchasing decision.

The criticality of product cues can be understood through Cue Utilization Theory (Olson & Jacoby, 1972). It aids us to comprehend how customers process product cues to evaluate the product and conduct buying decisions. Clement, Kristensen and Grønhaug (2013) noted that this theory is built on the belief that “consumers might formulate a set of personal criteria, explore several options, evaluate them and then select the best among alternatives”. However, in actual, Acebrón and Dopico (2000) explain that customers create “inferences about products from cues available in the sales outlet”. Moreover, Lee and Lou (2011) mention that customers depend on product cues to assess and make a proper purchasing decision.

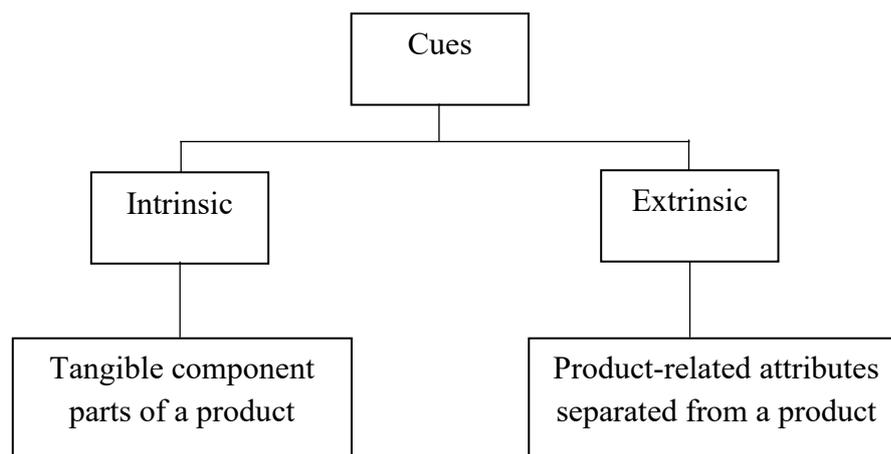


Figure 2.4. Types of Cues. Adapted from *Richarsson et al., 1994* and *Reimer & Kuehn, 2005*

Cues are categorized into two distinguishable types, namely, intrinsic and extrinsic cues. Extrinsic cues are product-related attributes separated from the product, for instance, brand name and price. Extrinsic cues do not alter the product in any way (Richarsson et al., 1994). It does not exist in physical form in the product. It is flexible and can be changed relatively easily (Reimer & Kuehn, 2005). They are separated from the product or in short, not “inherent” to the product.

Intrinsic cues, on the other hand, physically exist in the product, physical component of a product that contribute to its practical performance such as its material and size (Grohmann, Spangenberg & Sprott, 2007; Reimer & Kuehn, 2005). The intrinsic cues are “inherent” to the product and in other words, they “make up” the product. Therefore, the physical properties of the product would be altered if the intrinsic cues are manipulated (Richarsson et al., 1994).

Lee and Lou (2011) explain the difference between extrinsic and intrinsic cues, remarking that “extrinsic cues, when compared to intrinsic cues, are more general and applicable to a wider range of products, whereas intrinsic cues are specific only to a particular product”. Extrinsic cues incline to be extremely noticeable information that customers can effortlessly understand than intrinsic cues. Thus, “consumers are generally more familiar with extrinsic cues than intrinsic cues, and thus tend to rely more heavily on them when evaluating products” (Lee & Lou, 2011).

The cue utilization theory by Olson and Jacoby (1972) states that cues can be measured by their confidence value (CV) predictive value (PV). These two types of values are used for production evaluations and final purchase decisions (Woodside, 2012). Following Richarsson et al. (1994), the predictive value (PV) is the extent to



which consumers connect a given cue with buying intention. Sullivan and Burger (1987) define PV as “a measure of a consumer’s perception that a cue is a valid indicator of one or more subjective attributes”. Also, it is “the degree that consumers link a certain cue to product, which expresses the reliability of the cue and accuracy of judgment” (Yang, 2012). Meanwhile, confidence value (CV) refers to the extent to which customers are confident in their capability to utilize and assess that cue correctly (Fejes & Wilson, 2012; Richardsson et al., 1994).

Olson and Jacoby (1972) indicate that extrinsic cues possess a higher inclination to be used when existing intrinsic cues possess low PV and CV, and a reduced tendency to be utilised when available intrinsic cues possess high PV and CV (Olson & Jacoby, 1972; Yang, 2012). Extrinsic cues are particularly used when consumers have low confidence with a product’s intrinsic cues which mean that the cues have a low confidence value (CV) compared to the predictive value (PV) (Rao & Monroe, 1988). In conclusion, intrinsic cues are only utilized in consumers’ product assessment process when cues have high CV and PV (Castleberry & McIntyre, 2011).



Cue Usage as a Function of the Interaction Between  
Confidence Value (CV) and Predictive Value (PV)

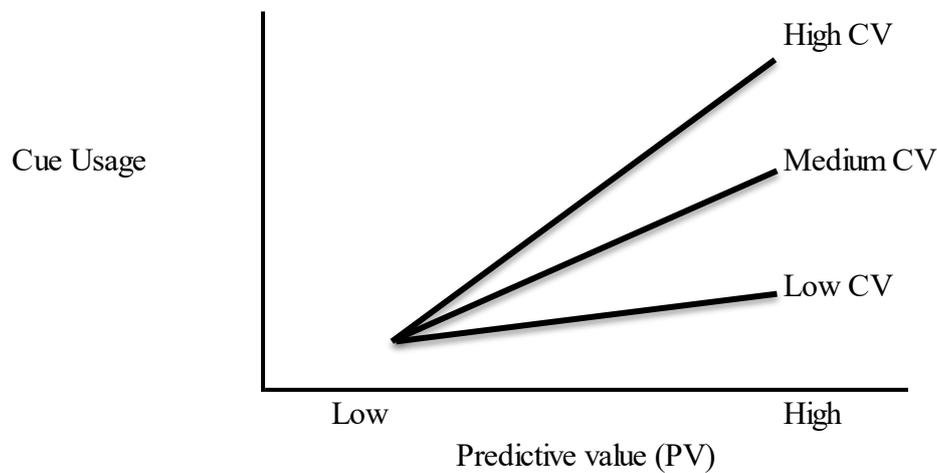


Figure 2.5. Cue Usage as a Function of the Interaction between Confidence Value (CV) and Predictive Value (PV). Adapted from *Heimbach, Johansson and MacLachlan, 1989*.

Table 2.3

*Usage of Extrinsic Cues Depending Degree of Predictive Value (PV) and Confidence Value (CV) in Intrinsic Cues*

Measurements of Intrinsic Cue		Cue Usage
Confidence Value (CV)	Predictive Value (PV)	
Low	Low	Extrinsic Cue
Low	High	

Adapted from *Zeithaml, 1988*.

This parallels a study by Zeithaml (1988) whereby extrinsic cues are utilized as indicators when the customer is functioning without sufficient knowledge of the product's intrinsic qualities. This circumstance may occur when the customer has minimal or no experience with the product, scarce time or awareness to assess the intrinsic qualities. This is well explained while the customer is incapable of evaluating

the intrinsic cues of the unfamiliar brand, when the recognized brand is favored. Table 2.3 above shows the usage of cues depending on different degrees of Confidence Value (CV) and Predictive Value (PV) in intrinsic cues.

Richarsson et al. (1994) proposed the argument that consumers have a tendency to put on additional weight on extrinsic cues compared to intrinsic cues when it comes to evaluation and forming impressions. This view is supported by Zeithaml (1988) where extrinsic cues serve as ‘value signals’ of a product, hence concluding that customers’ evaluation on the product is determined mainly by the extrinsic cues rather than intrinsic cues.

There is indication that extrinsic cues which encompass brand name and price are more familiar, cohesive and understood compared to the intrinsic cues (Richarsson et al., 1994). This is reinforced in Immonen’s (2010) research where it is highlighted that respondents make additional assessment of the product by evaluating the extrinsic qualities than on intrinsic qualities.

Table 2.4

*Confidence Value (CV) and Predictive Value (PV) of Intrinsic and Extrinsic Cues*

Measurements	Cues	
	Intrinsic	Extrinsic
Predictive Value (PV)	High	Low
Confidence Value (CV)	Low	High

Adapted from *Richarsson et al., 1994* and *Wells, Valacich & Hess, 2011*.

Richardsson et al. (1994) identified that the confidence value (CV) allotted to extrinsic cues is greater than that allotted to intrinsic cues (Richardsson et al., 1994; Wells, Valacich & Hess, 2011) which translates that customers feel more assured in their capability to assess the product using the packaging and other extrinsic cues, than the intrinsic qualities of the packaged products. The predictive value (PV) allotted to intrinsic cues is identified to be higher than extrinsic cues (Richardsson et al., 1994) which translates that consumers believe that intrinsic qualities have a more direct influence on product compared to extrinsic cues. Additionally, extrinsic cues can be defined by high CVs but low PVs while intrinsic cues are most likely typified by low CVs but high PVs (Richardsson et al., 1994) as shown in Table 2.4 above.

The cue utilization theory can provide understanding to investigate potential reasons for customers' judgement on a product. Extrinsically, many brands suffer from lower reputation due to the extrinsic cues they exhibit such as lower prices, a shabby place of outlet and so on (Richardson et al., 1988), and because extrinsic cues further elucidate the discrepancy in the perceptions on the product compared to intrinsic cues, which in other words mean that customers' dependence on extrinsic cues in product evaluation highlights an issue for retailers of store brands since these products contain extrinsic cue insufficiencies. And therefore, this will focus on extrinsic cues and how they affect consumers' impression on a product.

It is also important to find out the customers' perception of a product because it plays a big role in motivating purchases (Immonen, 2010). In other words, when a consumer is having good impression on the product, he or she has a higher tendency to purchase it. Therefore, various marketing strategies can target extrinsic cues since they influence greatly the consumers' tendency to buy.



Applying cue utilization theory, the five extrinsic cues (price, store atmosphere, country of origin, brand reputation and market share) serve as the stimulus from the shopping environment. These cues will eventually attract attention and interest of consumers. Not only that, information integration process and task response are the next. These cues may effectively influence consumers' mind, perception and feeling, and hence respond with favorable consumer behavior, such as staying longer in store. The whole process involves cue acquisition and cue use, which is going to affect impulse buying.

This study is to find out how various extrinsic cues affect impulse buying behavior of consumers. To explain further, similar to the cue utilization theory, this study seeks to understand how consumers reflect their impulse buying behavior through utilizing the extrinsic cues. For this study, the extrinsic cues which are going to be investigated are price of product, store atmosphere, brand reputation, country of origin of product and market share of product, and how these affect the impulse buying behavior among working ladies.

### **2.5.2 Mehrabian-Russell Theory**

The theory of Mehrabian-Russell (M-R) was introduced by two environmental psychologists, Albert Mehrabian and James Albert Russell in 1974. M-R model including different environmental approaches causes several emotions, thus influencing individual's feedback to the environment with either positive or negative reaction (Mehrabian & Russell, 1974).

In this research, Mehrabian-Russell model (M-R model) is adopted, applying price, brand reputation, country of origin, store atmosphere and social influence as



stimuli on consumers' impulse buying behavior. This model has excluded the uncontrollable potential factors that affect the impulse buying behavior, such as time available. Hence, the modified model will still focus on the investigation of how price, brand reputation, country of origin, store atmosphere and social influence affect impulse buying behavior of working ladies.

The fundamental proposition of M-R theory is the cause of the environment on behavior intervening by emotional response. This theory is adopted and extended from the Stimulus-Organism-Response (S-O-R) framework to understand how people respond to physical environment (Mehrabian & Russell, 1974).

In M-R model, the association between stimuli, emotional states and behavior is conceptualized within the S-O-R model (Donovan & Rossiter, 1982; Eroglu, Machleit, & Davis, 2001). The S-O-R framework assumes that the environment including social (S) and physical has a motivating cause towards evaluation of people (O), thus generates behaviors (R).

Likewise, the M-R theory states the role of emotion that is led by various sets of environmental stimuli in influencing human actions in numerous scenarios (Mehrabian & Russell, 1974; Mehrabian, 1980; Russell & Pratt, 1980).

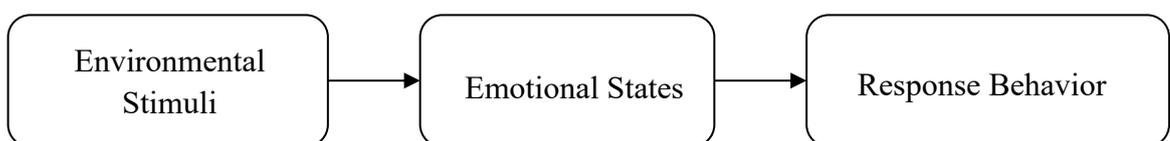


Figure 2.6. Model of Mehrabian-Russell Theory Process. Adapted from *Mehrabian and Russell (1974)*.

M-R model assumes that feelings affect the behaviors of individuals whether they approach or avoid an environment. Researchers have tested this M-R model on customer behavior and attitude in various contexts such as theme parks and museums (Bigne, Andreu, & Gnoth, 2005), retail stores (Babin & Babin, 2001; Donovan & Rossiter, 1982), banks (Baker, Berry & Arasuraman, 1988), hotels (Barsky & Nash, 2002), and online retailing (Eroglu, Machleit, & Davis, 2001).

By employing the Mehrabian-Rusell environmental psychology model, research from Pun (2014) has aimed to explore the relationship between store atmospherics and emotional states, and how these can influence customers' impulse buying behavior. Results show that impulse buying behavior was positively associated with customers' emotions and store atmospherics (Pun, 2014).

The M-R framework underlines three dimensions where environmental stimulus (Stimulus) is related to complex human behaviors (Response) within the environment, which is mediated by individuals' emotional states (Organism) (White, 1993). Based on Bagozzi's framework (1986), environmental stimuli are those external factors which consist of varieties of marketing mix and environment determinants.

The emotional states are represented by affective and cognitive evaluation (Zeithaml 1988; Mehrabian & Russell, 1974). Affective evaluation is a judgment of something as favorable, delightful, appealing or desirable (Russell & Snodgrass, 1987), while cognitive evaluations are associated with rational process within consumer perception (Singh, 2006).

The response behavior represents the final outcomes, including attitudes and reacting behaviors (Bagozzi, 1986). Mehrabian and Russell (1974) propose approach-



avoidance behavior which includes the actions resulting from internal states. Approach behaviors are positive responses while avoidance behaviors are the desire to leave or detach from the environment (Lee, 2009).

M-R theory was developed based on S-O-R framework to investigate how types of environment stimuli will affect a behavior of impulse buying. Mehrabian and Russell (1976) state that environments include a variety of stimuli. The stimuli which researchers use in this research are internal stimuli, product characteristics, store atmospheres, and situational factors, which in turn, influence the dependent variable of impulse buying behavior. Since organism is the mediating variables (O) that represent emotions and feelings (Moore, 1996) similar to internal stimuli, it is adapted as one of the research independent variables.



Cao's study (2016) which stating the lead to consumer response by the environment (Singh & Dash, 2012). Based on Ayadi & Cao (2016), as for this approach, the behavioural response (R) will form after the consumer internal responses (O) react to the atmosphere as stimulus (S). Both studies are emphasizing on the ambience is the most important determinant to the shopping in terms of differentiating themselves from the competition. There are studies which shown the effects on patronage intentions and behaviors are influenced by the environment (Bitner, 1992; Calvo-Porrall & Lévy-Mangín, 2018).

### 2.5.3 Stimulus-Organism-Response

The Stimulus-Organism-Response (SOR) paradigm underpins Mehrabian and Russell's psychology model. Two assumptions are made by the model. First and foremost,



customers' emotions influence what they do and how they do it. Second, clients react to diverse situations with different sets of emotions (Tai & Fung, 1997). Through emotions generated within the consumer, the SOR model links stimulating elements of an environment (S) to approach-avoidance behaviours (R) (O). In a nutshell, the SOR model highlights the link between stimuli in the environment and their impact on an individual's behaviour (Figure 2.7).

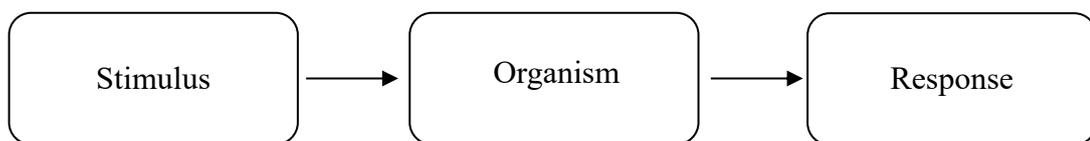


Figure 2.7. Stimulus-Organism-Response Model. Adapted from *Mehrabian and Russell (1974)*.

Stimulus which is identified as input is the predecessor. There are two categories of stimulus which are selling environment and the surrounding mix. The selling mix comprises of place, item, promotion, cost, (4 P's), representing these promotion device mix marketers for the programmable choice variable. Marketing of the setting comprises those reasons which influence marketing choices and customer choice-making.

For organism, advertisers need to identify and observe how shoppers comprehend the information or stimulus and how they react to the marketing setting. The inclusion of factors here includes customers' qualities, and the examination of buyers' psychological profiles and sociocultural profiles that the advertisers acquire. Customers' decision-making process is influenced by their demographic and psychological characteristics, as well as marketing programmes and the environment. Hence, the customers' decision-making process are determined by the marketing



program and environment and along with the consumers' psychological and demographic profiles.

Response is also referred as output which refers to the consumers' reaction or response that resulted from the consumers' decision after being exposed to the stimulus. Example of responses are the consumers' the choice of brands, evaluation, buying venue and product. These results typically summarized and construed to selling goals factors as customer happiness and brand loyalty, and sales.

In the United States, the SOR framework has been adopted several studies supporting the situation in relation to the customer's buying behaviour (e.g., Baker et al., 1994; Donovan et al., 1982). Consumers' moods and behavioural responses are influenced by retail shop designs that shape a retail location (Rom, et al 1976).



In brick and mortar retail store setting, the product and environmental variables are the stimuli (S) that drive consumers' internal emotional states (O), which then influence their behavioral responses (R). Donovan et al., (1982) tested the relationship between organismic and response factors using the SOR framework in a retail store context. They suggest that product and ambient cues affect customers' emotional states in ways that they may not be completely aware of, but that the stimuli can influence consumers' approach or avoidance behaviour indirectly. In activities such as store patronage, approach or avoidance behaviour might be noticed for longer time. Sherman et al., (1986) employ the SOR framework and back up Donovan's results et al., (1982) on the link between the emotional experiences of customers and impulse buying behavior.





The SOR framework has also been studied in the context of online buying, with online atmospherics replacing retail atmospherics (Mummalaneni, 2005). The online impulsive buying behavior can be described using an idea in which customers are revealed to the stimulus, organism, and lastly response that will be further discussed. Additionally, customers' responses and purchasing habits can be influenced by the online environment (Eroglu et al 2001; Menon & Kahn 2002; McKinney 2004). Zhang, Hu & Zhao (2014) applied SOR framework in their research, using social interaction as stimulating cues, as an organism, customers see usefulness and pleasant emotion, which leads to a desire to buy impulsively as a response.

This state can be described as when the customers are revealed to the stimulus or input that captured their interest. In this study, the website attributes refer to web security/privacy, website design, and online shopping service. As consumers have a positive view in terms of the website's quality, these people are more probable to possess the pleasure derived from shopping which has become the outcome of the living process.

The condition of organism refers upon the client begins having views, sentiments and perceptions after revealed to the stimulus offered by the online retailers. The psychological profiles of these customers might affect their decisions. When the customer is pleased in the input, later the customer will potentially make the while approval is being extended evasion may happen or not.

Finally, the state of reaction referred as the SOR model's ultimate result of the production. Effective completion of the earlier states would ensure that the customers have finalized their decisions. In a situation where a potential customer is exposed to the





stimuli and is interested when surfing the Internet, that potential customers has completed an impulsive decision. Hence, this investigates the extent of influence the websites attributes have on online impulsive buying behavior.

## 2.6 Prior Reviews of Impulse Buying Behavior

Instead of buying behavior, academia has paid significant attention to impulse buying behavior throughout the last six decades as it has attracted the attention of academicians and practitioners worldwide (Laura & Carlos, 2018). Various scholars have contributed significantly to provide thorough literature on impulse buying behavior (Beatty & Ferrell, 1998; Clover, 1950; Hausman, 2000; Peck & Childers, 2006; Rook, 1987; Rook & Fisher, 1995; Rook & Fisher, 1987; Rook & Gardner, 1993; Rook & Hoch, 1985; Stern, 1962). Impulse buying has aroused the interest of researchers and organizations which have tried to understand the psychological underpinnings of this behaviour, as well as impulse temptations, to boost sales (Beatty & Ferrell, 1998, Kacen & Lee, 2002; Kacen, Hess & Walker, 2012; Amos et al., 2014).

Impulse buying behavior seems to have a long-standing bad connotation, however in today's world, impulse buying behavior is contrary to the popular belief. Thus, customers do not regard individual purchases as “retrospective and wrongly” made (Crawford & Melewar 2003). As a matter of fact, no universally accepted definition of impulse buying behavior. The majority of definitions, therefore, share the view that impulse purchases are unexpected (George & Yaoyuneyong 2009). Impulse buying behavior is a behaviour that occurs without such presence of a previously identified problem or the formation of a purchasing purpose prior to entering a business (Malin et al., 2013).



Abratt and Goodey (1990) discovered that the investigation of impulse purchasing in grocery stores could attract the attention of producers and vendors globally. Piron (1991) endeavors to characterize impulse purchasing by looking into previous literature and identified that previous literature's comparison between impulse purchasing and unplanned purchasing to be similar (Clover, 1950; West, 1951), and advances his discoveries, taking into account managerial interests. In this context, managerial interest denotes the emphasis on product sales.

Beatty and Ferrell (1998) and Kotler (1974) expanded the study by investigating the antecedents of impulse purchasing and investigated according to in-store perusing impacts impulse purchasing behavior. Several scholars propose that products function as stimuli, as in a buyer's ability to independently test a product on a multisensory premise (Alba et al., 1997; Rosen & Howard, 2000). As per Beatty and Ferrell (1998), Products are powerful stimulants in consumer behaviour and have a strong influence on the character of impulse purchases. Several things, such as clothing and music, project self-identity is purchased on an impulse while others are practical merchandise which is seldom purchased impulsively. Studies found that impulse buying behaviour could be explained by looking at the context in which it occurred, as well as the influence of environmental stimuli and emotional components, as early as 1967 (Kollat & Willett 1967).

A psychological model by Rook and Hoch (1985) which was constructed from consumer impulse purchasing behavior situations, has improved the comprehension of impulse buying. Studies were conducted focus on psychological factors such as consumer traits, emotional or cognitive reactions (Chen, 2011; Chen & Lee, 2015;



Jeffrey & Hodge, 2007; Liu, Li & Hu, 2013; Mesiranta, 2009; Shahjehan, Qureshi, Zeb & Saifullah, 2012; Verhagen & Dolen, 2011; Youn & Faber, 2000). However, this study does not examine internal factors since these factors which include socioeconomic and social factors currently receive minimal attention (Lim & Yazdabifard, 2015).

In a study of Sengupta Anirban (2008) titled "Emergence of modern Indian retail: a historical perspective," modern retail emergence in India is not solely caused by increased consumer purchasing power. Here, unorganised retailers and manufacturers and also play a significant role in the macro-level process. The trigger was from of sources at the micro level, including an entrepreneurial desire to offer enhanced services to consumers, a social desire to offer relief to the masses with lower prices, and a desire to capitalise on emerging business opportunities presented by the ever-changing business environment, among others.

Customers cognitively assimilate objective information about the product or retailer and construct a perception of the benefit they bring (Anic, 2010). Furthermore, he claims that customers show their preferences for stores, brands, and other marketing stimuli by displaying a favourable or unfavourable attitude, which might influence their purchasing intention and purchases. This allows marketers to drive impulsive buying among consumers to increase total sales revenues, proving that impulse buying behaviour plays a significant role in modern businesses (Alton, 2016; Barros, 2006; Foroughi, Buang, Senik, & Hajmisadeghi, 2013).

In many instances, impulse buying is prompted by external factors as the initiator of impulse. Thus, understanding the influence of external factors on a customer





is crucial to thoroughly comprehend the reason for impulse buying (Kannan & Vinayagamoorthy, 2014). Due to much focus given by past researchers on marketer-oriented factor/external cues, this study reviews the weight and importance of this area to contribute to the impulse buying behavior body of literature.

In the 1940s, the phenomena of impulse buying was initially recognised as an illogical habit (Luna & Quintanilla, 2000). Impulse buying has always had an adverse connotation yet the modern perspective of impulse buying contrasts that picture by claiming that customers don't see individual purchases as a mistake retrospective (Crawford & Melewar, 2003). Impulse buying does not possess a concrete meaning, yet, a majority of the meaning possess a mutual quality which states that impulse buying is unintentional (George & Yaoyuneyong, 2010). Impulse buying is formed before going into a store and without any purchasing intention (Verplanken & Herabadi, 2001).



Clover identified impulse buying in marketing literature for the first time in 1950, according to most experts (Rook, 1987; Piron, 1991; Tinne, 2010; Punj, 2011; Muruganantham & Bhakat, 2013). Clover's (1950) first research on impulsive buying behavior examined why several products are purchased impulsively. His findings then caught the interest of many which have contributed to the growing body of literature. According to Clover (1950), research in 154 locations in January and February 1948 to investigate the impulse buying relationship and retail environment and explained the research explains that impulse buying as a extemporaneous purchase.

Other scholars also contended that categorising impulse buying solely relying on unexpected purchases is oversimplifying the phenomenon (Stern, 1962; Kollat & Willett, 1969; Rook, 1987). The authors also said that while all unplanned purchases





might be called impulsive, this is not because all unplanned purchases are labelled impulsive (Koski, 2004). A consumer may make an unanticipated purchase merely because they require a product that has not been added to their shopping list in advance. Unplanned purchases aren't always driven by a significant desire or favourable sensations, which are commonly linked with impulse buy (Amos et al., 2014).

Following this, authors, for instance, Applebaum (1951), Stern (1962) and Kollat and Willett (1969), broadened the notion of proving that impulse purchase occurs after being exposed to a trigger. Applebaum (1951) defined impulse buying behavior as "having purchased that was apparently not planned by the customer prior to entering a business, but was rather caused by a stimulus provided by a sales promotional gadget within the store". Nonetheless, because the stimulus that triggered the impulse was solely a sales promotion device, this definition was deemed limited.

The topic of impulse purchase has a plethora of literature. In the research, an impulse buy initially, an unplanned purchase was defined as "the difference between a consumer's total purchases at the end of a shopping excursion and those indicated as anticipated purchases before entering a store" (Clover, 1950; Rook, 1987). The impulsive buying literature in marketing research has grown in popularity since his study. From then on, more scholars have developed and contributed to this concept.

Consumer buying behavior may differ owing to a variety of reasons such as convenience, selection, atmosphere, salesperson, locations, merchandising policy, credit and promotional activity (Anselmsson, 2007). Despite that, several factors influence the consumer buying behavior which are generally uncontrollable including cultural, personal, psychological, social and economic factors (Gartenstein, 2018).





In a study by Laure and Carlos (2017), it was discovered that impulse buying tends to occur offline than online. Impulse buying is characterised by the ability of the senses to elicit a rapid response, as well as a high hedonic part leading to a decision without any consideration (Sharma et al., 2010). As a result, the physical store continues to outperform the internet channel in terms of sensory stimulation, stimulating the unconscious and emotional responses that lead to the purchase impulse to a higher level (Peck & Childers, 2006; Krishna, 2012).

Because of the convenience it provides many individuals, online shopping has grown in popularity in the twenty-first century. When shopping online, all it takes is a single click to have the things delivered to the doorstep (Joonkyum & Bumsoo, 2014).

Purchasing through the Internet, on the other hand, only allows buyers to appraise things based on photographs, videos, and some provided information, exposing them to disappointment if the products do not fulfil their standards. The product photo, for example, could be an illustration that does not resemble the real image at all. On the other hand, traditional shopping is a completely different feeling than online purchasing. Customers must travel to a real store in order to touch, view, and feel the products in traditional shopping (Joonkyum & Bumsoo, 2014). As for the sensory experience, it plays a larger role in pushing buyers to make impulsive purchases based merely on the stimulus. Customers are more likely to be satisfied and willing to make purchases if they can handle something in their hands and physically inspect it for faults (Tan & Yazdanifard, 2015).

Apart from the physical stores, online stores could also know a thing or two from this study. Over network system and electronic mechanism, business pattern and





revenue have significantly been influenced as people can now perform business transactions through network (Ben-Shabat, Moriarty, Nilforoushan & Yuen, 2013). In this new era, many companies have expanded their businesses via online internet in order to survive in this highly competitive business world. In another way of saying, the fame of electronic commerce has caught the attention of marketing practitioners and merchandisers as well. Buying can be very convenient through internet, at the same time, impulse buying would be easily happened too (Lim & Yazdanifard, 2015). Hence, online business could look into the extrinsic cues discussed in this study to attract more customers and increase their sales volume. Recognizing impulse buying is common and prevailing, merchandisers are able to take its advantage to their respective business dealings regardless the business nature.

Although internet serves abundant of information related to the products such as product specifications, measurements and other relevant information, yet checking and inspection on the products is impossible, doing shopping online (Eroglu & Machleit, 1993). Seeing, touching, smelling, hearing, and/or tasting something causes you to be involved in an impulse buying (Underhill, 2009). Nonetheless, because online have different power to activate the five senses as a physical store, it may be less conducive to impulse purchases than the offline channel (Kacen, 2003; Koski, 2004; Moreira et al., 2017). Online retailers can only arouse the senses of hearing and seeing, and they can't take any action (for the time being) to appeal to another senses. Furthermore, studies by Sharma et al. (2000), Gupta (2011), and Kearney (2013) found that shopping in a physical store led to greater impulse buying than shopping online. Hence, online buying is not appropriate and is not the subject of this research and the focus of this research is on real brick and mortar stores.



Table 2.5

*Summary of Past Empirical Studies on Impulse Buying Behavior*

Study	Year	Findings
Clover	1950	First to study impulse buying mix and pointed out that some product categories are more sold on impulse.
Stern	1962	Defined impulse buying behavior by classifying as planned, unplanned, or impulse, also suggested that some product-related factors that might predict impulse buying.
Kollat & Willett	1967	Argued that consumer's characteristics and demographics influence the impulse purchases.
Weinberg & Gottwald	1982	Emphasised that Impulse buyers show greater emotions such as amusement, enthusiasm, joy and delight when compared to planned buyers.
Rook & Hoch	1985	Argued that impulsive shoppers tend to enjoy shopping more and the impulses is result of consumer's sensation and perception driven by the environmental stimulus.
Rook	1987	Introduced the concept of consumer impulsion as a lifestyle trait, which can be linked to materialism, sensation seeking and recreational aspects of shopping.
Iyer	1989	Described impulse buying as a special case of unplanned buying.
Abratt & Goodey	1990	Suggested that in-store stimuli such as POP posters can increase impulse buying behavior.

*(Continued)*

Table 2.5 (Continued)

Study	Year	Findings
Han et al.	1991	Introduced the concept of fashion-oriented impulse for buying the new fashion products.
Piron	1991	Defined impulse purchase based on four criteria-Impulse purchases are unplanned, decided "on the spot", stem from reaction to a stimulus and involve either a cognitive reaction, or an emotional reaction, or both.
Hoch & Loewenstein	1991	Observed that it is people and not the product that experiences the urge to consume on impulse. Suggested that buying may beget more buying by loss of self control.
Rook & Gardner	1993	Defined impulse buying as an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favour of immediate possession. 'Customers' mood states may result in impulse purchase behavior.
Rook & Fisher	1995	Introduced impulsiveness as a personality trait and defined as consumer's tendency to buy spontaneously, non-reflectively, immediately, and kinetically.
Dittmar et al.	1995	Found that gender influences the impulse buying and purchase of a product impulsively could be motivated by the self concept.

(Continued)



Table 2.5 (Continued)

Study	Year	Findings
Wood	1998	Stated that a socio-economic factor of individuals such as low levels of household income indulges into impulse buying.
Bayley & Nancarro	1998	Suggested that impulse buying behavior is a complex buying process and the rapid decision process during shopping, prevents deliberate consideration of alternative information and choices.
Hausman	2000	Proposed that shopping experience may encourage emotions such as feeling uplifted or energized. Consumers shop not only to buy but to satisfy their different needs.
Youn & Faber	2000	Suggested that both positive and negative feeling states of consumer are potential motivators for impulse buying.
Kacen & Lee	2002	Described that cultural forces could impact impulse purchasing of Individuals. People having Independent self concept engage more in impulse buying.
Zhou & Wong	2004	Found that retail store environment such as POP could affect the impulse buying.
Jones et, al.	2003	Empirically tested that product-specific impulse buying is affected significantly by product involvement and it is an important factor supporting impulse buying tendencies.
Luo	2005	Found that the presence of peers increases the urge to purchase, and that the presence of family members decreases it.

(Continued)



Table 2.5 (Continued)

Study	Year	Findings
Verplanke n et al.	2005	Proposed that negative rather than positive affect is a driving force behind chronic impulse buying. The impulse buying could further result in curing negative state of mind.
Park et .al	2006	Studied the fashion and hedonic aspects of impulse buying. Hedonic consumption has an indirect effect on fashion-oriented impulse buying. Fashion oriented people are pleasure and enjoyment seeking.
Peck & Childers	2006	Found that touch increases impulse purchasing as the distance between product and consumer decreases (proximity). Suggested that point-of-purchase signs, displays, and packaging encouraging product touch may increase impulse purchasing.
Kaur & Singh	2007	Studied the impulse buying aspects of Indian youths and found that shopping enjoyment and the sensory stimulants influences impulse buying.
Mattila & Wirtz	2008	Found that store environmental stimuli such as social factors (perceived employee friendliness) positively affect impulse buying behavior.
Silvera et al.	2008	Studied the impact of emotions and inferred that impulse buying is influenced by the 'affect' or emotions of the consumer.

(Continued)

Table 2.5 (Continued)

Study	Year	Findings
Dawson & Kim	2009	Studied the affective-cognitive aspects and found significant relationship between a person's affective and cognitive state and their online impulse-buying behavior.
Harmanci oglu et al.	2009	First to study Impulse buying of new products and suggested in case of new product: product knowledge, consumer excitement and consumer esteem – drive impulse buying behavior.
Yu & Bastin	2010	Hedonic shopping value of an individual lead to impulse purchases and are inextricably related to each other.
Sharma et al.	2010	Studied the variety seeking behavior of impulse buying. They found the variety seeking individuals are more prone to impulse purchases.
Chang et al.	2011	Observed that the positive emotional responses of consumer to the retail environment result in impulsive purchases.
Krishna	2012	Physical store continues to outperform the online channel in terms of sensory stimulation, stimulating to purchase impulsively.

(Compiled for the research)

## 2.7 Prior Reviews of Factors Influencing Impulse Buying Behaviour

This study is going to focus on marketer influence under external factors. The external elements of impulsive purchasing are defined as marketing prompts or contemplations that advertisers place and manipulate in order to attract people to purchase (Youn &



Faber, 2000). To be specific, this study assesses on influence of store, brand reputation, atmosphere, country of origin and social influence towards impulse buying behavior among working ladies. Prior reviews of each factor are discussed in the following.

### 2.7.1 Price

When marketers mention what they're doing as part of their product marketing obligations, the tasks related to pricing setting aren't always at the top of the priority list. According to Reda and Susan (2001), marketers are considerably more likely to describe activities such as promotion, product creation, market research, and other tasks that are considered to be the more fascinating and exciting aspects of the work. Nonetheless, because pricing is such a key influencing factor in customer purchasing behaviour, marketers must pay close attention to pricing (Pooja et al. 2018).



One of the factors that influence impulse buying of a product is price since low price convinces buyers that spending less (Koschate-Fischer, Diamantopoulos & Oldenkotte, 2012; Stern, 1962). Especially when it refers to a reasonable price that includes various forms of bargains or reductions. The chance to purchase a price-worthy product, with a discount or not, creates a robust positive sense or emotion among customers of needing to grab the chance to purchase a bargain (Sundstrom, et. al, 2013). Refer to study from Tsao et al. (2005), price can be an effective signal for a product. It can affect customer satisfaction consequently (Hanif et al., 2010; Sumaedi, Bakti & Metasari, 2011).

Goff (1995) suggested “prices can persuade even the most astute executives to purchase a product at an impulse” and is easier for kids to purchase small toys as pick-up items at the cashiers since they are inexpensive (Kellachan, 2002). Boorstin (1973)





labels the fundamental belief which Woolworth's successful business built on "Because an appealing object was offered at a low acceptable price, the consumer would purchase it if he needed it. But, if the price was small too and in a convenient coin, the customer might purchase it on the spur of the moment, regardless if he needed it".

Retailers employ promotions to entice customers to make additional purchases. Retailers employ a variety of promotional methods to attract customers and enhance sales. As per Nijs, Dekimpe, Steenkamps and Hanssens (2001), consumer purchasing behaviour, for instance, purchase time, quantity, product brand, and brand switching, is heavily affected by sales promotions. Furthermore, customer purchasing decisions are occasionally influenced by price sensitivity, and people are more drawn to promoted products (Bridges, Briesch & Yim, 2006). "The impact of sales promotions on consumer buying behaviour has been broadly expressed in numerous studies and researches. They have demonstrated that a variety of elements may influence consumer buying behaviour, whether to buy or not to buy" (Nagar, 2009; Smelser & Baltes, 2001).

Moreover, as per Schiffman and Kanuk (2004), consumer buying behaviour is involved with how customers choose the product they want and how that evaluation will be and its influence on future purchases. There exist four views for explaining purchase decisions and behaviour: economic view, giving the highest impact, followed by the passive, emotional and cognitive views. The authors also asserted that consumer buying behaviour concerns how consumers end up deciding what product they want and how that evaluation will be, and its effect on future purchases.

Research conducted by Huddleston, Whipple and VanAuken (2004) determined that promotions, as one of the key factors that affect store patronage which followed by





customer buying behaviour. According to Dolekoglu et al. (2008), quality is one of the most important variables influencing customer purchasing decisions followed by cost, frequent advertising, brand image and others. Ailawadi, Pauwels and Steenkamp (2008) stated that price and quality were cited as major variables in driving consumer behaviour. Kumar and Gopal (2009) believed that price and quality to be the most important determinants of consumer behaviour. Given importance of price being placed by researchers, it is having relatively high weightage in determining consumer buying behavior.

Banerjee (2009) found that promotion style affects the increment rate in market demand and is product category dependant in his study. Customers attempt to understand the product's promotional offer. As a result, the sort of advertising might have an impact on the rate at which market demand grows. When the correct product and promotion are combined, sales can be increased more effectively. It's a good idea to choose the marketing type after considering the product category, its features, and the target market. Freebies are preferred over promotional offers that can be easily translated into monetary terms, but they can impair the total worth of the product in the long run. Although a retailer discount is favoured over an advertised discount, it is associated with a negative image. Freebies with a hedonic value are the least liked, but have a higher perceived value.

Aggrawal (2010), in his thesis, approximately 79 percent of respondents believed that the pricing of a brand has a crucial influence on developing a positive brand perception. As a result, clothes retail organisations should concentrate on making their products more affordable. This seems to be the only way to reach the masses and increase revenue through increased sales and volumes.





However, Subrahmanian (2011), in his study, looked at the “buying behaviour of new-aged Indian women” in Chennai in terms of age, marital status, occupation, professional standing characteristics, and other aspects in order to discover the decision-maker and influencer for the purchases made by the women. A total of 200 women were gathered from the city of Chennai's various geographical districts. Women's value perception is multi-faceted and is more quality-focused. When it comes to price, women may not favour things that are overpriced or underpriced; instead, they choose products that are appropriately priced within an acceptable range. It shows that product price still plays the role when it comes to consumer buying behavior, pairing with other product attributes including product quality.

Agarwal and Aggrawal (2012) mentioned that, product cost has a significant impact on consumer impression when shopping for clothing. The analysis revealed that the branded segment is similarly impacted when it comes to pricing as a deciding factor when purchasing apparel. Users enjoy to use price as a deciding factor when selecting a brand, even if it is a luxury brand, since they believe that the price of a luxury brand conveys a higher sense of prestige.

In a study of Raturi, Sushil, Parekh and Vikram (2012) discovered that price, quality, prestige and physical appearance of National Brand have a significant relationship with purchase intention, while celebrity endorsement has a minor role.

As per Giuliana, Alexandre, Chen, and Perfi Gomes (2012), one of the factors that influence a consumer's purchase decision is pricing, giving a substantial impact on the benefits of buying a product or employing a service. Price can be accompanied by a "discount," which raises the purchaser's perception of the product's value. The value





is determined by the consumer's assessment of the product's benefits. Furthermore, the price discount is a popular strategy for providing a significant reduction in the purchase price.

According to the report, advertising cost is crucial by Karray and Martin-Herran (2008), being consistent with the study conducted by Rajagopal (2008) stated that point-of-sale promotional programmes became the primary strategy used by retailers in Mexico to attract new customers and maintain existing ones. According to the survey, regular customers are drawn to store brands during promotional offers, whilst new shoppers are drawn to the in-store atmosphere of volume discounts and sales promotions. In study managed by Mughal, Asif, Ammar and Bilal (2014), the authors investigated the effect of sales promotion on consumer purchasing habits. The buy-one-get-one-free promotion which is pricing discount in other words, seems to have a strong link to the purchasing behavior among apparel buying.

Tendai and Crispen (2009) looked at the impact of the in-store shopping environment on impulsive purchases by consumers. Vouchers and Coupons, store display, marketing and promotions, shop personnel actions, and pricing were all found to be drivers of impulsive buying in their study. A few of the conclusions is that economic considerations such as lower costs and promotional coupons are more likely to influence impulsive buying.

In a study of Narang (2011) sought to determine the function of psychographic qualities in apparel store selection among Indian youth. Focus groups and detailed interviews with retailers and young people were used as research tools. The information was gathered from young students (19 and 24 years). The results reveal that appealing





sales advertising strategies and the availability of chosen brands enticed “Disinterested Introverts,” the fashion-resistant category.

Earlier studies on impulse buying behavior has obtained interesting findings on the role of price in impulse buying behaviour. It has been suggested that low price of the product encourages impulsive buying behavior (Stern, 1962). With Dittmar and Drury (2000), impulse buying experiences by consumers as too good a bargain to pass with good price. Also in study by Youn and Faber (2000), items on sales are one of the most frequently endorsed cues for making an impulse buying.

In accordance with Samarin and Morini (2012), one of the most common marketing promotion strategies is price reduction, which is an important role in impulse buying as promotion can effectively stimulating impulse buying behavior. From studies conducted by Karbasivar and Yarahmadi (2011) and Kacen, et al. (2012), it has been established that there is a significant link between price discount and consumer impulse buying behavior, which means that price can significantly influence impulse buying behavior. Aligned with Iqbal, Akhtar and Lodhi (2014) and Sundstrom et al. (2013) identified that product price is significantly related to impulse purchasing behavior.

Price and impulse buying behaviour have a negative association, according to Kacen et al. (2012). Further strengthened by finding from Chuang, Tian and Lin (2013) and Syahrivar and Ardianto (2016), showing that product price is adversely associated to impulse buying behavior. To put it another way, the smaller the product price, the higher the occurrence of impulse buying behavior (Iqbal, Akhtar & Lodhi, 2014). Burrow and Bosiljevac (2011) studied that having promotion approach by cutting down price happened in order for the short-term incentives to be used in enhancing sales, with





the intention that the consumer will repeat the purchase without the incentives. This is because customers are easily attracted by lower price during sales promotion, ended with buying more items and more often (Duarte et al, 2013; Park, Kim, Funches & Foxx, 2012). In other words, customers' impulse purchasing is stimulated by low prices (Duarte et al., 2013; Lim & Yazdabifard, 2015).

Found in study of Sundtrom et al. (2013), lower price is vital to individuals projecting a positive effect, which encourages impulsive purchase. Customers have a tendency to be more impetuous when sales or price markdowns are promoted (Rizwan, Umair, Fiaz & Rashid, 2014). Cheaper goods are the key influence that persuades consumers to conduct impulsive buying (Lim & Yazdabifard, 2015; Syahrivar & Ardianto, 2016).



Fratto, Jones and Cassill (2006) investigated the notion of price tiers applied to

garment retailers and brands, according to an examination of aggressive rates among apparel retailers and brands. The retail garment business used price tiering as a tool for market positioning. By branding their retail shop formats or leveraging store brands as a vehicle of differential for a tier, retailers were adopting a price tier strategy. Thus, a price tier strategy could help retailers and brands succeed.

Looking at the significance of pricing cue, suggested by Mittal and Ruchi (2008) that retailer strategy for marketing can focus more on pricing attributes based on their positioning strategy unless they are unable to differentiate between tiers based on things other than price alone, this method will fail. According to Kanagaluru (2011), the retailer's perspectives of various techniques have been investigated in order to find a



solution to the organised retailers' danger. Price strategies are the most important element, followed by product strategies, according to the results of factor analysis.

Table 2.6

*Summary of Past Empirical Studies on Relationship between Price and Impulse Buying Behavior*

Study	Year	Findings
Stern	1962	Cheaper price is significantly affected impulse buying behavior.
Boorstin	1973	When the price is low enough, the buyer will buy it regardless of whether or not he requires it.
Goff	1995	Even the most astute CEOs might be swayed by price and purchase a product on the spur of the moment.
Dittmar & Drury	2000	Impulse buying experiences by consumers as too good a bargain to pass with low price.
Youn & Faber	2000	Items on sales are one of the most frequently endorsed cues for making an impulse buying.
Huddleston et al.	2004	Promotion is one of the key factors that affect store patronage which followed by customer buying behavior.
Ailawadi et al.	2008	Price and quality are given importance as important factors determining consumer behavior
Dolekoglu et al.	2008	Quality is the most important element influencing consumer purchasing behaviour, followed by price, frequent advertising, brand image, and others.

(Continued)

Kumar & Gopal	2009	Consumer behaviour is influenced mostly by price and quality.
Banerjee	2009	The sort of promotion has an impact on the rate of increase in market demand and is depending on the product category. Special offers that may be easily turned into monetary terms are preferable because they can affect the product's total value.
Tendai & Crispen	2009	Cheaper prices and promotional coupons are more prone to be influenced by poor customers in impulsive buying.
Aggrawal	2010	The importance of price in establishing a positive brand perception cannot be overstated with maximizing revenue by sales volume.
Hanif et al.	2010	Price fairness of undifferentiated products has a significant impact on customer satisfaction.
Burrow & Bosiljevac	2011	Sales was increased when retailers use sales promotion approach.
Karbasivar & Yarahmadi	2011	There is a strong link between price discounts and impulse buying behaviour by consumers.
Sumaedi et al.	2011	Price of tuition fees and teaching materials has a positive impact on student satisfaction from education institutions.
Narang	2011	Attractive sales promotions easily enticed the fashion-resistant group to make a purchase.

*(Continued)*

Table 2.6 (Continued)

Study	Year	Findings
Subrahmanian	2011	Female's value perceptions are multifaceted, and they place a higher emphasis on quality. Pricing isn't important to them, but most desire it to be reasonable and within their budget.
Agarwal & Aggrawal	2012	Pricing is an important factor when shopping for clothing because it has a significant impact on consumer perception.
Koschate-Fischer et al	2012	Low price convinces buyers to have impulse buying behavior.
Park et al.	2012	For lower price, young women are easily lured into purchasing more fashion items, both in frequency and quantity.
Samarin & Morini	2012	One of the factors that effectively stimulates impulse buying behaviour is promotion.
Giuliani et al.	2012	When it comes to the benefits of hiring a service and purchasing a product, the price has a huge impact on purchase decisions.
Kacen et al.	2012	The price of products is significantly influence impulse buying behavior.
Raturi et al.	2012	The study discovered that the price, quality, physical look, and prestige of a national brand had a considerable impact on purchase intention, but celebrity endorsement has a minor impact.

(Continued)



Table 2.6 (Continued)

Study	Year	Findings
Chuang et al.	2013	Product price is negatively related to impulse buying.
Duarte et al.	2013	Consumers' impulse buying is strongly encouraged by low prices.
Sundstrom et al.	2013	Price variable has a significant influence to customers having positive effect and encourages impulse purchases.
Bogolomova et al.	2017	Price promotion cause the sale increase in short period.
Zhang et al.	2017	Price is one of the most popular promotion that has certain influence on consumers' purchasing intention.
Khan et al.	2019	Sales promotion has become one of the most powerful tools to change the perception of buyers and has significant impact on their purchase intention.
Hosseini et al.	2020	Confirmed impact of price promotion on impulse buying behaviour of customers.
Kimiagari & Malafe	2021	Price attribute is direct predictor of impulse buying.
Lasarati & Yasa	2021	Price discount has positive effect on positive emotion which leads to significant effect on impulse buying.

(Compiled for the research)





### 2.7.2 Brand Reputation

A brand is a symbol, name, or other attribute used in the marketplace to distinguish a seller's goods or services (Fournier, 1998). Customers nowadays feel that a brand name is a sign of quality (Subramaniam & Venkatraman, 2001). Consumers nowadays are more prone to enjoying a comfortable and trouble-free life. They have come into possession of money and want to spend it on reliable items and services that are well worth the money they will pay. Even though the brands are expensive, but they prefer them since they are aware that they get their money's value from branded products (Sherlaker, 1995).

In today's society and way of life, brands are more than just a sign of a corporation or a product; they also define a person's overall life. How a person uses can represent his or her personal preferences, social standing, economic background, and a variety of other factors. How a person uses can represent his or her personal preferences, social standing, economic background, and a variety of other factors (Blattberg, Getz & Thomas, 2002).

Fernandez (2009) the impact of branding on youth's clothing choices is examined because it is assumed that they are brand-conscious. He recommends that brand-conscious clothing is the best choice, as it aids in the creation of an image and identity for them. In the Indian context, Verma and Tiwari (2011) discussed the medium to high potential consumers that multinational and national companies can target. This research examines the segment values of some of the most successful brands in India. According to research, as people's income levels rise, they're getting more brand conscious.





Brands and people would be well to grasp the finer points of the situation before venturing out to seize the chance. Advertising plays a crucial role in instilling brand values and developing a brand image. Celebrity endorsements possess a significant impact on branded apparel since they boost image, quality, and status (Fernandez, 2009; Verma & Tiwari, 2011)

At a young age, people begin to develop perception. A market contains a selection of products from which consumers can pick. There are numerous substitutes available and become more competitive in the market. This is where brand preference, as well as brand image, come into play (Shapiro & Benson, 2002). With this increased demand of brand preference, so many businesses entered the market in order to profit from the expanding market. As a result, businesses have invested more time and money in raising brand awareness for their products (Subramaniam & Venkatraman, 2001).

Advertising has the greatest impact on brand awareness which impacts on purchase behavior of customers (Kamalaveni et al., 2008). Fernandez (2009) argues that in order to sustain youth loyalty, brand managers should create an emotional link to the brand in order to make it unique and provide a long-term competitive advantage. Advertising should also be used to influence brand image and preference, not just to raise awareness.

The goal of branding, or diligent brand management, is to make a product or service relevant to the target market. As a result, well-crafted advertising campaigns can persuade people to pay astronomically high prices for things that are intrinsically low-cost to manufacture (Fournier, 1998). The above concept, which is also identified as creating value, entails manipulating the projected image of the product to ensure that the consumer perceives it to be worth the amount that the advertiser wants them to see,





instead of a more logical valuation that involves the cost of raw materials, manufacturing, and distribution costs (Fournier, 1998).

The relationship between brand and positive affects among customers is perfectly demonstrated by Gurbuz (2008), in which brand name giving high perceived quality which positively influences customer satisfaction and loyalty. This influence of brand reputation towards customers' positive affects is consistent with the studies conducted by Afzal, Khan, Rehman, Ali and Wajahat (2010), and Babic-Hodovic, Mehic, and Arslanagic (2011).

Form research, Aggrawal (2010) stated that in comparison to unbranded apparels, 80 percent of respondents in Indian cities had a favourable preference and perception for correctly branded apparels. As per Afzal et al. (2010), brand reputation and brand competence have a positive impact on customers' trust, whereby Babic-Hodovic, Mehic, & Arslanagic (2011) brand reputation significantly and positively affects the buyers' perceived value and trust.

The finding of Afzal et al. (2010), Aggrawal (2010) and Babic-Hodovic et al. (2011) were stated as a wake-up call for enterprises in the retail apparel sector to be more proactive in their marketing strategies. It is recommended that the brand's positive image is by far the most important aspect positive perception the direction of the brand. In that sequence, good brand advertising, good sales, and value for money in relation to the brand's price are followed by good brand advertising, good sales, and value for money in relation to the brand's price. As a result, it was proposed that corporations in the garment retail sector invest heavily in improving their brands' image.



Having favorable affects among customers, inclination to impulse buying can be achieved easily as proven by Seinauskiene et al. (2015). Increase of the positive effects that consumers feel, will then stimulate impulse buying (Liapati, Assiouras & Decaudin, 2015). In short, branding is having a huge impact and can be predicted to a large extent in impulse purchase behaviour (Husnain & Akhar, 2016).

According to a study conducted by Harcar, Ali and Kucukemiroglu (2006) have shown the influence of consumers' knowledge on the brand. In a nutshell, the consumers' value consciousness adds positively to their opinions of store brands, according to the study. Greater store brand knowledge leads to more positive opinions, which in turn leads to more store brand purchases.

A research taken up by Narang (2006) was exploratory as it was conducted to study on the buying habits of branded men's clothing shoppers and the influence of advertising on their purchasing decisions. The research resulted in bringing an impact to the brand image, in which customer buying behavior will be affected then.

Khare (2010) recommended that consumers in developing countries are becoming more aware of fashion labels, according to the report. Then, he was tasked with determining the factors that influence Indian youth's participation in fashion clothing. He conducted research on Indian college students to learn about the role of fashion clothes in their lives. The findings reveal that Indian youngsters are interested in branded clothing. Thus, there was no discernible difference between males and females' attitudes about fashion apparel.

Yin and Susan (2012) stated that purchase preferences for foreign and domestic branded apparels were investigated. Preferences for foreign-branded apparels were



found to be connected to purchasing power rather than demographic characteristics. Foreign-branded clothing was chosen by 58 percent of the students polled. There is a link between media impact and consumer preferences for foreign/domestic branded clothing. The more a person is exposed to the media, the greater the media's effect in persuading the individual to buy the clothes.

Ikbal and Abbas (2014) stated that the customer awareness of numerous apparel brands was investigated, including the sources of awareness, the level of awareness, consumer perceptions of these brands, and the factors that influence consumer perceptions. The biggest sources of brand recognition, according to the researchers, are advertisements and shelf presence. Companies that invest in other ways should rethink their plans.



Due to increased urbanisation and rising family wealth, Indian consumers are

becoming more brand savvy (Verma & Tiwari, 2011). Misra, Nagabhusana and Silky (2013), found that the client profile in a rising nation like India had changed dramatically. Customers in the premium and economy segments were growing more aware of brands and the environment. Increased understanding of the negative consequences of human-caused climate change posed a severe threat to the ecosystem. Customers began to expect branded eco-friendly products as a result. The economy, which was once thought to be unconcerned about brand, quality, or the environment, has begun to demand higher-quality branded products that are also environmentally friendly. Local responsiveness was critical for global companies to penetrate and prosper in India, which is religiously, culturally, and psychologically distinct from the western countries where the majority of global brands originated. Thus, brand image



being carried by the brand can effectively affect brand reputation, which will lead to customers' perception and potentially the purchase decisions.

Duarte et al. (2013) claim that product brand an important stimulus in impulse buying due to the brands' message. This demonstrates customers severely depend on brands in order to assess product data such as worth and authenticity in order to safeguard them. Customers' brand preferences will be influenced by the message provided. It eventually heightens the favourable impacts that customers experience, leading to a rise in impulse purchases (Liapati et al., 2015; Husnain & Akhar, 2016). As proven by Husnain and Akhar, 2016, brand name is significant and positively related to consumer impulse buying behavior.

However, there are previous studies showed that brand has no relation with impulse buying behavior, even towards buying decision. Gutierrez (2004) stated that shoppers who compare brands are more likely to plan their purchases, which means brand reputation has no affect towards impulse buying behavior.

Rajput and Kesharwani (2012), according to their post, the current period gives high-quality materials and a wide range of options in the Indian garment market to meet the needs of clients. Customers are also taking advantage of the occasion. The findings show that Indians have become extremely brand savvy in recent years. As a result, brand image is not the only important consideration to consider when selecting a product or brand to purchase. Other factors such as quality, comfort, expectations, and demographic traits also influence male and female purchasing decisions. Gender inequalities certainly occur when it comes to developing attitudes about stylish clothing and companies. Males are equally interested in going shopping as ladies, and they spend



more money while shopping than their female counterparts, according to the study. Males going shopping with their companions has become more common throughout time and has now reached almost at par with that of females. Attitude of males towards clothing varies from that of females.

Ranjitham (2016) determined which brands respondents favoured, and examined customers' perceptions of retail garments showrooms and the factors that influenced their decision to shop at a certain retail garments showroom. According to the findings, the top three branded apparels selected by respondents are Raymond, Peter England, and John Player. Instead of being influenced by brand itself, it was shown indicated most branded clothes purchasers were swayed by reasons like durability, peer groups, a broader range of colour and design options, attractiveness, and celebrity endorsement. It was proposed that branded garment producers should concentrate on all of these variables in order to develop effective branding strategies and maintain their growth. In order to attract and maintain customers, retailers must pay more attention to these factors.

Kumar, Kumar and Narayana (2016) did a study to learn about consumer perceptions, behaviours, and lifestyles toward apparel companies, as well as to evaluate the value of various elements in brand retention. According to the findings, garment companies should place a greater emphasis on customer retention. This can be accomplished by keeping costs affordable, preserving apparel quality, announcing loyalty programmes during specific times, providing excellent customer service, and advertising more on the internet, newspapers, social media, and tele-media.



Table 2.7

*Summary of Past Empirical Studies on Relationship between Brand Reputation and Impulse Buying Behavior*

Study	Year	Findings
Gutierrez	2004	Shoppers who compare brands are more likely to plan their purchases.
Narang	2006	Advertising brings impact to the brand image, in which customer buying behavior will be affected then.
Harcar et al.	2006	Consumers with more awareness about store brands have more favourable impressions of them, which increases the likelihood of purchasing store brands.
Gurbuz	2008	Brand name has a customer satisfaction and a positive relationship perceived quality, which creates a positive effect on customer loyalty.
Aggrawal	2010	In Indian cities, 80% of respondents had a favourable opinion of correctly labelled apparels and preferred them over unbranded apparels.
Afzal et al.	2010	Brand reputation and brand competence have positive impact on customers' trust.
Khare	2010	One of the factors of Indian youth's participation in fashion attire is the brand of the fashion wear as they are more brand conscious.
Babic-Hodovic et al.	2011	Bank's corporate reputation significantly and positively affects the buyers' perceived value.

*(Continued)*



Table 2.7 (Continued)

Study	Year	Findings
Rajput & Kesharwani	2012	Brand image is not the only thing to consider when selecting a product or brand to purchase. Other factors such as quality, comfort, expectations, and demographic traits also influence male and female purchasing decisions.
Yin & Susan	2012	There is a link between media impact and consumer preferences for foreign/domestic branded clothing.
Duarte et al.	2013	Customers depend on brands to appraise product information, value, and authenticity to keep them protected.
Misra et al.	2013	Premium and economy segment customers began to demand environmentally friendly branded products which affecting customers' acceptance on the brand.
Ikbal & Abbas	2014	The result shows that brand awareness is primarily based on advertising and shelf presence, which affecting customers' perception towards apparel.
Liapati et al.	2015	Increase in positive effects that consumers feel will stimulate impulse buying.
Seinauskiene et al.	2015	Impulsive buying increases as brand loyalty increases.
Husnain & Akhtar	2016	The effect of branding on spontaneous purchases is important.

(Continued)



Table 2.7 (Continued)

Study	Year	Findings
Ranjitham	2016	Durability, reference groups, a broader range of colour and design options, attractiveness, and celebrity endorsement impacted the majority of branded clothes purchasers.
Kumar et al.	2016	Factors affecting customer retention towards apparel brands includes pricing, quality, loyal programs, customer service and advertising.
Husnul	2017	Brand image affects impulse buying.
Japutra et al.	2019	Consumers with higher emotional attachment with brands tends to involve in impulse buying behaviour.
Akbar et al.	2020	Emotional brand attachment is significantly related to impulse buying behaviour.
Febrianti et al.	2021	Brand image is having significant influence to impulse buying.
Budhipurwawa & Warmika	2021	Brand image positively and significantly affect the impulse buying.

(Compiled for the research)

### 2.7.3 Country of Origin

The country of origin of a product informs consumers about a product's overall perception in that country. The insight is usually influenced by the previous perception of the country's weakness and strength and also their manufacturing procedures (Roth & Romeo, 1992). Customers can be affected by the halo effect, by which a country's name prompts the emotional state, that might be shifted to the product (Erickson,



Johansson & Chao, 1984; Johansson, Douglas & Nonaka, 1985). As a result, the country of origin can be an influential image factor which can be utilized to obtain competitive advantage in the global advertising industry (Parameswaran & Pisharodi, 1994).

In study of Wright (1975), instead of product attribute ratings, country of origin may serve as a summary construct, directly impacting buyers' sentiments of a country's brand. As Sirgy, Johar, Samli and Claiborne (1991) have recommended, country of origin of product is indirectly connected to customers' image, forming a need to be openly viewed with country of origin-rated products.

In comparison to price, country of origin has a more robust effect in product quality assessment as supported by Wall, Leiffield and Heslop (1991). As a result, customers' opinions of items are influenced by their country of origin (Sirgy et. al, 1991). Samli (1995) recapitulates the phenomenon, asserting that the "COO idea is a vital information cue that plays a big part in getting the product approved in different markets throughout the world". It refers to that, country of origin of the product may affect consumer's perception or assessment on it, which eventually bring an impact to consumer's buying behavior.

Consistent in study of Iyer and Kalita (1997), revealed that country of origin is imperative in customer evaluation of willingness to purchase, product value and product quality. Result shows that nation of origin of the product and the country of origin of the brand of product are both significant cues in consumer assessments of willingness to buy, product value, and product quality.





Delong, Bao, Wu, Huang and Li (2004), stated that Chinese customers were asked to compare US and Chinese brands in a survey concerning their impressions of product features, brand identification, and store environment in a study titled "Perception of US branded clothes in Shanghai.". In the data analysis, US brands were rated higher than Chinese brands on design innovation, workmanship, brand image, service, and product display, while Chinese brands were rated higher on fit and price satisfaction. It shows that brands' or products' country of origin has great impact to customers' assessment towards the product.

Lee, Kumar and Kim (2010), did a research on "Indian consumers' brand equity for a US and local garment brand," to investigate customers' attitudes toward US apparel brand and in the Indian market, there is a local clothing brand. On the other hand, the empirical tests revealed that Indian customers' opinions regarding American products have an impact on three dimensions of brand equity, including perceived quality, brand loyalty, and brand associations with brand awareness, for a US clothes brand. Only one brand equity attribute, perceived quality, was found to have these benefits for local garment brands. From the result, it implies that country of origin of brand influences customers' perception and judgement towards the products.

Looking at products' country of origin influences customers' judgment or assessment on the product, customers intend to use the attribute rule and country stereotypes to categorize the product and, their decisions are impacted by the product's country of origin (Liu & Johnson, 2005).

According to Piron (2000), product origin constitutes a strong effect on products towards customer buying decision. Particularly, it is vital for luxury products than





necessities, as shown in the result. In the research, observation specifies the criticality of country of origin in numerous goods which encompass vehicles, clothes, food products and vehicles. Specifically, indulgence products such as fragrances and fashion wear that they have been tarnished both negatively and favourably by being labelled as "Product of France". Research shows that the nation of origin of a product plays a different role in a customer's purchasing choice depending on whether the product is used publicly (Piron, 2000).

Related study from Khan and Bamber (2008) also indicated that product origin has been given much attention as an important factor in customers' selection with respect to buying decision making process. Although country of origin of product does not dominate the purchase decisions, it is an important factor in presenting information to consumer (Khan & Bamber, 2008). Similar in study conducted by McCutcheon, Bruwer, and Li (2009), consumer is looking into product origin with respect to buying decision making process.

According to Tigli, Pirtini and Erdem (2010), customers' buying behavior is highly dependent on countries' product specialization as the region of origin varies in degree of influence within different segments (McCutcheon et al., 2009). As all discussed above, the country of origin of a product might have a big impact in affecting customers' buying and consumption choices.

According to Schnettler, Ruiz, Sepulveda and Sepulveda (2008), production from country with higher country image evaluation will definitely result in greater consumption. Country of origin has a positive influence on consumption of imported foods due to the factor of good price or quality ratio. (Schnettler et al., 2008). Consistent



with Yeh, Chen and Sher (2010) research study conducted in Taiwan, shows that higher country image evaluations will result in greater consumption of imported foods.

In the aspect of impulse buying, there is a recent study conducted by Yeboah and Owusu-Prempeh (2017) indicates that association between impulse buying behavior and products' country of origin is weak.

Table 2.8

*Summary of Previous Empirical Research on the Relationship Between Country of Origin and Impulse Buying Behavior*

Study	Year	Findings
Sirgy et al.	1991	country of origin is indirectly connected to customers' image, forming a need to be viewed with country of origin-rated products, attributed to influence customers' assessment of products.
Iyer & Kalita	1997	Both the country of manufacture and the country of origin of the brand are important indicators in consumer assessments of willingness to buy, product value, and product quality.
Piron	2000	Product origin has strong effect towards consumer buying decision.
Liu & Johnson	2005	Country of origin information influence consumers' product judgments and buying decision.

(Continued)

Table 2.8 (Continued)

Study	Year	Findings
Khan & Bamber	2008	Product origin is an important factor in presenting information to consumer yet it does not dominate the purchase decisions.
Schnettler, et al.	2008	Country of origin has a positive influence on consumption of imported foods due to the factor of good price or quality ratio.
McCutcheon et al.	2009	Consumers look into product origin with respect to buying decision making process.
Yeh et al.	2010	Higher country image evaluations will result in greater consumption of imported foods.
Tigli et al.	2010	Consumers' buying decision depends on countries product specialization.
Yeboah & Owusu-Prempeh	2017	Association between impulse buying behavior and product origin is weak.
Brenda & Adjnu	2018	There is weak positive relationship between country of origin and purchase intention.

(Compiled for the research)

#### 2.7.4 Store Atmosphere

The fashion retail business has always been in a state of expansion. Shopping malls and stores have continued to grow in number and scale, resulting in fierce competition. Regardless international fashion retailers or small and medium fashion retailers, fashion retailers must come up with cutting-edge shop presentations and retail space in order to



thrive in this fierce competition. All there are going to develop an alternative and attractive retail store concept, thus leading to boost their market share and acquire more clients (Pun, 2014).

Rom, et al (1976) stated that many retailers have undervalued the possibility of using the store environment as a marketing tool to influence purchasing behaviour, according to the report. Looking at the fact that the product is no longer the only aspect impacting a customer's purchasing decision (Tan & Yazdanifard, 2015; Pooja et. al., 2018). Kotler (1973) suggested that in making a buying decision, the store atmosphere is more important than the product itself. It is agreed by Akram, Peng, Khan, Hashim and Rasheed (2016) stated that the environment of the store has a greater impact on purchasing decisions than the product itself.



When a retailer has challenges in gaining a competitive advantage, the physical

shop can turn those challenges into a profitable opportunity for market differentiation based on characteristics such as inventory and location layout, ambience etc. (Tan & Yazdanifard, 2015). The particular reason for this circumstance is that store environment is essential as it directly affects customer's overall shopping experience. Store atmosphere is characterized as a conscious attempt to construct a retail atmosphere that has distinct emotional effects on customers that encourage them to buy likelihood (Zhou & Wong, 2004). Store surroundings that are both engaging and enjoyable can lead to increased impulse purchases (Hoyer et al, 1999).

The level of enjoyment experienced in the store is inextricably linked to the stimuli present in the store. Customers today, without a doubt, want to have more fun and pleasure when buying (Pooja et. al., 2018). Customers nowadays are more





demanding than ever before, as a unique shopping experience will only serve to entice customers to spend their time at the business of their choice. If the retailer continues to operate in the usual manner, it may be a failure strategy. a fashion retail store (Hor & Ng, 2019). The retail environment has also been shown to influence purchasing intent (Tan & Yazdanifard, 2015).

Shopping has become a leisure activity in the city, as for the majority of individuals spend their free time in shopping malls. Consumers consider shopping to be a calming or therapeutic activity in response to their varied stressors and challenges. Once the various elements of the retail environment are in place and satisfy the senses without being overwhelming, customers will be drawn to the store and the products will have a chance to shine, boosting the likelihood of purchase (Pun, 2014; Tan & Yazdanifard, 2015).



A good balance of store ambience aspects can influence how much time customers want to spend in the store, how they feel about it overall, and whether or not they want to return (Hor & Ng, 2019; Tan & Yazdanifard, 2015). As a result, it is critical for retailers to discover key shop environment aspects that respond to customers' expectations in order to provide an emotional or joyful experience in the store (Pun, 2014; Tan & Yazdanifard, 2015).

On top of that, the physical distance between multiple fashion businesses is minimal, customers can divert their limited time to a different fashion retailer that may be more pleasurable and rewarding if their current shopping experience is unsatisfactory. As a result, fashion retailers must create an interesting environment to keep clients in the store for as long as feasible (Pun, 2014). Staying long in a store or





exploring in-store a bit too long enhances the customers' impulse buying behaviour (Cho et al., 2014; Nishtha & Bhawna, 2020). In short, store layout must be accurately planned to encourage patrons to shop for longer and make more purchases from different sections and aisles of a store (Hubrechts & Kokturk, 2012).

Based on study from El Hedhli, Chebat and Sirgy (2013), a store with outstanding atmospherics or indoor environment might entice customers to stay and spend their time while enjoying their leisure activities in the store. An pleasurable environment can be created by a clean and appealing store environment, which becomes the preferred location for customers to gather and hang out with their companions (El-Adly & Eid, 2015).

Baker, Parasuraman, Grewal and Voss (2002) found that various environmental cues within the design, social, and ambiance clusters of atmospheres were discovered to influence customer perceptions of quality and time, with resulting implications on purchase behaviour. Consumers' impressions of service quality, merchandise and retail enjoyment can all be influenced by the store atmosphere (Mehrabian, 1976; Zeithaml, 1988, cited by Sharma & Stafford, 2000).

Ailawadi and Keller (2004) stated that several aspects of the inside environment, including as noise, colour and music, might influence a customer's view of the store. Customers may be influenced directly or indirectly by a variety of stimuli inside the store, as different retail atmospheres conjure up distinct store images in their imaginations. (Chang, Yan & Eckman, 2013; Vonkeman, Verhagen & Dolen, 2017; Xiao & Nicholson, 2013). Champion, Hunt and Hunt (2010) "A business's image is founded on individual consumer interactions with a variety of store attributes," she said.





Creating a well-liked store image is essential in ensuring market share since store images improves customers' satisfaction which encourages brand loyalty (Steenkamp & Wedel, 1991). Furthermore, Verma (2012) specifies that the retail brand image is an important predictor of store performance. Hence, image creation is a vital element in retail strategy (Bielskiene, Auruskeviciene & Ivanauskiene, 2013) and assists in distinguishing a brand from other competitors in the competitive industry.

Fashion industry merchants understood that a unique store setting could lead to a good association between customer happiness and in-store shopping environment. Environmental aspects in stores contribute to customers' shopping convenience and, as a result, a positive buying experience (Dabholkar et al. 1996). Ever more multinational companies, such as ZARA, Forever 21 and H&M have launched flagship stores, and their store settings appear to be very distinct (Pun, 2014). Sharma et al. (2000) stated that customers in more premium stores are said to have a greater desire for prestige ambiance surroundings, which might lead to a larger chance of purchase. This initiates the idea to explore that store environment influences customers' buying behavior (Pun, 2014).

By captivating the human senses, a well-designed retail environment can elicit a favourable impression of consumer satisfaction while also providing a pleasurable shopping experience (Pun & Maya, 2014; Raajpoot et al, 2008). According to the prior, store environment, store ambience, and retail experience all have a significant part in shaping customers' shopping experiences and purchasing decisions. It is critical to create an appealing physical retail environment and in-store stimulation in order to increase sales (Abratt & Goodey, 1990).





Many multinational fashion retailers have realised that the design of the store environment is an important element of marketing strategy in order to remain in this fierce competition. In the past, it has been observed that millions of dollars have been spent on the design and refurbishment of brick and mortar stores on a regular basis. To the exact purpose of maintaining their appeal with their target markets, endeavouring to comprehend consumer demands and delivering the most appropriate retail atmosphere for them (Tan & Yazdanifard, 2015; Pooja et. al., 2018).

Fashion merchants understand the need of investing in their stores in addition to their large investments in order to improve the shopping experience of their customers. However, there are still many unknowns about which storage environment variables can help accomplish the goal. In other words, retailers could be regarded as failure to conduct systematic research that allows them to investigate the particular environmental elements that influence purchasing intent (Tan & Yazdanifard, 2015; Pooja et. al., 2018).

Kotler (1973) coined the term "atmospherics," describing a store's atmosphere as "the endeavour to construct a buying environment to produce certain emotional responses in the buyer that enhance purchase possibility" (Pun, 2014). The shop's size, atmosphere, design, and in-store marketing activities all contribute to the store's environment (Muruganatham & Bhakat, 2013). Background music played in the store, retail display, aroma, lighting, store advertising, and prices are all aspects that influence the store environment, according to (Zhou & Wong, 2004).

In overall, store environment factors refer to all of the elements that surround a customer inside a shopping environment, including tangible elements like fixtures,





store cleanliness, theme colours, store layout, equipment, merchandise display, and attractive décor, as well as intangible elements like music, temperature, scent, and lighting. Because there are so many aspects in a store's surroundings that might influence a customer's purchasing decision (Pun, 2014). Environmental stimulus is a classical marketing tool, which can range from all aspects of a retailing store (Hubrechts & Kokturk, 2012; Mehta & Chugan, 2015; Sundstrom et. al, 2013).

Although retailers have learned that investing in the shop environment can provide them a competitive advantage over their competitors, there is no definitive list of store environment criteria that will ensure a successful retail store. Several academics have attempted to classify those store environment variables that are significant to consumer buying behaviour using various ways to solve this challenge, as follows:

According to four customers' sensory routes to an environment, Kotler (1973) classified store atmospheres into four dimensions. To begin, there is the visual sense, which includes colour, brightness, size, and shape. The sensory of aural, which includes pitch and volume, is the second dimension. The olfactory sensory dimension, which includes aroma and freshness, is the third dimension. Finally, there's tactile sense, which includes smoothness, temperature and softness.

The social/human aspect is not included in Kotler's (1973) four dimensions of retail environment, according to Weitz and Bradford (1999), where salesperson knowledge and service can affect consumers' buying decisions. Apart from these, it is impractical for marketers and merchants to assess customers' sensory inputs in the decision-making process because sensation is one of the most complicated senses in our human systems, and collecting correct data based on Kotler's four dimensions may be costly and challenging.





Baker et al. (2002), from the other hand, proposed a typology for categorising store ambient elements into three types based on the antecedents that trigger customers' responses. Non-visual aspects such as aroma, music, temperature, and lighting make up the ambient component. The social aspect refers to the people in the shopping environment, such as salespeople and other consumers. Other visual components such as store layout, fitting room signage, colour scheme, fixtures, and goods display are included in the design factor.

As Baker et al. (2002) suggested that each aspect should be defined, and the design factor should be divided into practical and aesthetic factors, and the social factor should be divided into employees and other people in the store. The store's ambience can be divided into three internal components: social attribute, which includes the presence of staff, shopper type, and familiarity, physical attribute, which includes design, lighting, and floor plan, and ambient attribute, which includes smell and music (Ailawadi & Keller, 2004; Baker et al., 2002). Baker et al. (2002) acknowledged that in a single study, researchers looked at the big picture and included several cues, such as salesmen, design, and music. The aggregate influence of the store environment reflected the individual impact of these components.

As quoted by d'Astous (2000), ambient factor is described as "background conditions that lie underneath our direct consciousness". Temperature, humidity, ventilation, sound, aroma, cleanliness, and light are all factors to consider. In other words, the ambient factor is an intangible element that customers can sense but cannot see. This influence tends to act on customers' subconscious levels, altering their behaviour in ways that they are unaware of (Campbell, 1983).





Starting with the non-visual aspects such as aroma, music, temperature, and lighting make up the ambient component. Ghosh, Tripathi and Kumar (2010) explained that factors affecting consumer purchasing behavior at retail outlets including store attributes like color, lighting, sales personnel, music and so on. External effects on the client included product appearance and background music (Verplanken & Herabadi, 2001).

Lights that are well-designed can provide dimension to an interior, attracting consumers' attention to a desired sales position and creating a desired mood that can have a favourable impact on customers (Smith, 1989). When lighting and music are combined, a good emotion is generated (Yoo, et al, 1998). Lights can have a big impact on how people feel, think, and react to a specific retail setting, even if they aren't aware of it right away. If customers' attention is drawn to a desirable lighting environment, they will be satisfied (Chu, W.C. et al, 2007). Furthermore, in a store environment, soft lighting, such as dim lights, can generate a more pleasant and soothing vibe than bright lighting (Meer, 1985).

Sherman et al. (1997) mentioned that customers' arousal, and arousal has a beneficial impact on the quantity of things purchased, money spent, and time spent in a store, according to research. Chebat and Michon (2003) found that the impact of fragrances on the environment was investigated. They discovered that the environmental cue, or ambiance fragrances, had a direct impact on buyers' perceptions. According to the Dingfelder (2005), the result shown that, while nice scents and music had no effect on a customer's mood, they do have an effect on how they spend their time in a store.





Insufficient lighting may impair customers' vision and result in physical discomfort (Chu, W.C. et al, 2007). To establish a lighting atmosphere that retailers believe is acceptable and to draw customers' attention to the merchandise, shops may utilise a lighting system that causes physical discomfort, such as ultra-strong lighting. As a result, there's a good chance it'll have a negative impact. Furthermore, poor or low lighting might diminish visual acuity, which is required to execute environmental activities (Areni & Kim, 1994).

Barr and Broudy (1986) stated that light is the most direct form of nonverbal communication used by merchants to interact with their customers. A research in the Netherlands looked at how people reacted to the lighting at a fashion store (Custers, et al, 2010). After viewing a specific photograph provided by the researcher, participants were asked to score the overall store environment based on their feelings. The evaluation was split into two categories: legibility that refers to whether store is in order or disorder, and warmth refers to tone of lighting being warm tone or cold tone. Throughout the questions, people are asked to rate their feelings of aliveness, warmth, tenseness, and detachment. Finally, the researchers discovered that lighting had a substantial impact on the retail environment. They also discovered that the brighter the atmosphere, the greater the tenseness and sense of detachment, and the lower the sense of coziness.

Music in the study of affective states, is a crucial variable (Bruner, 1990). Music has the potential to influence customers' psychological and behavioural responses to physical exercise (Yalch & Spangenberg, 1990). It is one of the important ambient variables (Bitner, 1992) influencing customer behaviour in retail environments





(Milliman, 1982; Milliman 1986; Yalch & Spangenberg, 1990). According to a research by North and Hargreaves (1998), music can elicit affective and behavioural responses in customers by Mattila & Wirtz (2001). Good music can have a good effect on customers (Garlin & Owen, 2006), and it can last for a long period in a store. The choice of music and speed is, however, a crucial and delicate component of the process (Mattila & Wirtz, 2001). Customers may enjoy a more pleasant shopping experience if there is pleasant background music playing (Milliman, 1982).

In a study titled "The Impact of Atmospheres on Consumer Behavior: The Case of the Music Fit in Retail Stores," researchers looked into "The Impact of Atmospheres on Consumer Behavior: The Case of the Music Fit in Retail Stores". Vida and Irena (2008) studied the effects of atmospheric music in retail stores on the evaluative and behavioural responses of customers. The impacts of planned and unplanned ambient music, as well as how background music integrated with the shop image, were investigated. They discovered that a favourable sense of music fit leads to a positive experience for the customer, who subsequently rates in-store merchandise more favourably and spends more time and money in the store as a result.

In the year after, Tendai and Chipunza Crispin (2009) looked at the impact of the in-store shopping environment on impulsive purchases by consumers. Factors that provide an atmospheric engagement effect, such as music, fresh scent, and ventilation, are vital in helping to keep customers in stores for extended periods of time. Consumers who lingered in stores longer were more likely to make purchases.

A bad environment can make a shopper have a poor impression of the establishment (Chu et al., 2007). Loud music is one of the primary causes of poor





shopping experiences (D'Astous, 2000). Loud music can produce physical discomfort as well as bad emotions (Bitner, 1992).

Many merchants, it is usual to notice, have background music playing in their storefronts. Upbeat music is one of the triggers that encouraged spontaneous purchases, according to Youn and Faber (2000). Morrin and Chebat (2005) investigated the impact of pleasant music on consumer spending among people with various purchasing attitudes. The findings revealed that enjoyable music increased the amount spent by impulsive buyers.

Some more recent studies have shown that variables in the sale environment, including as sounds, views, and odours, are important and can trigger impulsive purchases (Graa et al., 2014; Samarin & Morini, 2012). As per Angelou and Wirtz (2013), the buyer's impulsive buying decision is influenced by the in-store ambiance, lighting design, and product assortment. Impulse purchase occurs in the case of hedonic products since they hold symbolic meaning to be given, according to research. Store atmosphere is a shopping state established by central factors such as store display, shop cleanliness, store density music, and others, to encourage impulse purchases (Ramankutty, Babu & Venugopal, 2014).

Followed by social factor under store atmosphere, it relates to persons who are seen in a store setting. Russell and Snodgrass (1987) identified that the social factor takes into account the amount, kind, and behaviour of both customers and salespeople. According to a study conducted by Lu (2011), the following are the primary elements that influence consumer purchasing behaviour in retail stores including facilities and sales personnel, which are related to store atmosphere.



Store employees, sometimes known as salespeople, help to improve customer satisfaction (Jones, 1999). Employees has a critical role in positively impacting consumer perceptions (Bitner, 1990). Customers' good feelings may be influenced by salespeople's actions. Along the lines of providing a warm welcome or simply being accessible to customers. Customers associate a positive buying experience with a kind and helpful salesperson (Mattila & Enz, 2002).

One of the factors influencing consumer happiness or dissatisfaction is salespeople's performance and product understanding. Customers would rate a salesperson's performance based on their expectations and previous experiences (Crosby & Cowles, 1986). While consumer expectations rise, companies will be expected to have a deeper understanding of their products and to be more reliable and responsive to their demands (Kotler et al., 1974). Customers perceive front-line staff at stores to be not only salespeople, but also sales consultants who may offer competent advice (Lovelock, 1991).

Consumers, on the other hand, may have bad feelings as a result of ineffective salesmen, which may result in a loss of sales revenue. Consumers may interpret the salesperson's bad influence as negative (Gardner, 1985; Yoo et al., 1998). Customers' contentment and a retailer's reputation can be strongly influenced by a salesperson's actions (Oliver & Swan, 1989). In reality, the absence of salespeople or the bad attitudes of salespeople might have a negative impact (Jones, 1999).

The affective underpinning of impulse purchase is customer satisfaction (Westbrook & Oliver, 1991) as salespeople and retailers are frequently seen as the most powerful influencers of customers (Crosby et al., 1990). Peck and Childers (2006)



found that customers who have greater touch with salespeople are more likely to make spontaneous purchases. The salesperson's skills, willingness, knowledge, friendliness, and compassion impact impulse behaviour. The salesperson's insight may help to mitigate the negative effects of unintended transactions (Mattila & Wirtz, 2009).

By guiding and assisting in the purchase, a skilled and understanding salesman can reduce dissonance and trigger impulse buying behaviour (Tinne, 2010). Chanthika and Jie (2013) claimed that good service results in more impulse purchases than poor service. Receiving good retail service quality from salespeople leads to more spontaneous purchases and plans to return to the store (Balgaiyan & Verma, 2015; Huang, 2016; Pornpitakpan, Yuan & Han, 2017; Sivakumaran & Sharma, 2015).

Moving on, it is design factor under store atmospheric cues. The functional and aesthetic aspects of store design were divided into two categories. Layout, presentation, comfort, and privacy are all examples of functional design. While aesthetic with architectural, colour, material, and style components (Marans & Spreckelmeyer, 1982). The size and shape of things, as well as the spatial relationships among them, are all part of the store environment, and layout refers to how merchandise, shopping carts, and passageways are arranged (Mohan et al., 2013).

According to the National Retail Federation, the most crucial part of successful in-store displays is for retailers to understand their customers and their behaviours Terrazas (2006). This is necessary in order to categorise the commonality of products purchased by customers and then to present complementary products alongside these common products in an appealing manner. Another method is to place the most popular things purchased by customers in the rear of the store's shelf, where they will be





confronted by as many other items as possible. A strategic display to distinguish popular items is used to encourage client impulse behaviour. Premium product, the most popular and demanded items, an approach that utilises the rarity and variety of things on display is effective (Terrazas, 2006).

According to Simonson (1999), he claims that retail layout design may meet customers' demands and expectations, as well as affect their desires and preferences. It is the physical setup that occurs during the start-up of a business. Fashion merchants can employ store design components to create a distinct store identity and improve the shopping experience for their customers.

When a store's layout is simple and logically organised, customers have a positive shopping experience. With that, customers can readily locate the merchandise they want, for example, by providing basic yet obvious signpost boards (Bitner, 1992; Spies et al., 1997). This will lessen the stress associated with shopping and evoke positive affect (Baker et al., 2002; Yoo et al., 1998). A good store layout makes it easier for customers to find what they want and increases their willingness to spend (Bitner, 1992). Customers can be positively influenced by an excellent presentation of product assortments (Aghazadeh, 2005). Furthermore, a good layout can have a positive impact by encouraging shoppers to find items in a more convenient manner (Spies et al., 1997). Lastly, a well-designed layout may encourage customers to have a more pleasurable shopping experience.

According to Turley and Milliman (2000), they claimed that the cues under design factor, which are the physical aspects of the store environment, are the essential store atmospheric factor. such as display, layout, visuals, that will influence the





consumers' shopping mood. Donovan et al., (1994) discovered that a nice setting contributed to spending more time shopping. Thus, good store atmosphere impacts shoppers' mood, which can influence their purchasing behaviour by causing them to spend more time shopping or purchase decision.

Retailers are the only members of the supply chain who contact directly and frequently with end consumers; thus, layout is critical (Simonson, 1999). As it tries to attract consumers' attention, store design is also known as a quiet weapon (Buttle, 1984).

Visual merchandising is a form of silent selling that aids in the growth of sales and the projection of a desired brand image to the target audience (Pooja et al., 2018). It was started in study of Aggrawal (2010), consumers who plan to spend less time shopping, according to the survey, adopts retails format with multi brands or product variety in one step. In Narang (2011) study, it was found that customers who believe clothing buying to be a pleasurable pastime, are driven by store layout and store ambience in apparel store selection. With similar result in Sahney's (2016) study, shows that customer is showing preference for shopping malls, enable them to shop variety of products under one roof with shopping experience in term of ambience and entertainment. Hence, this is where the significance of visual merchandising is on increasing side.

A decent merchandise display design at the business helps to entice customers to buy. It is stated that there is a favourable association between store design with a theme and image-based information signals and consumer purchasing behaviour (Gutman & Alden, 1985; Marsh, 1999). Study from Rajagopal (2011) also shows a positive effect of store develops consumers' purchase intentions for fashion apparel.



Influence of visual merchandising is then well demonstrated in Hefer, Yolande, Cant, and Michael's (2013) research. It is according to the visual merchandising guides, consumers in the direction of the things they were looking for, and this also guides their purchasing decisions. purchasing choices. The participants agreed that the prominence of the visual merchandising displays influenced their purchase behaviour on a subconscious level. Visual Merchandise Displays were viewed by customers as a tool for creating a buying atmosphere and affecting consumer's behavior or purchasing decision after, with positive affect towards the environment. The visual merchandising displays, also known as highlight sections where merchandise is exhibited in store, have a significant impact on the shopping experience.

Madhavi and Leelavati (2013) studied on the influence of visual merchandising on consumer purchasing behaviour in retail shops. The impact of visual merchandising was investigated in this article towards consumer buying behavior. Among all, visual merchandising is the most valued store attribute by consumers.

Further in the context of supermarket, Meenakumari (2013) in a study conducted in Chennai, researchers aimed to determine the impact of visual merchandise on selling in supermarkets. In this study, the components of visual merchandising were examined in order to determine their impact on supermarket buying decisions. A total of 105 samples were taken. Finding shows that the use of promotional signs and floor merchandising can influence a buyer's decision.

Mower, Minjeong and Michelle (2012), in their study, the effect of external climatic variables, specifically window displays, on customers' responses to an apparel boutique was explored. Window display had no significant effects on pleasure or



arousal, according to the findings. The existence of window displays, on the other hand, influenced respondents' opinions of the store's façade and their plans to patronise it. Additionally, patronage intentions were positively influenced by customers' liking of the store's façade and mood.

Understanding, monitoring, and improving store cluster and store levels can help with impulse behaviour. So that customers may easily and quickly find a wide range of products (Mohan et al., 2013). A good store layout can even improve to prompt impulse purchase behavior (Dingfelder, 2005).

Emotions have an impact on impulse purchases (Donovan et al., 1994) and impulse buying (Rook, 1987). According to Rook and Gardner (1993), impulsive shoppers were shown to be more likely than non-impulsive shoppers to engage in impulse purchases when they were in a good mood.

Previous studies have found a positive link between positive emotion and impulse buying. Beatty and Ferrell (1998) mentioned that there was a link between pleasant emotion and the desire to buy impulsively. Xu (2007) stated that customers' emotional states are influenced by store surroundings, which may lead to spontaneous purchases within the store, according to research. Chang et al. (2011) also stated individuals with more positive emotional reactions to the store environment were more likely to make impulsive purchases. Mohan et al. (2013) discovered that the retail environment influenced impulse purchases through good affect and desire. Results from their study showed that the impulse buying tendency impacted the positive affect and desire in impulse buying. As a result, demonstrating the link between desire to buy and positive affect can aid in explaining how different components of the store





environment combine with external factors, in this case, positive affect, to impact consumer buying behaviour. Bashar and Irshad (2012) studied on the effects on store demonstration and display in the window towards impulse purchasing, using 250 Indian respondents as a sample size using the Pearson correlation for the result. His results are as follows; floor merchandising and display in the window, a favourable relationship to impulsive purchasing but not store display. In the same year 2012, with consistent finding from Mehta and Chugan (2012) had researched on the impact of visual merchandising on shopper impulse purchases. He studied 84 clients who visited Indian retail businesses and discovered that window displays were linked to spontaneous purchases.

In a study conducted by Jain Vinamra, Ashok Sharma and Pradeep Narwal (2012) in India, they assessed specifically women's impulse buying behaviour on the way clothing is displayed in windows and on mannequins in stores influences consumer behaviour. The findings revealed that clothing displayed on mannequins inside stores and in store windows had a substantial impact on women's impulse buying decisions. Amandeep (2013) in his study in Chandigarh attempted to illustrate how impulse buying and visual merchandising are related. Various visual merchandising approaches, such as graphics and signs, fixtures, props, and space management, were evaluated and their effects on client purchasing were studied. The majority of customers are enticed into purchasing a product by the shop's atmosphere and visual display. Customers responded that effective visual merchandising stimulates impulse buying in 65 percent of cases. By providing information, the retail environment, particularly visual merchandising, can impact impulse purchase behaviour and positive feelings in store.





Moayery, Samar and Hosein (2014) conducted a study to look at the link between clothing impulse buying and visual merchandising among Iranian young adult females. Visual merchandising studied including promotional signage, mannequin, and window display. The study's findings show that there is a link between the two significant relation amidst visual merchandising and impulse buying behaviour among Iranian young adult females. The findings are useful for retailers to understand visual merchandising has the potential to influence consumers' spontaneous purchases.

As store atmosphere is a vital key to influence store performance and business growth through customers' behavior, retailers are acknowledged to plan store environment that will boost customers' positive emotions, assuming it would contribute to the said customer attitudes, like the increased inclination in buying or remain in the store for a longer period of time (Abratt & Goodey, 1990; Chang et al., 2011; Hoyer and Macininer, 1999; Rook & Hoch, 1985; Verplanken & Herabadi, 2001; Xu, 2007). As a result, a retail setting with appealing atmospheric variables is required favorably influences customers' mood (Chih, Hsi-Jui & Li, 2012; Osman, Ong, Othman & Khong, 2013), as a result, impulse purchase behaviour is affected (Hulten, 2012; Lin & Lin, 2012; Visnu & Raheem, 2013; Leenders, Smidts & Haji, 2016, Rook, 1987; Sreedhar & Debra, 2004).

Studies have been conducted by examining different combination of store atmospheric factors, not limiting to one towards customers' buying behavior. According to Turley and Milliman (2000), They claimed that the cues under design factor, which are the physical aspects of the store environment, are the essential store atmospheric factor such as display, layout, visuals. Good store atmosphere impacts





shoppers' mood, which can influence their purchasing behaviour by causing them to spend more time shopping or purchase decision.

Agreed by Baker et al. (2002), the factors that influence retail and consumer behaviour were store environment cues including layout and music towards store patronage. Importance of understanding store atmosphere is emphasized by Turley and Chebat (2002) that, research is needed to explore strategic considerations about retail atmospheric design, and they even called for greater research to learn how customers value store atmosphere and buying behavior followed by that. Hence, it was suggested marketers can improve the store layout to take advantage of the customers' appropriateness in the store (Crawford & Melevar, 2003).

Many international merchants do not consider store atmosphere to be a component of a store's overall design. Rather, they pertain to investigating the impact of individual store ambiance variables including layout and signage (Ang et al. 1997), selection of product (Simonson, 1999), salesperson availability and ambiance (Sharma & Stafford, 2000), music (Dubé & Morin 2001, Beverland et al.2006), and scent (Mattila & Wirtz, 2001, Chebat & Michon, 2003). In other words of saying, retailers should look into elements or sub-factors under store atmosphere instead of taking it as an overall. As per study of Mattila and Wirtz's (2001) have shown that when the music in a store is mixed together to create a cohesive atmosphere, it has a bigger impact on customer behaviour than when each environmental signal is considered independently.

Following the above, customers can identify or feel these aspects, despite the fact that they are not visible with grouping all in one, but putting all three sub-factors (ambient factor, social factor and design factor) may not lead to clear result, to see the





importance of each sub-factor under store atmosphere towards influence on impulse buying behavior. Due to the above, design factor from Baker's study is adopted in this research, to see the clear picture on how elements of design factors affecting impulse buying behavior of working ladies. It will bring a clearer picture for retailers to understand the relationship and putting it into the practical world, to improve their business competitiveness.

To sum up everything that has been stated so far, there are sufficient prior studies supporting the positive relationship between store atmosphere and customers' impulse buying behavior. Highly stimulating and pleasant store environments lead to enhanced impulse buying. As suggested by Mohan et al. (2013), to enhance the level of impulse buying in their establishments, retail managers spend in upgrading the store environment.



Table 2.9

*Summary of Past Empirical Studies on Relationship between Store Atmosphere and Impulse Buying Behavior*

Study	Year	Findings
Meer	1985	In a store environment, soft lighting, such as dim lights, can generate a more pleasant and calming vibe than bright lighting.
Gutman & Alden	1985	A theme-based retail design with picture-based information cues is positively related to consumer buying behavior.

*(Continued)*



Table 2.9 (Continued)

Study	Year	Findings
Smith	1989	Lights that are well-designed can provide dimension to an interior, attracting consumers' attention to a desired sales position and creating a desired mood that can have a favourable impact on customers.
Abratt & Goodey	1990	It is critical to create an appealing physical retail environment and in-store stimulation in order to increase sales.
Crosby et al.	1990	Customers' most influential variables are frequently thought to be salespeople and stores.
Westbrook & Oliver	1991	The affective underpinning of impulse purchase is customer satisfaction.
Donovan et al.	1994	A nice environment was discovered to correlate to more time spent purchasing.
Sherman et al.	1997	Ambient has a good effect on customer arousal, which in turn has a positive effect on the quantity of items purchased, money spent, and time spent in a store.
Beatty & Ferrell	1998	Result shows favorable affect and the desire to buy impulsively have a positive link.
Yoo et al.	1998	Lighting and music together evoke positive affect.
Hoyer et al.	1999	Store surroundings that are both engaging and enjoyable can lead to increased impulse purchases.

(Continued)

Table 2.9 (Continued)

Study	Year	Findings
Marsh	1999	There is a link between store design and customer purchasing behaviour.
Youn & Faber	2000	Store atmospheric cues including music affect impulse buying.
Mattila & Wirtz	2001	Once the music in a business is mixed together to create a consistent atmosphere, it has a greater impact on customer behaviour than when each environmental signal is considered independently.
Baker et al.	2002	Customers' store patronage is influenced by store environment cues such as music, layout, crowd, and convenience, which have been observed in retail and consumer behaviour.
Chebat & Michon	2003	Ambience scents directly affects shoppers' perceptions.
Crawford & Melevar	2003	Marketers can improve the layout of the store to capitalize on the suitability of the consumers in store.
Ailawadi & Keller	2004	Several elements of the inside environment, including as noise, music, and colour, might influence a customer's view of the store.

(Continued)



Table 2.9 (Continued)

Study	Year	Findings
Sreedhar & Debra	2004	Customers' feeling during shopping will affect impulse buying behavior.
Zhou & Wong	2004	Store atmosphere is characterized as the mindful a concerted attempt to build a retail environment that elicits strong emotional responses among consumers that encourage buying likelihood.
Aghazadeh	2005	Customers can be positively influenced by an excellent presentation of product assortments.
Dingfelder	2005	The findings found that while nice scents and music had little influence on a customer's mood, they do have an impact on how they spend their time in a store. A well-designed retail layout can improve to prompt impulse purchase behavior.
Morrin & Chebat	2005	The consumption of impulsive customers increased as a result of pleasant music.
Garlin & Owen	2006	Pleasant music may produce positive affect, these can withstand the amount of time that customers spend in a store.

*(Continued)*



Table 2.9 (Continued)

Study	Year	Findings
Peck & Childers	2006	Customers who have greater touch with salespeople are more likely to make spontaneous purchases.
Chu et al.	2007	If customers' attention is drawn to a desirable lighting environment, they will be satisfied.
Xu	2007	Consumers' emotional states are influenced by retail surroundings, which can lead to impulse purchases within the store.
Oh, Fiorito, Cho & Hofacker	2007	Aspects of the store's ambience design are positively associated in saving an image.
Vida & Irena	2008	The author discovered that the notion of music fit leads to a favourable experience for the customer, who subsequently views in-store merchandise more favourably and spends more time and money in the store as a result.
Lee	2008	Effective store layout and presence of salesperson are related to consumers' impulse purchase behaviour in a good way.

(Continued)



Table 2.9 (Continued)

Study	Year	Findings
Tlapanana	2009	Store layout positively influences consumers' impulse buying behavior.
Tendai & Crispen	2009	Music, fresh ascent, and ventilation are all factors that have an atmospheric engagement effect. pleasant behavior of shop staff are vital in assisting in keeping customers in stores for extended periods of time.
Seock	2009	Positive relationship between store atmosphere and customer shopping behavior.
Aggrawal	2010	Consumers who plan to spend less time shopping, according to the survey, prefer retails format with multi brands or product variety in one step.
Champion et al.	2010	Retail store image has a direct association with consumer perception of willingness to purchase and product quality.
Lee & Johnson	2010	Environmental stimuli in a store could impact shoppers' impulse buying tendency.
Tinne	2010	Presence of salesperson has a good link with customer purchasing habits.

(Continued)

Table 2.9 (Continued)

Study	Year	Findings
Ghosh et al.	2010	The factors affecting consumer purchasing behavior at retail outlets including store attributes like color, lighting, sales personnel, music.
Mihic & Kursan	2010	Skillful and friendly staff has a positive association between consumers' spontaneous buying behaviour.
Chang et al.	2011	Impulsive purchases were more likely among customers who had positive emotional responses to the retail setting.
Dave	2011	All in-store steps engaged by the consumers' spontaneous buying behaviour is influenced by retailers.
Lu	2011	The main factors affect consumer purchasing behavior in retail stores including facilities and sales personnel, which are related to store atmosphere.
Narang	2011	It was found that customers who consider clothing shopping to be a pleasurable hobby are driven by store layout and store ambience in apparel store selection.
Rajagopal	2011	There is positive effect of store develops consumers' purchase intentions for fashion apparel.
Wu, Yeh & Hsiao	2011	Store image directly and positively affect purchase intention.

(Continued)

Table 2.9 (Continued)

Study	Year	Findings
Bashar & Irshad	2012	Window display and impulsive purchasing are positively connected, according to his research. There is no link between impulse purchases and retail displays. Impulse buying is also linked to floor merchandising.
Hulten	2012	Shoppers' buying intentions are positively influenced by visual sensory stimuli. Good customer mood will lead to impulse buying behavior.
Lin & Lin	2012	Customer mood will influence their impulse buying behavior.
Chih et al.	2012	A store environment with attractive atmospheric factors favorably influences customers' mood.
Hubrechts & Kokturk	2012	Product display and product shelf presentation have direct relationship towards customers' impulse buying tendency.
Jain et al.	2012	The findings revealed that clothing displayed on mannequins inside stores and in store windows had a substantial impact on women's impulse buying decisions.
Samarin & Morini	2012	Light, music, coloring, internal decoration, equipment, product arrangement, and odor are capability of quickening the impulsive buying behavior of consumers.

(Continued)



Table 2.9 (Continued)

Study	Year	Findings
Mehta & Chugan	2012	The study discovered that window display had a direct link to impulse purchases. However, while there was no substantial link between form display and impulse buying, there was a strong link between floor merchandising and impulse purchase.
Mower et al.	2012	The presence of window displays influenced respondents' liking, while the presence of window displays had no main effects on enjoyment or arousal of the store exterior and patronage intentions.
Osman et al.	2013	A store environment with attractive atmospheric factors favorably influences customers' mood.
Visnu & Raheem	2013	Customer buying behavior will be greatly influenced by mood.
Mohan et al.	2013	According to the authors, pleasant mood and desire drove spontaneous spending in stores. The findings also revealed that positive affect and eagerness influenced the personality traits shopping enjoyment inclination and impulse buying tendency.
Amandeep	2013	The study shows the positive visual merchandising and impulse purchase possess a relationship.

*(Continued)*



Table 2.9 (Continued)

Study	Year	Findings
Angelou & Wirtz	2013	The buyer's impulsive buying decision is influenced by the in-store environment, lighting design, and product assortment.
Chanthika & Jie	2013	Poor service leads to less impulse purchases than good service.
Hefer & Cant	2013	The study's participants agreed that the prominence of visual merchandising displays influenced their purchasing decisions on a subconscious level. The visual merchandising displays used in stores have a significant impact on the shopping experience.
Madhavi & Leelavati	2013	The impact of visual merchandising, particularly that connected to shop windows, on consumer buying behaviour was investigated using the most valued store features.
El Hedhli et al.	2013	A store with an excellent atmospherics or internal environment might entice customers to stay longer and enjoy their leisure activities within the store.
Meenakumari	2013	The components of visual merchandising were examined in order to determine their impact on supermarket buying decisions. The importance of promotional signs and floor space in a buyer's decision is critical.

(Continued)



Table 2.9 (Continued)

Study	Year	Findings
Graa et al.	2014	sale atmosphere (sounds, views and odors) is a significant stimulus which help increase customers' need to purchase impulsively.
Bhatti & Latif	2014	The display of the window and the benefits of floor merchandising are undeniably related to consumer impulse buying behavior.
Mughal et al.	2014	According to the survey, there is no statistically significant link between coupons and purchasing behaviour. On the other hand, the buy-one-get-one-free offer, as well as the physical environment, have a substantial impact on purchasing behaviour.
Cho et al.	2014	In-store stimuli potentially cause impulse purchases.
Moayery et al.	2014	The study's findings show that three forms of visual marketing strategies, including window display, in-store form/mannequin, and advertising signage, have a significant impact on Iranian young adult females' impulse buying behaviour.
Ramankutty et al.	2014	Store atmosphere is a shopping state established by central factors such as store display, shop cleanliness, store density music, and others, to encourage impulse purchases.

(Continued)

Table 2.9 (Continued)

Study	Year	Findings
Balgaiyan & Verma	2015	Receiving good retail service quality from sales people exhibits a higher likelihood of impulse buying and returning to the store.
Sivakumara & Sharma	2015	Elements of store environment cues have substantial effect on shopping enjoyment, which impacts the extent of impulsive purchasing.
Tan & Yazdanifard	2015	Customers will be more likely to shop at a store with a pleasant environment, which may be achieved by successful marketing, well-trained staff, and promotional activities with a high emotional influence value. In conclusion, the attritional value from marketing initiatives, clients are more inclined to acquire unplanned products.
Leenders et al.	2016	Good customer mood will lead to impulse buying behavior.
Huang	2016	Obtaining good retail service quality from sales people exhibits a higher likelihood of impulse buying and returning to the store.

(Continued)



Table 2.9 (Continued)

Study	Year	Findings
Sahney	2016	During various stages of the consumer decision process, certain variables such as product information, customer involvement, atmosphere, customer attributions, and options play a vital influence, according to the study.
Syahrivar & Ardianto	2016	Promotion and store layout significantly influence impulse buying behavior.
Akram et al.	2016	Store with a striking environment stimulates more consumers to participate in impulsive purchasing.
Leenders et al.	2016	Customers' mood is affecting impulsive buying behavior.
Pornpitakpan et al.	2017	Receiving good retail service quality from salespeople exhibits more spontaneous purchases and plans to return to the store.
Pooja et al.	2018	Sounds and fragrances are crucial stimulants that can cause impulsive purchases.
Hor & Ng	2019	Good mix of store atmosphere elements can possibly consequence in terms of how much time customers want to spend in the store, overall evaluation, and customer propensity to return.
Budhipurwa & Warmika	2021	Impulse buying is affected positively and significantly by the store atmosphere.

(Compiled for the research)





### 2.7.5 Social Influence

According to Angel, Kollat, and Blackwell (1968), consumer buying behavior is influenced by the social element. It relates to the forces that other people have on customers' purchasing decisions. These kinds of social factors could be from the sources of roles and families, socioeconomic class and reference groups, culture and subculture (Angel et al., 1968). Consumers are often influenced by their social environment including their friends, reference groups, family members and so on (Pooja, 2018).

Balanaga and Krishnakumar (2013) researched the apparel buying behavior of consumer traits, reference groups, shop features, promotion, and product attributes are among the five dimensions examined by Indian consumers. The findings reveal that shop attributes advertising and reference groups are critical aspects of garment purchasing behavior. Shafi and Madhavaiah (2014) found a substantial association between reference group and purchase intention in his study on shoppers' buying behaviour toward apparel products in Bangalore city.

Lakshmi and Sreenivas (2016) revealed insights about the association between variables that impact consumer purchasing behavior in Bangalore as there is a strong preference for branded clothing. The information was gathered by delivering an internationally recognised structured questionnaire to respondents who live in Bangalore and are frequent shoppers of branded clothing. The reference group and purchase intention were found to have a strong association in the study.





Ranjitham (2016) ascertained the most popular branded items among respondents, and to investigate customers' perceptions of retail garments showrooms and the factors that influenced their decision to shop at a specific retail garments showroom in Tirunelveli Hub. That is apparent that the factors influenced the majority of branded apparel purchasers. including groupings of people, followed by more colour and design options, attractiveness, price range, and celebrity endorsement. The manufacturers of the focus of branded apparel should be on all these factors to formulate branding strategies effectively and to sustain their growth.

Mascarenhas and Higby (1993) then discovered that there are different interpersonal influences or reference group sources. The three major reference group sources including peers, parents and the media. Darden, Donna, Roy and Shirley (1981) mentioned that “Consumer Socialization Factors in a Patronage Model of Consumer Behavior,” according to a report.”, shown that consumer socialisation has a stronger influence on patronage behaviour than on brand choosing behaviour. At each step of the family life cycle, consumer socialisation has a varied impact on patronage behaviour. While age plays a significant role in the family life cycle, it also has ramifications for consumer socialisation and patronage behaviour. Hence, interaction with others resulted from family given a great effect on the patronage or customer purchasing behaviour.

Also affected by social influence from family, Rajagopal (2011) mentioned that in the Indian context, researchers looked at the factors of consumer behaviour and their impact on purchase intentions for fashion apparel. The findings revealed that socio-cultural and personality-related factors influence customer buying intentions. Study of





Moschis George, Jodie and Zhu (2011) stated that advice from spouse and relatives is important factor in consumers' buying behavior.

Besides social influence from family, customers' buying behavior could be affected by peers as well. Lee, Kim, Lou, Dee and Judith (2003), stated that Mexican college students' normative interpersonal influence positively enhanced brand consciousness, according to a study on "Factors determining Mexican college students' purchase intention toward a US apparel brand." Brand awareness is linked to emotional worth, but not to perceived brand quality in the United States. It followed with that emotional value impacts purchasing intent toward a product in a good way of the US brand.

According to Fernandez (2009), peer pressure is important in helping young people choose clothing labels since it helps them socialise. Fernandez (2009) also studied that, advertising plays a crucial role in instilling brand values and developing a brand image. Celebrity endorsements also have a significant impact on branded apparel since they promote image, quality, and status. From above, it shows that social influences from peers and media are effectively influence customers' choice of apparels brand.

Lim, Ting, Wong and Khoo (2012), mentioned that according to a study titled "Apparel Acquisition: Why More Is Less?" customers buy clothing because of peer pressure, self-identity, job requirements, price and convenience, and retailer impact. Consumers, in particular, believe that buying more clothing is a better way to avoid disappointments in terms of personal and cultural standards.





Recommendation shared by a consumer is a stimulation that makes you want to buy the thing right away without thinking about it (Laura & Carlos, 2018). By listening to comments from people around, it may lead to customers' purchase without much consideration. There are previous researches reveals that recommendations and the most powerful influence on consumer behaviour is information from other consumers (Anderson et al., 2011; Xiang et al., 2016).

In study of Xiang, Zheng, Lee and Zhao (2016), consumers can do sharing, to give an impact other experience or suggestions, that encourages impulse buying. Adding from study of Kim and Johnson (2016), not only do suggestions and views influence purchasing decisions, but they also aid in the development of positive brand images, which in turn encourage impulse purchases.



affected in online platform such as social network and shopping websites. Consumers are supposed to use the information acquired to generate ideas that can then be turned into purchases as expected. Anderson, Sims, Price, and Brusa (2011) explored that phenomena of impulse buying behavior in fashion industry. Result shows because the offline channel is more motivating of impulse buying behavior than online channel, also social network can have a big impact on impulse buying behavior. It is suggested that managers should choose your social network because Facebook and Instagram are the most influential, to increase impulse purchase behaviour.

Zhang, Hu and Zhao (2014) conducted a research to explore online social interaction influences consumers' impulse buying behavior when they browse online shopping website. In the study, social interaction is served as cues to stimulate. In





particular, opinion-based social media interactions and behavior-based social interactions may affect good effect, which leads to further leading to consumers' desire to buy on the spur of the moment. Opinion-based social interactions provides quality assessment and source trustworthiness while behavior-based social interactions offers observational learning. Positive affect is effective in instigating impulse buying (Yu & Bastin, 2010).

Studies also discovered that a consumer's pleasure and arousal are influenced by social presence (Guido, 2006; Hassanein & Head 2006). Guido (2006) studied that over the Big Five Human Personality, Emotional Stability and Conscientiousness qualities are connected with hedonic buying value, while Openness to Experience, Agreeableness, and Extroversion traits are correlated with utilitarian shopping value.

By Hassanein and Head (2006), for increased social presence of a corporation through socially rich descriptions and photographs will have a beneficial impact on attitudinal antecedents to buy for products such as clothes. It shows the need of different types of products or services have different levels of appropriateness, human warmth, and friendliness, especially apparel as a item for which customers are looking for enjoyable purchasing experiences.

It is reaffirmed in the study by Borges, Chebat, and Babin (2010), stated that consumers are much more positive while shopping with a friend than when shopping alone. In a social commerce scenario, a hedonic buying experience is expected, and more impulse purchases occur as a result of the social presence within a great shopping experience (Ju & Ahn, 2016). It refers to social presence of feeling positive impact on





the feelings of pleasure and arousal lead to more favourable attitudes regarding spontaneous purchases.

Saluja (2016) stated in her article "Consumer Buying Behaviour towards Fashion Apparels- A Case of Delhi," she demonstrated that Delhi customers liked to buy with their friends and family. They were influenced by their friends', family members', celebrities', periodicals', and other people's decisions. The consumer buying behaviour is unaffected by age, gender, education, or occupation, according to a study.

When people shop with others, they tend to put more items in their basket and spend more than when they shop alone (Sommer, Wynes & Brinkley, 1992). This is owing to the fact that shoppers appreciate the opinions and advice of their peers when it comes to buying clothing (Lai, 2017). The stimuli influence from other consumers and networks is also apparent in Eroglu et al.'s (2003) study whereby the other customers' involvement and responsiveness are important triggers for impulse buying.

Magleburg, Doney and Bristol (2004) studied that teenagers who buy with their friends are more susceptible to informational and less susceptible to normative influence. It was found that the presence of companions can improve shopping experiences and consequently increase the desire to buy. The finding is further supported by Luo's (2005) study, whereby customers' impulse buying decision is motivated by the presence of peers when shopping for clothing.

Social influence is not only limited from reference group of family and peers pressure; it also comes from people around consumers' social environment. As per explained by Angel et. al. (1968), social influence refers to other people's influences have an impact on consumer purchase behaviour.





Refer to study by Crawford and Melewar (2003), it is necessary to have a large crowd to promote impulse buying behavior. It is a natural fact that customers are drawn to stores that are more crowded. Popularity and busy stores both play a role in inducing impulse purchases. To recent, it was mentioned in the study of Nuseir (2020), that popularity of product in terms likes and mentions by other consumers leads to impulse buying behavior.

From that, market share of a product will definitely influence the choice of customers as proven in a study by Charterjee and Chaudhuri (2010), as customers tend to go for the telecommunication service provider with larger market share. Furthermore, market share is significantly and positively related to profitability (Faria & Wellington, 2004). Bigger market share is served as a signal for product quality (Chu et al., 2009).



According to Ju and Ahn (2016), the amount of people that buy a bargain indicates how interested they are in it. Customers may consider the product to be a good value if there are a lot of them, and they may be happy to get the product. Thus, it is suggested that when a product's market share reaches the individuals surrounding the consumer, it can be one of the factors contributing to impulse purchases.



Table 2.10

*Review of Previous Empirical Studies on the Relationship between Social Influence and Impulse Buying Behavior*

Studies	Year	Findings
Angel et al.	1968	Consumer buying behavior is influenced by social factor including roles and families, socioeconomic class and reference groups, culture and subculture.
Darden et al.	1981	Consumer socialisation has a greater impact on patronage behaviour than on brand choosing behaviour.
Sommer et al.	1992	When people shop with others, they tend to put more items in their basket and spend more than when they shop alone.
Crawford & Melewar	2003	Popularity and busy stores both play a role in inducing impulse purchases.
Lee et al.	2003	The normative interpersonal influence of Mexican college students has a beneficial impact on brand awareness, which influences purchase intention toward a US company.
Eroglu et al.	2003	Involvement and responsiveness from other customers are importance triggers for impulse buying.
Mangleburg et al.	2004	Presence of friends is able to raise the desire to buy by improving shopping experiences.
Faria & Wellington	2004	Market share and profitability are significantly and positively correlated.
Luo	2005	Presence of companions intensifies the need to buying.

*(Continued)*

Table 2.10 (Continued)

Studies	Year	Findings
Charterjee & Chaudhuri	2005	Large market share will motivate the customers to choose a particular telecommunication service provider.
Guido	2006	The qualities of openness to experience, agreeableness, and extroversion are linked to hedonic shopping value.
Hassanein & Head	2006	In the case of clothes, improving a company's social presence through socially rich descriptions and images will have a beneficial effect on buy antecedents.
Chu et al.	2009	Market share is positively related with firm profitability since market share is an indicator for brand quality.
Fernandez	2009	Peer pressure is important in their brand selection because it aids in their socialising.
Borges et al.	2010	When shopping with a friend, customers are substantially more positive than when shopping alone.
Anderson et al.	2011	Social network can have big impact on impulse buying behavior.
Moschis et al.	2011	Advice from spouse and relatives is important factor in consumers' buying behavior.
Rajagopal	2011	The findings show that socio-cultural and personality-related factors influence customer buying intentions.

(Continued)

Table 2.10 (Continued)

Studies	Year	Findings
Lim et al.	2012	According to the findings, consumers purchase apparels as a result of peer pressure and other factors, primarily to prevent disappointments in terms of personal and societal expectations.
Balanaga & Krishnakumar	2013	According to the findings of their research, shop attributes promotion and reference groups are essential elements of garment purchasing behaviour.
Shafi & Madhavaiah	2014	The study reveals that there was a strong association between reference group and purchase intention when it came to shoppers' buying behaviour for clothing products in Bangalore.
Zhang et al.	2014	Factors relating to social contact may operate as stimulating cues. Thought-based social interactions (ie. Source credibility and review quality) social relationships based on behaviour (observing and learning) may influence perceived utility and positive emotion (organism), causing customers to make impulsive purchases (response).
Kim & Johnson	2016	Suggestions and views not only influence purchasing decisions, but they also aid in the development of positive brand images, which in turn promote impulse purchases.

(Continued)

Table 2.10 (Continued)

Studies	Year	Findings
Ju & Ahn	2016	In a social commerce scenario, great shopping experiences in a hedonic manner are expected, and more impulse spending occurs due to a social presence. Customers may consider the product to be a good value and be delighted to have it when there are more customers.
Lakshmi & Sreenivas	2016	The reference group and purchase intention have a considerable relationship, according to the research.
Saluja	2016	According to the report, Delhi shoppers liked to buy with their friends and family members. They were influenced by their friends', family members', celebrities', periodicals', and other people's decisions.
Ranjitham	2016	According to the research, the majority of customers on branded apparel were heavily affected by the factors including reference groups.
Xiang et al.	2016	Sharing shopping experience and recommendations from people around can stimulate impulse buying behavior.
Lai	2017	Customers highly valued others comments of products to have an image of its quality when they buy clothing impulsively.

(Continued)

Table 2.10 (Continued)

Studies	Year	Findings
Laura & Carlos	2018	Recommendation shared by a consumer is a stimulation that makes you want to buy the thing right away without thinking about it.
Zhang et al.	2018	Social influence affects consumers with high impulsiveness who focus more on hedonic value.
Nuseir	2020	Popularity of product in terms likes and mentions by other consumers leads to impulse buying behavior.
Yang et al.	2021	Interpersonal influence positively moderates the relationship between perceived hedonic value and the urge to buy impulsively.

(Compiled for the research)



## 2.8 Summary

This chapter reviews the dependent and independent variables. A thorough review of previous studies assists in the construction of the relevant theoretical model together with the underlying theory. Literature review on impulse buying, price, brand reputation, country of origin, store atmosphere and social influence are cited in order to explore an insight understand of the subject. A simplified definition of impulse buying is adopted in the research, and M-R model is proposed to explain the relationship between the study subjects, which is impulse buying behavior. The next chapter will present the research methodology and how the data collection and analysis are conducted.





## CHAPTER 3

### METHODOLOGY



### 3.0 Introduction

This part mainly discusses the research mode utilized in this research based on how the five factors affect a person's impulsive behavior among working ladies. This even offers information on how the study was conducted, such as identifying the research questions, instrumentation, data collection, examining and the technique of data analysis. The collected data is going then to be analyzed using Statistical Package for Social Sciences (SPSS).

### 3.1 Research design

Research design is a phrase that relates to the entire plan, which will apply components and coordinate them to determine the research issue is addressed in a rational and consistent manner that can be treated in an efficient manner. It serves as a roadmap for the measurement process of data analysis and data collecting (De Vaus, 2001; Trochim





& William, 2006;). In other words, It is a study's long term plan that emphasizes how the investigation will be carried out. This also points the key components of a research study, like samples or groups, programmes, measures, treatments and etc., must work together to test the hypotheses. Internal validity, or the ability to make conclusions about what genuinely causes any visible differences in a dependent measure, will be most fundamentally affected by research design. Therefore, data analysis is intrinsically tied to research design (Miller & Salkind, 2002).

Rajasekar, Philominathan and Chinnathambi (2013) describe research as a methodical and rational search for information. In particular, business research is defined as the process of gathering, recording, evaluating, and interpreting data in order to find solutions to managerial issues (Wilson, 2013). Kothari (2004) describes research technique as a methodical approach to tackling a research challenge. In addition, research methodology specifies how a study will be carried out, as well as the approach that researchers will employ to understand and forecast events (Kuada, 2012).

The current study's research design is analytical to measure factors affecting working ladies' impulse buying behavior. This enabled to the provision of numerical data that aids in the identification of the variables' properties and relationships ("Primary Research – Advantages", 2017).

According to Malhotra and Dash (2009), the descriptive research design is better for calculating the percentage of units in a given population that exhibit certain behaviours, identifying the perception of product attributes, determining the degree of relationship between various marketing variables, and generating precise forecasts. Research design is distinguished by the creation of precise hypotheses ahead of time.





This style is well-structured and well-planned. It is supported by large sample size. Kumar (2005) stated that the primary goal of descriptive research is to verify the accuracy of created hypotheses that accurately describe the current situation. This type of study provides information on the current situation while focusing on the past or present, such as customer attitudes about marketing activities and community quality of life.

Greener (2008) mentioned that the three major approaches of conducting research are qualitative, quantitative, and mixed-method analysis. The qualitative method is used to investigate and comprehend one's own ideas, beliefs, values and experiences (Johnson & Christensen, 2012). The qualitative method is used to investigate and comprehend one's own ideas, beliefs, values and experiences (Shields & Twycross, 2003). Qualitative research can also be done through interviews, focus groups, phone calls, or internet interactions (Boeije, 2010).

Quantitative research entails generating numerical data that may be translated into statistics in order to quantify a specific problem (Balnaves & Caputi, 2001). Views, emotions, and behaviours are all quantified in quantitative research. In addition, when compared to qualitative research, quantitative research methodologies are significantly more systematic (Watzlawik & Born, 2007). A mixed-methods study, on the other hand, incorporates both qualitative and quantitative approaches while also including philosophical assumptions (Bergman, 2008).

Research design selected for this study is quantitative study using survey. Quantitative study, is making use of surveys, experiments and questionnaires to tabulate data that will reflect in numbers, this enables data to be easily identified for the





benefit of statistical analysis (Hittleman & Simon, 1997). Furthermore, if we follow Cohen (1980), quantitative analysis can be described as a social research which uses factual statements and observational methods. In addition, Creswell (1994) provided a precise description that quantitative analysis is a kind that describes the situation through tabulating data that is numerical will use approaches based on mathematics in deep analysis. Consistent with Hittleman & Simon (1997) quantitative approach refers to making purpose of surveys, experiments and questionnaires to collect data that shall be revised in terms of numbers, that gives the information a chance being characterized by employing statistical analysis.

Giving attention to Holton and Burnett (1997) also did bring forward our attention to a few of the advantages of quantitative studies. It refers to a quantitative method's capacity to group individuals in a smaller denomination to predict behavior from larger denomination that would incur a higher cost to analyze.

Due to large population and sample size of this study, using a specifically designed survey to be completed by respondents personally without any interventions by others is an effective way to collect data (Joseph, Sebastian, Alexandra & Stefan, 2017; Lavrakas, 2008). It usually takes less time to be completed by the respondents and relatively inexpensive (Mathers, Fox & Hunn, 2009; Milne, 1999). Self-administered survey is the most widely used method for the purpose of market research, which desires the respondents fill out the questionnaire themselves. The questionnaire could be sent in a variety of methods, including via mail and the internet (Pun, 2014).

By far the most used scale is the Likert scale favoured. Today's attitude-measuring instrument, which was created by Rensis Likert in early 1930s (McNabb,





2013). The researcher gathers a collection of items where each of them is a personal statement that expresses a viewpoint on a topic or one of its factors involved. The purpose of the Likert scale is to assess how people feel about extending the participant consensus on each point. On a five-point scale, strong agree, agree, neutral, disagree, and strongly disagree are the options. The items are given numerical values ranging from 1 to 5. The researcher might use low mean scores to correlate with either positive or negative attitudes, while employing high mean scores to indicate the opposite attitude, depending on how the statements are framed (positively or negatively, approving or disapproving). Researchers are usually concerned about participants' answers to any one of the scale's items. Rather, an attitude score is calculated by adding all of the item evaluations in that reading (McNabb, 2013).

To ensure the satisfactory fulfilment of study's objectives to resolve the research problems in this study, the quantitative method is demonstrated in showcasing the connection among each self-sufficient variable (brand reputation, country of origin, price, social influence and store atmosphere) and reliant variable (impulse buying behavior). Quantitative research design is used to explain constructs, to test on relationships and decide cause – effect relationship among constructs (Burns & Grove, 2005). This research design is selected in line with objectives and hypotheses of the research.

Previous researches on impulse buying behavior have primarily relied on surveys (Chih et al., 2012; George & Yaoyuneyong, 2010; Sun & Wo, 2011). As a result of this type of research, some core beliefs concerning impulsive behaviour have emerged (George & Yaoyuneyong, 2010) and the measure to which certain factors influence impulse buying behaviour (Stern, 1962; Sun & Wu, 2011).





Being consistent with previous studies done, quantitative approach, with self-administered questionnaire is applied in this study. Survey form will be distributed to get working ladies' respective opinions pertaining to the topic. Face-to-face questionnaire was the only method. This study employed a cross sectional analysis where causal relationship between factors and working ladies' impulse buying at a single point of time is examined. Questionnaire are distributed to respondents according to sampling techniques (stated in 3.2.3) in One Utama, Selangor's biggest shopping mall.

### 3.2 Sampling

One must not neglect the importance of sampling technique. It is very important to increase to validity of collection of data so that the population is represented by the sample. This will reduce the volume of data to be gathered which will allow a representation of the whole population to be drawn in conclusion (Zikmund, 2003).

#### 3.2.1 Target Population

In this study, targeted population is working ladies who are employed between ages of 16 and 35 years. In Malaysia, minimum age for employment is fourteen years and protective legislation applies under Child and Young Person (Employment) Act 1966. The Child and Young Person (Employment) Act 1966 was passed to regulate any labour of a child or young person. Under the Act, a child is a person who is under the age of fifteen years and a young person is a person who is fifteen or older, but below the age of eighteen years. Child is not the focus of this study, hence minimum age of 16 applies. With eligibility of being full time employed and wages paid, they are having ability to spend on purchases, regardless whether it is planned.





While according to Bellenger et al. (1978) study, shoppers under 35 years were more prone to impulse buying compared to those over 35 years old. This is further supported in studies after, adding on that chances of young consumers involved in impulse buying are higher (Geetha & Bharadhwaj, 2016; Gutierrez, 2004; Lin & Lin, 2005). Green et al. (1994) and Woods (1998) through their research established that there is an inverse relationship between age and impulse buying behavior. According to Lin & Lan (2005), there is a strong association between age and impulse buying behavior. Studies after proved as well that there is significant negative relationship between age and impulse buying tendency of consumers (Ghani & Jan, 2011; Mai et al., 2003; Ekeng et al., 2012). Young consumers are more impulsive due to influence with novelty, lifestyle and fashion (Awan & Abbas, 2015) which is consistent with Logue & Chavarro's (1992) study, that younger individuals demonstrate relatively lesser self-control. In study of Pun (2014), international fashion retailers such as Topshop, Uniqlo and Forever 21 target their customers whom aged below 34. Hence, our target population is in line with previous researches and current fashion retailers in the market which gives high practicality and validity to this research.

The respondents that take part in this study are ladies working in companies and firms, including full-time employed and self-employed. Nowadays, women comprised of 80 percent of all consumer purchases, which indicates that ladies now, especially working ladies have greater purchasing power (Mooney & Ryan, 2009).





### 3.2.2 Sampling Frame

There is no sampling frame in this study. This is due to the reason of having too many possibilities not to obtain an accurate number of samples. However, there are a few criteria to be determined as the qualified respondents for this study.

The first criterion is the respondents must be female since this is a study on impulse buying behavior of working ladies, only female respondents able to give reliable data to this research.

The second criterion is based on respondents' employment status. A qualified respondent must be full-time employed (including self-employed) in any companies or firms, regardless the job position. Unemployed and part-time working ladies are not the qualified as respondents. This is due to the reason of lacking in connection in business world, which may change their mindset. They do not have their income source too so they do not have much power on their decision making even on small issue such as buying clothes. Part-time employees are very different compared to full-time employees, as full-timer is usually in a job for a longer period of time and receive much better benefits than part-timer (Allan, 2002). Thus, their perception may be different in many aspects.

The third criterion is the age of respondents. In order to become a qualified respondent, her age must within 16 to 35. Respondents within the age range would serve a valid data input to this research.





### 3.2.3 Sampling Location

The study made use of primary data that is gathered by a survey carried out among female shoppers. Data is collected from female customers in a mall. This mall intercept design is consistent with previous researches (Akram et al., 2016; Beatty & Ferrell, 1998; Sharma, Sivakumaran & Marshall, 2010; Khare, 2011; Pooja, 2018). The logical explanation for the data collection derived from malls are because it is standing at most populated area these people can easily make purchase and commit to impulse buying based on the environment and atmosphere of the stores (Akram et al., 2016).

This research will be carried out in the state of Selangor, the largest mall in the state – One Utama Shopping Mall (Caitlyn, 2014; Yiing, 2018), which has several stores in which apparel products are being retailed, see Appendix F, including Cheetah, Cotton On, Dorothy Perkins, Nichii, Zara etc. Meanwhile, One Utama Shopping Mall is in the list of top 10 largest mall in the world, from Malaysia, followed by Mid Valley Megamall and Sunway Pyramid, showed in Appendix G.

The study will be conducted in Selangor state in Malaysia which located on the west coast of Peninsular Malaysia. The capital of Selangor is Shah Alam and there are five big cities which are Petaling Jaya, Subang Jaya, Klang, Cheras and Ampang Jaya. Appendix E recorded that Selangor has the highest number of population compared to the other states in Malaysia in 2016. Selangor is recorded having 19.9% of Malaysia's population of 31.7 million. The rapid development of Selangor and its location near the capital of the country, Kuala Lumpur create many opportunities for the people in the state in various fields like economics, education, employment, business and others. (Department of Statistics Malaysia, 2016).



There are several studies being conducted in Selangor, proving that data obtained are significant and representative (Hor & Ng, 2019). Moreover, Selangor have the second highest degree of urbanisation in a territorial state (91.4%). In terms of education provision, a quarter of all public universities, private universities and colleges in Malaysia are located in Selangor (Tawil, Suhaida, Hamzah, Che-Ani & Tahir, 2011). It is believed that highly educated females tend to move towards urban areas (Roberts, 2007) and are more empowered to go for shopping (Moe, 2007).

Sometimes due to the huge research population, if one uses sampling, it will allow data collection in a smaller quantity without compromising the reliability of that information. By doing so, researches will be able to generalize the findings to this population; not just it helps in saving resources but also money and time. (Adamchak, Bond, Magnani, Nelson, & Seltzer, 2000).

#### **3.2.4 Sampling Techniques**

Since there is no sampling frame as mentioned before, this indicates the need to use non-probability sampling technique (Hair, Money, Samouel & Babin, 2007; Zikmund, Babin, Carr & Griffin, 2013). According to Tashakkori & Teddlie (2003), non-probability sampling technique is that when a person does not hold equal chances of being selected in a sample. This is because it is less costly, can be set up quickly and most importantly, it suits this research without sampling frame (Saunders, Lewis, & Thornhill, 2009).

Under non-probability sampling techniques, purposive sampling is chosen for the study and it was conducted in Selangor, in the largest mall within the state – One



Utama. This is suitable because questionnaire will be distributed if respondent is able to meet the three criteria set, which are female, employed and within the age range of 16 to 35.

### 3.2.5 Sampling Size

The sample size refers to the number of people recruited from the general public to participate in this study. Creswell's study (2005) showed that a bigger sampling size is better in accuracy compared to smaller sampling size to reduce sampling error.

Hence, to get the appropriate sample size, various possible perspectives were looked into containing (a) a chart for determining sample size (384 as per Krejcie & Morgan, 1970); (b) type of the scales that are utilized in the instrument (calculations revealed a maximum sample size of 384 for seven point likert-type scale). Guilford (1954) stated that at minimum 200 people should be included in the sample, while Cattell (1978) indicated that a sample size of 250 was the minimum optimal sample size. Garson (2008) said that it should be at least 300 cases instead. Even if the variety of factors is less than 20, no sampling may be less than 100 (Gorsuch, 1983; Kline, 1979). Thus, sample size of 384 is considered adequate in this study. Nonetheless, even though data will be collected on an individual basis, a more secure approach should be taken on reducing sampling error with anticipation of missing data, sample size of 400 is targeted.



### 3.3 Instruments

Instrumentation including development and measurements of variables are explained in this subsection. Prior the actual data collection, pilot test is conducted to verify on the reliability and validity of instruments.

#### 3.3.1 Questionnaires design

Survey questionnaire were completed by the respondents as primary data for this study. The reason in using questionnaire is because of its geographical flexibility as well as the lower distribution and processing costs (Zhang, Kuchinke, Woud, Velten & Margraf, 2017). For this study, questionnaires were distributed to working ladies in Selangor, Malaysia in order to obtain their opinions.

This paper focuses on the extrinsic cues (IV) including price, brand reputation, store atmosphere, country of origin and market share of product, and how they influence the impulse buying behavior of working ladies (DV). Five items are adopted for each dimension under IVs while DV comprises of nine items. So a total of thirty-four items are involved in questionnaire. The questionnaire is divided into three sections which are Sections A, B, and C.

Questions under Section A are to collect demographic information about target respondents' profile where respondents are required to fill in their personal information. This section consists of five questions which were designed to collect basic information of respondents including gender, age, marital status, employment status and education level. This section is designed using nominal scale and ordinal scale, which number is just for classification.

Sections B is relevant to each independent variable (price, brand reputation, country of origin, store atmosphere and market share) that would affect impulse buying behavior. Each question would be using five-point Likert Scale. Respondents will be requested to choose the one which is closest to their point of view regarding the statement.

Section C are questions on dependent variable (impulse buying behavior), using five-point Likert (interval) scale as well. Respondents are required to choose one from the scale varying from 1 to 5 which is from strongly disagree to strongly agree, to show their degrees of agreement to the statement.

In this research, age, marital status and education level are taken into consideration. However, other factors such as salary are not attached importance on since these personal questions may decrease the response rate of the questionnaire.

Once any missing data in the questionnaire is found, the whole questionnaire was discarded and another questionnaire is used. Also, when the questionnaire is passed to respondents outside the target population, (e.g. retired women, males, etc.) the questionnaire will be discarded as well.

The impulse buying behavior questions were adopted from Rook and Fisher (1995). Questions on price are adopted from Koschate-Fischer et al. (2012); store atmosphere from Seock (2009); country of origin from Rätty (2009); brand reputation from Kwan et al. (2004); market share from Hellof and Jacobson (1999). Summary of construct instruments used is shown in Table 3.1 and detailed instruments are shown in Table 3.2 below.

Five-point likert scale is used to measure the responses, in this study. The respondents are to be asked to indicate their level of agreement to each statement. Five-point likert-scale has been most recommended by researchers and it is used to increase response rate and response quality by reducing the frustration level of respondents (Babakus & Mangold, 1992; Dawes, 2008; Sachdev & Verma, 2004).

Table 3.1

*Summary of construct Instruments Used*

Variables	Code	Instrument Author	No. of items	Measurement Scale
Impulse Buying Behavior	IBB	Rook & Fisher (1995)	9	Five-point Likert Scale
Price	P	Koschate-Fischer et al. (2012)	4	
Brand reputation	BR	Kwan et al. (2004)	6	
Country of origin	COO	Räty (2009)	5	
Store atmosphere	SA	Seock (2009)	5	
Social Influence	SI	Mihic & Kursan (2010)	3	

(Compiled for the research)

Table 3.2

*Instruments for Variables*

Variable	Item	Description
Impulse	IBB1	I often buy things spontaneously.
Buying Behavior	IBB2	“Just do it” describes the way I buy things.
	IBB3	I often buy things without thinking.
	IBB4	“I see it, I buy it” describes me.
	IBB5	“Buy now, think about it later” describes me.
	IBB6	Sometimes I feel like buying things on the spur of the moment.
	IBB7	I buy thing according to how I feel at the moment.
	IBB8	I carefully plan most of my purchases. (r)
	IBB9	Sometimes I am a bit reckless about what I buy.
Price	P1	When it comes to choosing a product for me, I rely heavily on price.
	P2	Price is the most important factor when I am choosing a product.
	P3	I often find myself checking prices.
	P4	I tend to purchase items on sale.
	P5	I usually purchase the cheapest item.
Brand reputation	BR1	I am more inclined towards shopping at department stores that carry reputable brands.

*(Continued)*

Table 3.2 (Continued)

Variable	Item	Description
Brand reputation	BR2	Most of the department stores I buy clothes from carry reputable brands.
	BR3	I usually purchase clothing from reputable international clothing brands.
	BR4	The well-known brands of clothing brands are usually good choices to purchase.
	BR5	I prefer buying best-selling brands of clothing.
	Country of Origin	CO1
CO2		To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.
CO3		If I have little experience with a product, I search for country of origin confirmation about the product to help me make a more informed decision.
CO4		When I am buying a new product, the country of origin is the first piece of information that I consider.
CO5		I look for country of origin information to choose the best product available in a product class.
Store Atmosphere	SA1	I always go to the clothing store with attractive store layout.

(Continued)

Table 3.2 (Continued)

Variable	Item	Description
Store	SA2	I place great importance on pleasant dressing rooms.
Atmosphere	SA3	I prefer to shop for clothes at convenient locations.
	SA4	Nice window display is the reason that attracts me to enter the shop.
	SA5	I prefer to shop with well-organized clothing display.
Social Influence	SI1	When shopping with companions, I buy more products.
	SI2	Product popularity is frequently a reminder for unplanned purchase.
	SI3	My companions affect my buying behavior and choice.

(Compiled for the research)

### 3.3.2 Validity test

Pre-testing the questionnaire was done in order to eliminate the problem of questions misunderstanding. This was to test whether potential respondents can understand the meaning and wordings of the questionnaire. After then, recommendations are collected regarding the appropriateness of the questions and whether the respondents can comprehend the questions reasonably. From that, improvements and adjustments has been made until the final questionnaire is constructed, before pilot test is conducted.

The validity test on the questionnaire was conducted through UTAR academicians as respondents. They have better understanding on the structure and development of an undergraduate research project's questionnaire, and hence can assist



in the reliability test for all IVs and DV. 10 copies of questionnaires have been distributed for validity test. By collecting feedback and opinion from UTAR academicians regarding the appropriateness of the questions, it is able to identify the probable deficiencies of the questions asked.

### 3.3.3 Pilot test

Prior to actual data collection, a pilot test with small group of samples was performed to increase the readability, accuracy and reliability of the questionnaire.

According to Hair et al. (2007), pilot study is a test that is conducted before the actual questionnaire is distributed, this is to check on understanding of respondents towards the questions as well as the questionnaires verification. As suggested by Malhotra (2009), sample of 10 respondents in target population is sufficient for conducting a pilot test. For the pilot test in this study, 30 responses are collected from female shoppers in Kinta City AEON mall, Ipoh. The responses were analyzed with the aid of SPSS to confirm that the assumption of reliability has been fulfilled.

### 3.3.4 Reliability test

Reliability test is to test on the consistency of the variable within each factor by applying Cronbach's alpha reliability analysis. Parker et al. (2004) and Santos (1999) mentioned that the fundamental goal of a reliability test is to determine the research instrument's consistency and stability. Furthermore, a reliability test shows if the researcher estimated key factors correctly to produce interpretable statements (Cronbach & Shavelson, 2004).





The value of 0.6 is used as a cutoff value for the Cronbach's alpha reliability analysis. According to (Bademci, 2014) values greater than 0.60 represent strong associations between variables, hence, they are acceptable. It also means the reliability level of variables are good and reliable, high enough to justify for further analysis.

Cronbach's Alpha test is chosen as the technique for examining the variables' association in this study in terms of price, brand reputation, store atmosphere, country of origin, social influence and impulse buying behavior. Cronbach's Alpha is going to be used to analysis on In this study, the internal consistency and bilateral correlation of the variables were examined. In a nutshell, it refers to how closely or compactly the variables are associated as a cluster or how well they are positively correlated to one another (Malhotra, 2010; Nunnally & Bernstein, 1999; Sekaran, 2003). Cronbach's Alpha can have a value ranging from negative infinity to positive one (Tavakol & Dennick, 2011). If any of the result shows the worth of 0.6 or below, it indicates that variables are incapable of determining the link between dependent and independent variables the internal consistency accuracy is unacceptable and poor in reliability (Malhorta, 2010). In average, an alpha value of 0.60 or higher is considered appropriate and indicates a significant relationship between the variables (Bademci, 2014).



Table 3.3

*Cronbach's Alpha Reliability Analysis*

Constructs	Cronbach's Alpha	Items
Price	0.647	5
Brand Reputation	0.613	5
Country of Origin	0.774	5
Store Atmosphere	0.692	4
Social Influence	0.651	3
Impulse Buying Behavior	0.676	9

As shown in Table 3.3, it was found that all Cronbach's alpha values for all constructs exceeded a value of 0.60. From this statement, the researcher concluded that stable and consistent results were shown by all items in each experimental trial.

### 3.4 Data collection

Under data collection, data collected by researchers which are facts collected from the study environment. This can be further segregated into a primary and a secondary data (Schindler & Cooper, 2001). Primary data can be collected through survey questionnaire and secondary data can be obtained through online journal databases such as ProQuest and Emerald, they can be a helpful source when addressing the research questions.

Primary data is the main source for data collection in this study. It is basic data collected directly from target population as it is an effective tool to collect data from a large number of respondents at a low cost. Sources for primary data are on interviews,



surveys, experiments, and questionnaires (Burns & Bush, 2010). The benefits for using questionnaire include the ease of data analysis, reduced researcher bias, and high degree of anonymity (Reja, Manfreda, Hlebec, & Vehovar, 2003). It provides anonymity as answers of the respondents are kept strictly confidential.

For data collection of this study, self-administered questionnaire was distributed to targeted population in order to address the research questions. The target responses to collect is 400 questionnaires, but total questionnaire distributed were 440 because 10% of the questionnaires collected were anticipated as error incurred, such as missing data.

Self-administered questionnaire was conducted at the largest mall in the Selangor – One Utama Shopping Mall One Utama shopping mall. Before questionnaire was distributed to the respondent, they were affirmed on fulfilling three criteria. Firstly, as a female respondent. Secondly, being full-time employed including self-employed. Thirdly, being within age of 16 to 35 years. Once they fulfilled the mentioned criteria and they were willing to take part in the research study, questionnaires were handed to collect their responses. After then, completed questionnaires were collected on the spot.

On the other hand, the secondary data was gathered through external or online information databases such as ProQuest, Science Direct, EBSCOhost and other supportive data provided, and internet search engine such as Google Scholar to obtain other related material to complete this research study. According to Chan and Ahmed (2006), secondary data refers to the information which has been previously collected for other purposes other than the research project at hand. Secondary data are easier to





get compare to primary data, researchers can get secondary data from many ways, such as internets, journals and books (Sekaran & Bougie, 2010).

### 3.5 Data analysis

The main objective of this study is to determine the relationship between five extrinsic cues and impulse buying behavior. The next phase after data collection is to analyze the data, which is able to show the result of relationship in between the variables.

Researchers have been using Statistical Package for Social Science (SPSS) software to analyze the data (Akram et al, 2016; Falode & Amubode, 2015; Mittal et al., 2016; Seinauskiene et al., 2015; Vishnu & Ahmed, 2013). Hence, data collected in this study will be analyzed using SPSS software as well, so to be in line with prior study and result comparison is able to be shown easily.

Following a coding process, all the data were inputted into SPSS file. It was noted that 1 item was scored reversely in the data set because it is negative meaning, and therefore coded reversely. The question is:

Q8: I carefully plan most of my purchases.

#### 3.5.1 Data screening and cleaning

Data screening was conducted prior to data recoding and data analysis, to help ensure the integrity of the data. It is an essential aspect of any multivariate analysis, laying the foundation for the quantitative study (Babagana, Mat & Ibrahim,2019; Gorondutse & Hilman, 2014).



Data screening refers to checking data for errors and fixing or removing these errors, in other way of saying. During data screening, any response collected with missing data or outlier data was not being considered as part of the responses to input for the data analysis. This step cannot be overlooked as it leads to possibility that low quality data which affects the study result (DeSimone, Harms & DeSimone, 2015).

### 3.5.2 Normality test

Normality analysis and Skewness and Kurtosis test were conducted to test whether the input data was normally distributed. Skewness is a measure of how symmetrical the mean of the observations whereas Kurtosis is a metric for the thickness of a likelihood function function's tails (Bai & Ng, 2005). According to Abrams (2007) data is not normally distributed if the values of skewness and kurtosis are greater than +3 or less than -3.

Table 3.4

#### *Summary of Normality Analysis*

Variables	Items	Skewness	Kurtosis
Price	P1	-.564	.016
	P2	-.801	-.130
	P3	-.483	-.825
	P4	-.462	-.609
	P5	.160	-.807

*(Continued)*

Table 3.4 (Continued)

Variables	Items	Skewness	Kurtosis
Brand Reputation	BR1	.233	-.232
	BR2	.487	-1.484
	BR3	-.023	-.094
	BR4	-.232	-1.374
	BR5	.358	.116
Store Atmosphere	SA1	-1.580	.527
	SA2	-1.328	-.257
	SA3	-.793	2.283
	SA4	-.858	1.904
Country of Origin	CO1	.096	-.206
	CO2	.838	-.942
	CO3	.897	-.699
	CO4	.516	.830
	CO5	.961	-.424
Social Influence	SI1	.529	-.929
	SI2	-.792	-.978
	SI3	-.747	-.234
Impulse Buying Behavior	IBB1	-.240	-.427
	IBB2	.709	-.207
	IBB3	1.484	1.992
	IBB4	1.279	1.569

(Continued)

Table 3.4 (Continued)

Variables	Items	Skewness	Kurtosis
Impulse Buying Behavior	IBB5	.891	.389
	IBB6	-.170	-.715
	IBB7	-.070	-1.081
	IBB8	-.321	-.308
	IBB9	-.409	.483

Normality analysis and Skewness & Kurtosis test were conducted to test whether the input data was normally distributed. According to Abrams (2007) values of skewness and kurtosis which were recorded between +3 and -3 presented the connotation that the data were not normally distributed. Therefore, for the present study, it was highly desirable that their values were within the range of +3 and -3, thus, normality assumption is met. Details are shown in Table 3.4 above.

### 3.5.3 Descriptive Analysis

A statistical tool summarises all of the values that make up a variable and converts them into descriptive data and value (Eiselen, Uys & Potgieter, 2005). Zikmund (2003) Declarative statistics are used to define a population's or sample's characteristics. Descriptive statistical analysis in this study will be conducted to summarize the data in terms of percentage distribution, frequency distribution, mean, mode and ranges etc.

### 3.5.4 Pearson Correlation Analysis (PCA)

PCA is an analytical method for determining the linear relation or association between two or more variables (Taylor, 1990). It is commonly used to determine whether two

variables have a relationship (Hauke & Kossowski, 2011). In other words, the multicollinearity problem among the independent variables can be tested using PCA. This PCA has a value between -1 and 1, indicating a perfect positive and negative association, respectively, while a value of zero shows that there is no link between the elements (Gujarati & Porter, 2009). If the value is less than 0.90, it is said to be free from multicollinearity problem. However, if the value is more than 0.90, this shows that the strength among the IVs are so strong that they are actually the same things hence, there exist a multicollinearity problem. (Sekaran, 2003).

Table 3.5

*Rules of Thumb about Correlation Coefficient Size*

Coefficient Range	Strength of Association
$\pm .91 - \pm 1.00$	Very strong
$\pm .71 - \pm .90$	High
$\pm .41 - \pm .70$	Moderate
$\pm .21 - \pm .40$	Small but definite relationship
$\pm .11 - \pm .20$	Slight almost negligible

Adapted from *Malhotra, 2010*.

**3.5.5 Multiple Linear Regression**

According to Saunders et al. (2009), the process of computing a maximum likelihood method determination and a regression equation utilizing discriminant analysis and one dependent variable is known as multiple regression analysis. While there are five independent variables associating to one dependent variable, multiple linear regression was chosen to examine the entire model. For multiple linear regression, the general equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Applying independent variables and dependent variable, the equation for this study:

$$IBB = \alpha + \beta_1 P + \beta_2 BR + \beta_3 SA + \beta_4 CO + \beta_5 SI + e$$

Where IBB = Impulse Buying Behavior

P = Price

BR = Brand Reputation

SA = Store Atmosphere

CO = Country of Origin

SI = Social Influence

As mentioned above, the linear relationship between one dependent variable and a number of independent factors is studied using multiple linear regression. If the significance level of an independent variable is less than 0.05, it is presumed that the independent variable is having a significant linear connection towards dependent variable.

### 3.6 Summary

This Chapter 3 covered the process of collecting information and data for the sole purpose of giving a clear picture on know-how of the research which is accomplished. The methods of data collection, sampling design, data collection processes, questionnaire design, scale measurement, and data analysis were all included in this research as per discussion. Statistical analysis from this chapter is to serve for an extensive analysis in Chapter 4 for conclusions to be drawn.

## CHAPTER 4

### DATA ANALYSIS

#### 4.0 Introduction

Data collected with distributed questionnaire are analyzed. In-depth analysis of data was conducted with SPSS (Statistical Package for Social Science) software including descriptive analysis and inferential analysis. In this chapter, Cronbach Alpha reliability test was used to indicate data reliability, Skewness and Kurtosis test was used to check on whether data is normally distributed. To ensure the independent variables are free from multicollinearity, Pearson Correlation Analysis (PCA) was conducted. Multiple Linear Regression was used to indicate the level of influence of each dependent variable to the dependent variable. The results of analysis conducted are shown in this chapter.

#### 4.1 Descriptive Analysis

The results obtained after performing descriptive statistics were presented in detail in this section. The researcher analyzed and then elaborated the demographic profile of

the respondents. By doing so, information about the background of those participating in the survey will be specified. The results of the study are depicted in the following figures and tables.

#### 4.1.1 Respondent Demographic Profile and General Information

When it came to respondent's demographic information, the collected and tabulated was in regard to their gender, age, employment status, marital status and the highest education level. The gender of respondents consists of purely 400 females (100%). For employment status, all respondents are full-time employed (100%).

Table 4.1

##### *Distribution of Age*

	Frequency	Percent	Cumulative Percent
16 to 25	294	73.5	73.5
26 to 35	106	26.5	100.0
Total	400	100.0	

Table 4.1 above shows that in terms of age distribution, age ranging between 16 to 25 years old represented 73.5% of respondents who were also a majority. Subsequently, the respondents' age is within the range of 26 to 35 years old (26.5%).

Table 4.2

*Distribution of Marital Status*

	Frequency	Percent	Cumulative Percent
Single	238	59.5	59.5
Married	147	36.75	96.25
Divorce	15	3.75	100.0
Total	400	100.0	

Table 4.2 above shows that when assessed in terms of marital status, the majority of respondents were single (59.5%), whereas 36.75% are married and 3.75% are divorce.

Table 4.3

*Distribution of Education Background*

	Frequency	Percent	Cumulative Percent
Secondary	13	3.25	3.25
Diploma	53	13.25	16.5
Bachelor Degree	240	60.0	76.5
Master Degree	94	23.5	100.0
Total	400	100.0	

Table 4.3 above shows that among respondents, a small percentage at 3.25% represented those who completed secondary school level. Suffice to say, 13.25% are certificate or diploma holders, 60% are Bachelor degree holder whereas 23.5% of them

are Master degree holders. There is 83.4% of the respondents have educational level up to Bachelor Degree or above. This dataset shows that majority of the respondents were well educated.

#### 4.1.2 Central Tendencies Measurement of Constructs

Mean, mode and median of five independent variables and dependent variable were displayed in Table 4.4. First of all, the means of the items under the variable of price ranges from 3.23 to 3.93, median within 3.00 and 4.00 and mode from 3 to 4. For brand reputation, it shows that the means fall within the range from 2.33 to 3.23, median within 2.00 to 3.50 and mode from 2 to 4. For store atmosphere, means fall within the range from 3.77 to 3.93, median and mode of 4.

#### *Central Tendencies Measurement of Constructs*

Variables	Items	Mean	Mode	Median
Price	P1	3.77	4	4.00
	P2	3.93	4	4.00
	P3	3.67	4	4.00
	P4	3.77	4	4.00
	P5	3.23	3	3.00
Brand	BR1	3.13	3	3.00
Reputation	BR2	2.77	2	2.50
	BR3	2.67	3	3.00

*(Continued)*

Table 4.4 (Continued)

Variables	Items	Mean	Mode	Median
Brand	BR4	3.23	4	3.50
Reputation	BR5	2.33	2	2.00
Country of	CO1	2.83	3	3.00
Origin	CO2	2.70	2	3.00
	CO3	3.00	3	3.00
	CO4	2.37	2	2.00
	CO5	2.73	2	3.00
Store	SA1	3.8	4	4.00
Atmosphere	SA2	3.77	4	4.00
	SA3	3.93	4	4.00
	SA4	3.8	4	4.00
Impulse	IBB1	3.90	3	3.00
Buying	IBB2	3.50	4	4.00
Behavior	IBB3	3.10	4	4.00
	IBB4	3.97	4	4.00
	IBB5	3.33	4	4.00
	IBB6	3.13	4	4.00
	IBB7	3.03	4	4.00
	IBB8	3.08	4	4.00
	IBB9	3.20	3	3.00



Furthermore, the range of country of origin's mean is from 2.37 to 3.00, median and mode from 2 to 3. Besides, social influence achieves the range of mean from 3.10 to 3.57, median and mode from 3 to 4. Last but not least, impulse buying behavior's mean falls within scope of 3.03 to 3.97, median and mode within 3 to 4.

## 4.2 Inferential Analysis

The structural model was analyzed using SPSS. Specifically, in this study, the researcher separated the findings of the structural model into Pearson Correlation Analysis to assess for collinearity issue, Multiple Linear Regression to evaluate on the significance of the structural model relationship, and R square and ANOVA to evaluate on the strength of relationship and fit of the model.



### 4.2.1 Pearson Correlation Analysis



The presence of multicollinearity problems among independent variables was tested through Pearson Correlation. According to Saunders, Lewis and Thornhill (2009), as an effort to identify the presence of multicollinearity problem, the rule of thumb was used in which the correlation coefficient value of 0.90 was taken into account. It was found that the overall coefficient value was lesser than 0.90 or in other words, it was below the cut-off point, therefore, it cannot be denied that the researcher failed to find a significant correlation between the independent variables. As a result, it can be concluded that a problem of multicollinearity did not exist in the present study.



Table 4.5

*Summary of Correlation*

		Correlations					
		P	SA	BR	CO	SI	IBB
P	Pearson	1.000	.306	-.044	-.196	-.202	.500**
	Correlation						
	Sig. (2-tailed)		.100	.816	.300	.284	.005
	N	400	400	400	400	400	400
SA	Pearson	.306	1.000	-.242	.140	-.170	.370*
	Correlation						
	Sig. (2-tailed)	.100		.198	.460	.370	.044
	N	400	400	400	400	400	400
BR	Pearson	-.044	-.242	1.000	.195	-.048	-.256
	Correlation						
	Sig. (2-tailed)	.816	.198		.301	.802	.172
	N	400	400	400	400	400	400
CO	Pearson	-.196	.140	.195	1.000	-.007	-.262
	Correlation						
	Sig. (2-tailed)	.300	.460	.301		.969	.162
	N	400	400	400	400	400	400

*(Continued)*

Table 4.5 (Continued)

		Correlations					
		P	SA	BR	CO	SI	IBB
SI	Pearson	-.202	-.170	-.048	-.007	1.000	-.479**
	Correlation						
	Sig. (2-tailed)	.284	.370	.802	.969		.007
	N	400	400	400	400	400	400
IBB	Pearson	.500**	.370*	-.256	-.262	-.479**	1.000
	Correlation						
	Sig. (2-tailed)	.005	.044	.172	.162	.007	
	N	400	400	400	400	400	400

Note:  $p < 0.01^{**}$ ;  $p < 0.05^{*}$

P = Price; SA = Store Atmosphere; BR = Brand Reputation; CO = Country of Origin; SI = Social Influence; IBB = Impulse Buying Behavior.

#### 4.2.2 Multiple Linear Regression

In previous Chapter 1, five hypotheses were set including the relationship between product price, brand reputation of product, country of origin of product, store atmosphere, and social influence and impulse buying behavior.

To analyze the whole model of the research, particularly the relationship between five explanatory variables and a response variable, multiple linear regression is chosen as the statistical technique (Hair et al., 2006). The objective of conducting multiple linear regression was to test on the statistical significance or relationship between variables, nature or direction of relationship and strength of correlation.



Under multiple linear regression, independent and dependent variables are found to be correlated significantly whenever the p-value is less than 0.05. (Hair et al., 2003) In short, three independent variables have been found to have a significant influence over with impulse buying behavior among working ladies, which are price, store atmosphere and social influence. While, two independent variables, brand reputation and country of origin of product, found that not to have significant influence over impulse buying behavior among working ladies.

Table 4.6 shows the beta coefficients and p-values derived from the multiple linear regression test. As shown in the table, results reported that the independent variables of price ( $\beta = -0.407$ ,  $p < 0.05$ ), store atmosphere ( $\beta = 0.359$ ,  $p < 0.05$ ) and social influence ( $\beta = 0.331$ ,  $p < 0.05$ ) are contributing significantly in describing a dependent variable. Among three variables, price produced the largest contribution in clarifying the dependent variable of impulse buying behavior. Based on this result, H1, H4 and H5 were supported.

On the contrary, the independent variables of brand reputation ( $\beta = -0.170$ ,  $p > 0.05$ ) and country of origin ( $\beta = -0.106$ ,  $p > 0.05$ ) it was found that predictive variables that were dependent on impulse buying behavior were not significantly influenced by these values. It means that a significant relationship between these variables does not exist (brand reputation as well as country of origin) and impulse buying behavior. Based on the information, H2 and H3 were not supported.

In response to the general research question – “Will extrinsic cues affect the impulse buying behavior among working ladies?”, out of five cues, the findings of this



research indicated that three cues namely price, store atmosphere, and social influence are significantly impact on impulse buying behavior.

Table 4.6

*Summary of Regression Coefficients*

		Coefficients <sup>a</sup>				
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	33.135	4.637		7.147	.000
	P	-.629	.197	-.407	-3.187	.004
	BR	.111	.084	-.170	-1.319	.200
	CO	-.094	.115	-.106	-.817	.422
	SA	.302	.111	.359	2.713	.012
	SI	.304	.123	.331	2.480	.021

a. Dependent Variable: IBB

Note: P = Price; SA = Store Atmosphere; BR = Brand Reputation; CO = Country of Origin; SI = Social Influence; IBB = Impulse Buying Behavior. (Source: Author)

$$IBB = 33.135 + 0.302 SA + 0.304 SI - 0.629 P - 0.111 BR - 0.094 CO$$

#### 4.2.2.1 Test of Significance

With the result reference, the empirical data provided results were analyzed. Each hypothesis was analyzed along with the so called multiple linear regression analysis.

H1: There is a significant relationship between price and the impulse buying behavior among working ladies. (Reject  $H_0$  if  $p < 0.05$ )



Hypothesis 1 aimed at discovering whether or not impulse buying behavior and the price have a significant relationship. According to the Table 4.6, the significant 0.004 was a value for price which was lesser than the p-value of 0.05. Consequently, H1 was supported which indicated that there was a significant relationship between price and impulse buying behavior among working ladies. According to the equation formed, for every unit price decrement, impulse buying behavior will increase by 0.629.

H2: There is a significant relationship between brand reputation and the impulse buying behavior among working ladies. (Reject  $H_0$  if  $p < 0.05$ )

Hypothesis 2 was to discover whether or not impulse buying behavior and the product's brand reputation have a significant relationship. As shown in the Table 4.6, 0.200 was the significant value for brand reputation; it was more than the p-value of 0.05, thus, the null hypothesis was accepted. This suggested that impulse buying behavior and brand reputation did not have a significant relationship. Therefore, hypothesis has not been supported.

H3: There is a significant relationship between origin country of product and the impulse buying behavior among working ladies. (Reject  $H_0$  if  $p < 0.05$ )

Hypothesis 3 intended to determine whether or not impulse buying behavior and the origin country of products have a significant relationship. By referring to the **Table 4.6**, the significant value of country for origin of product was 0.422; it was greater than the p-value of 0.05, for this reason, the null hypothesis was accepted. In consequence, there was no significant relationship between origin country of product and impulse buying behavior. Simply put, the prediction of the impulse buying behavior was not





contributed by origin country of products. The data did not offer efficient evidence to support the idea that the variables of impulse buying behavior and origin country of product did not have a significant relationship. Therefore, the data did not able to support the hypothesis.

H4: There is a significant relationship between store atmosphere and the impulse buying behavior among working ladies. (Reject  $H_0$  if  $p < 0.05$ )

Hypothesis 4 intended to verify whether or not there was a significant relationship between impulse buying behavior and the store atmosphere. According to the Table 4.6, 0.012 was the significant value for store atmosphere which was lesser than the p-value of 0.05. Therefore, H3 was supported which also indicated that store atmosphere and impulse buying behavior among working ladies have a significant relationship. Impulse buying behavior then went up by 0.302 per unit increment in store atmosphere.

H5: There is a significant relationship between social influence and the impulse buying behavior among working ladies. (Reject  $H_0$  if  $p < 0.05$ )

Hypothesis 5 intended to confirm whether or not impulse buying behavior and social influence have a significant relationship. According to the Table 4.6, 0.021 was the significant value for social influence which was lesser than the p-value of 0.05. Accordingly, H5 was supported which also indicated that social influence and impulse buying behavior among working ladies have a relationship. Impulse buying behavior will also increase by 0.304 for one-unit increment in social influence. To summarize the findings from hypotheses testing, the results are listed as follows:



Table 4.7

*Summary of Hypotheses Testing Result*

Hypotheses	Results
H1: There is a significant relationship between price and the impulse buying behavior among working ladies.	Supported
H2: There is a significant relationship between brand reputation and the impulse buying behavior among working ladies.	Not supported
H3: There is a significant relationship between country of origin of product and the impulse buying behavior among working ladies.	Not supported
H4: There is a significant relationship between store atmosphere and the impulse buying behavior among working ladies.	Supported
H5: There is a significant relationship between social influence and the impulse buying behavior among working ladies.	Supported

**4.2.2.2 Strength of Relationship**

According to Hair et al. (2006), the values of R are ranging from -1 to 1 signifying the strength of relationship between independent variables and dependent variable. The absolute value of R represents the strength; the greater the absolute value means the stronger relationship. 0.717 was the value of R in the research model as shown in Table 4.8, indicating that the predictor can explain 71.70% of change in the dependent variable. Conversely, other factors described 28.30% of the variation in impulse buying behaviour.

Table 4.8

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717	.513	.412	1.056

Table 4.9

*Analysis of Variance (ANOVA)*

	Model	Sum of Squares	Mean Square	F	Sig.
	Regression	34.2938	8.5734	54.67	0.003
1	Residual	38.4201	0.1568		
	Total	72.7138			

Results shown in the Table 4.9 exhibited that the value of F was 54.67 while the p-value was 0.003 which was less than 0.05. Hence, the overall regression model has worked well to impulse buying behavior, this study's fitness for the model can be assured.

Table 4.10

*Ranking of Independent Variables based on Parameter Estimate*

Independent variables	Parameter estimate	Ranking
Price	.629	1
Brand reputation	.111	Not significant
Store atmosphere	.302	3
Country of origin	.094	Not significant
Social Influence	.304	2



Derived from the results generated, price was the strongest antecedent to impulse buying behavior because of its parameter estimate of 0.629 followed by social influence (0.304) and store atmosphere (0.302). However, brand reputation and origin country of product has not significant relationship towards impulse buying behavior.

### 4.3 Summary

SPSS generated output from data collected in the form of questionnaires are summarized. The interpretation are done in three parts, i.e., descriptive statistics, scale measurement as well as inferential analysis. These interpretation are used for major discussion and conclusion in the next chapter.



## CHAPTER 5

### DISCUSSION, CONCLUSION AND IMPLICATION

#### 5.0 Introduction

In this chapter, with the statistical analysis result provided in the previous chapter, discussions were made on the findings incorporate with the context of past literatures. All five findings were discussed. To accomplish the research objectives and the hypothesis test results of the study, major findings are discussed. Moreover, the current study' limitations and recommendations for future researchers were also included. Lastly, a conclusion corresponding to the overall study has been prepared in the last part of the chapter.



## 5.1 Summary of Statistical Analysis

The section presented a summary of all statistical analyses conducted including findings from pilot test, results generated from descriptive analysis and inferential analysis.

### 5.1.1 Descriptive Analysis

The demographic profiles of 400 respondents show that employed female, within age of 16 to 35 years holds 100%. Majority of the respondents' ages were between 16 and 25 years old (73.5%) followed by respondents aged between 26 and 35 years old (26.5%).

Most of the respondents were single (59.5%) followed by married (36.75%) and divorce (3.75%). Furthermore, most of the respondents (60%) are Bachelor's Degree holder, 23.5% are Master's Degree holders and 13.25% are certificate/diploma holder.

While, there is an extremely low percentage of respondents (3.25%) have completed the secondary school level.

### 5.1.2 Inferential Analysis

Pearson Correlation is carried out among independent variable to test for the presence of multicollinearity problem. From the results shown, all coefficient values were lesser than 0.90 which was set as the cutoff point of the test. Hence, no multicollinearity problem has occurred between independent variables.



## 5.2 Discussion of Major Findings

Based on data analysed in Chapter 4, the findings of each hypothesis and research question is described in detailed. They will be explained in the context of a literature review. Among the five hypotheses in the research, three hypotheses are supported. The results were summarized in Table 5.1 below.

$$IBB = 33.135 + 0.302 SA + 0.304 SI - 0.629 P - 0.111 BR - 0.094 CO$$

Table 5.1

### *Results on Hypotheses*

Hypotheses	Parameter Estimate	Supported (Reject $H_0$ )	Not Supported (Do not Reject $H_0$ )
H1: There is a significant relationship between price and the impulse buying behavior among working ladies.	-0.629	P = 0.004 (P < 0.05)	
H2: There is a significant relationship between brand reputation and the impulse buying behavior among working ladies.	-0.111		P = 0.200 (P < 0.05)
H3: There is a significant relationship between origin country of product and the impulse buying behavior among working ladies.	-0.094		P = 0.422 (P > 0.05)

*(Continued)*

Table 5.1 (Continued)

Hypotheses	Parameter Estimate	Supported (Reject $H_0$ )	Not Supported (Do not Reject $H_0$ )
H4: There is a significant relationship between store atmosphere and the impulse buying behavior among working ladies.	0.302	P = 0.012 (P < 0.05)	
H5: There is a significant relationship between social influence and the impulse buying behavior among working ladies	-0.304	P = 0.021 (P < 0.05)	

\*P denotes p-value; B denotes beta.

### 5.2.1 The influence of price on impulse buying behavior

Table 5.1 shows that the beta coefficient of  $H_1$  is -0.609 which means price is having the strongest correlation with impulse buying behavior compared to other independent variables which are brand reputation, country of origin, store atmosphere and social influence. Due to the fact that its p-value of 0.004 was lesser than 0.05,  $H_1$  was supported that price has a significant relationship with impulse buying behavior.

This result was coherent with the previous studies, proven that price is significantly correlated to impulse buying behavior. This actively demonstrates that price can effectively stimulate or encourage customers' impulse buying behavior. (Karbasiver & Yarahmadi, 2011; Sundstrom et al, 2013; Iqbal, Akhtar & Lodhi, 2014).

As per stated by Dittmar and Drury (2000), impulse buying decision is urged and difficult to pass when a good price is offered.

The negative relation between price and impulse buying behavior are further supported by many prior researches. (Stern, 1962; Tendai & Crespen, 2009; Kacen et al., 2012). As discussed earlier, customers are easily attracted by lower price, ended buying more. Hence, cheaper goods are able to persuade customers to conduct impulse buying behavior (Burrow & Bosiljevac, 2011; Duarte et al., 2013; Lim & Yazdabifard, 2015). Refer to Chuang et al. (2013); and Syahrivar and Ardianto (2016), the lower the product price, the higher the occurrence of impulse buying behavior.

In relation to the first Research Question One – “Is there a relationship between price and the impulse buying behavior among working ladies?”, the research findings in this study have revealed that product price, has been proven to be significantly and negatively related to impulse buying behavior among working ladies. This finding is clearly in line with the past literatures of Kacen (2012), Sundstrom et al. (2013), Karbasiver and Yarahmadi (2011), Chuang et al. (2013), Duarte et al. (2013), Lim and Yazdabifard (2015) and Syahrivar and Ardianto (2016), where significant relationship was found between price and impulse buying behavior. Hence, the first research question was answered.

### **5.2.2 The influence of brand reputation on impulse buying behavior**

With p-value of 0.200 greater than 0.05,  $H_2$  is not supported. Therefore, brand reputation focus in this study has been confirmed to have no significant influence on impulse buying behavior. The result is proven to be consistent with Gutierrez (2004);

Rajput and Kesharwani (2012); and Ranjitham (2016). Along the lines of brand reputation has no significant relationship towards customers' impulse buying behavior.

As per past literature of Gurbuz (2008), brand name is bringing positive affects towards customers. In line with Afzal et al. (2010) and Babic-Hodovic et al. (2011), brand name is positively influencing customer satisfaction, loyalty and trust. Following with favourable affects by customers, it will lead to inclination towards impulse buying behavior (Seinauskiene et al., 2015; Liapati et al., 2015; Husnain & Akhar, 2016).

Arguing with the above, Gutierrez (2004) stated that customers who compare brands are more likely to conduct planned purchase, thus brand reputation has no relation towards impulse buying behavior. Rajput and Kesharwani (2012) and Ranjitham (2016) proved that brand name is not significant as other product attributes such as quality and durability, when it comes to purchasing decision.

In response to Research Question Two – “Is there a relationship between brand reputation and the impulse buying behavior among working ladies?”, it was found that brand reputation was insignificantly related to impulse buying behavior, opposing the past literatures by Gurbuz (2008), Afzal et al. (2010), Babic-Hodovic et al. (2011) and Seinauskiene et al. (2015). Such finding was consistent with some aspects in a study by Gutierrez (2004) that brand purchases were mostly planned rather than impulsive. Hence, the Research Question Two was answered.

### **5.2.3 The influence of country of origin on impulse buying behavior**

Based on the findings generated,  $H_3$  was not supported with p-value of 0.422 more than 0.05. It was proven that there is no significant relation between country of origin and



impulse buying behavior. This research finding is consistent with a study by Yeboah and Owusu-Prempeh (2017), stated that association between impulse buying behavior and product origin is not strong.

As per stated in studies, product country of origin is significant cue affecting consumers' perception on the product, which eventually leads to influence in consumers' buying behavior (Piron, 2000; Iyer & Kalita, 1997; Samli, 1995). It was shown that product country of origin has great impact to consumers' assessment or judgment towards the product (Lee et al., 2010; DeLong, et al., 2004; Sirgy et al., 1991). The particular reason for this is that product country of origin is one of the attributes which presenting information to consumer (Tigli, Pirtini & Erdem, 2010; McCutcheon et al., 2009; Khan & Bamber, 2008; Liu & Johnson, 2005).



In response to Research Question Three – “Is there a relationship between

country of origin of product and the impulse buying behavior among working ladies?”, the research findings in this study has found that the origin country of product was insignificantly related to impulse buying behavior. This finding is contradicted with past literatures of Piron (2000), Liu and Johnson (2005), McCutcheon et al. (2009), Schnettler et al. (2008), Yeh et al. (2010), Tigli et al. (2010). However, this result is supported by studies of Khan and Bamber (2008) and Yeboah and Owusu-Prempeh (2017) indicating that there was a weak association between country of origin of product and impulse buying behavior. Hence, Research Question Three was answered.

#### **5.2.4 The influence of store atmosphere on impulse buying behavior**

The table above shows that  $H_4$  is supported with p-value of 0.012 which is less than 0.05, with beta coefficient of 0.302. It indicates that there is significant positive





relationship between store atmosphere and impulse buying behavior. The result is consistent with previous studies of Akram et al. (2016), Sivakumara and Sharma (2015), Cho et al (2014), Lee and Johnson (2010), Seock (2009), Baker et al. (2002), showed that store atmosphere can effectively affect consumers' impulse buying behavior.

Baker et. al. (2002) found that store atmosphere brings can subsequently impact on consumers' buying behavior. This is supported by literature identifying store atmosphere is a strong facilitator for impulse buying behavior, by evoking consumers' emotions and ultimately affects their impulse buying behavior (Akram et al., 2016; Lee & Johnson, 2010; Seock, 2009). A well-arranged store atmosphere can persuade positive affects among consumers and generate pleasing shopping experience (Pun & Maya, 2014; Osman, Ong, Othman & Khong, 2013; Chih, Hsi-Jui & Li, 2012; Raajpoot et al, 2008). Followed with affecting the amount of time consumers spend within the store (Hor & Ng, 2019; Tan & Yazdanifard, 2015; Donovan et al., 1994).

Positive relationship between positive affect and impulse buying is supported by prior researches (Leenders et al., 2016; Mohan et. al., 2013; Visnu & Raheem, 2013; Hulten, 2012; Lin & Lin, 2012; Chang et al, 2011; Beatty & Ferrell, 1998) The more enjoyable and pleasurable store atmosphere will result consumer to stay longer with enjoyment in the store (Sharma & Stafford, 2000; Pun, 2014). When store atmosphere elements comes all in place, consumer will be staying long in a store or in-store browsing significantly and directly influences customers' impulse buying behavior (Hubrechts & Kokturk, 2012). In short, store atmosphere can potentially cause impulse buying behavior (Sivakumara & Sharma, 2015; Cho et al., 2014).



Responding the Research Question Four – “Is there a relationship between store atmosphere and the impulse buying behavior among working ladies?”, it was found that store atmosphere relates significantly with impulse buying behavior. It was parallel to the past studies by Youn and Faber (2000), Seock (2009), Lee and Johnson (2010), Cho et al., (2014), Sivakumara and Sharma (2015) and Akram et al, (2016). Supported by Dave (2011), Samarin and Morini (2012), Bhatti and Latif (2014) and Syahrivar and Ardianto (2016), all in-store measures taken will influence customers’ enjoyment which in turn to trigger impulse buying behavior. Hence, Research Question Four was answered.

### **5.2.5 The influence of social influence on impulse buying behavior**

The result shows that H<sub>5</sub> is supported with p-value of 0.021, lesser than 0.05. The beta coefficient of 0.304 reveals the significant relationship between social influence and impulse buying behavior. The result is consistent with study of Laura and Carlos (2018), Xiang, Zheng, Lee and Zhao (2016), Ju and Ahn (2016) and Luo (2005).

Previous studies and showed that reference group is having significant related to purchase intention in apparel buying behavior (Lakshmi & Sreenivas, 2016; Shafi & Madhavaiah, 2014; Balanaga & Krishnakumar, 2013). Social influence from various sources are having impact on consumer buying behavior, including family (Rajagopal, 2011), spouse (Moschis George, Jodie & Zhu, 2011) and peers (Fernandez, 2009; Lee, Kim, Lou, Dee & Judith, 2003) and others consumer (Anderson et al., 2011).

Recommendation shared by other consumers will trigger impulse buying behavior (Laura & Carlos, 2018; Xiang, Zheng, Lee & Zhao, 2016). Social influence



in terms of peer presence able to further elevate the influence on impulse buying behavior, proven by Ju and Ahn (2016), and Luo (2005).

As an acknowledgement to the research question five – “Is there a relationship between social influence and the impulse buying behavior among working ladies?”, it has been proven that social influence significantly related to impulse buying behavior in this study which is consistent with the past literatures of Ju and Ahn (2016). Noting that impulse buying is determined by the senses’ capacity to generate a sudden response, and it has a strong hedonic component, which leads to a decision without further deliberation (Sharma et al., 2010). Thus, store atmosphere as a strong sensory stimulation, which can trigger the emotional and unconscious response that leads to the buying impulse, stated in studies of Peck and Childers (2006), and Krishna (2012).



### **5.3 Implications of the study**

The findings can be both important for theoretical and practical implication on working ladies’ impulse buying behavior.

#### **5.3.1 Theoretical implication**

Theoretically, the research findings may enhance the understanding of various factors in influencing impulse buying behavior among working ladies, thus expanding knowledge related to the relationships among antecedents and impulse buying behavior patterns.





### 5.3.2 Practical implication

Based on the result of the study, the researcher was able to provide insight for the Malaysian apparel industry in determining the relationship of extrinsic cues which were price, brand reputation, country of origin of product, store atmosphere and social influence and the impulse buying behavior among working ladies. Concerning the significant influence of the variables, it leads to more sales turnover and benefits the marketers, retailers and advertisers. This is able to help Malaysia's apparel industry in planning and applying suitable marketing strategies to enhance their industry performance by understanding their customers' needs through utilization of the influencers.

According to this research, price is proved as having a significant effect on impulse buying behavior. Therefore, companies in the apparel industry need to be careful when setting prices. Price has been a controversial role when comes to purchasing. Under a competitive market, marketers and retailers should be more prices sensible as the rises on product price may cause brand switching. The agents ultimately should not set high prices because consumers will carefully plan their purchases. If price is set too high, customers may not be able to afford it, resulting in drop of sales reducing firm's profitability.

According to this research, there was a significant relationship between store atmosphere and impulse buying behavior. Store managers should ensure a comfortable environment to their customers. A favorable store layout that is flexibility to consumers' movement and convenience in store must be provided through a maximum exposure of good and attractive display. Pleasant environment enables the consumers to stay longer, relaxed and makes them feel absolutely worth every penny. The marketers and retailers





should design a shopping surrounding that reduces consumers' shopping difficulties and intensify their navigational search strategies.

Based on this research, social influence has a significant relationship with impulse buying behavior. A larger market share would reduce customers' uncertainty about the products, they will perceive the product to be of high quality thus they are more willing to purchase those products compared to others. To increase the market share of the product brand, price promotion and advertising can be implemented so that the public is aware about the product and willing to give it a try. To maintain market share in the long run, membership card can be recommended so that customers will have greater purchase intention for that particular brand.

The research finding revealed that there is no significant influence between brand reputation and country of origin of product towards impulse buying behaviour among working ladies, marketers would put lesser focus on this two attributes in planning of stimulating customers' impulse buying behaviour. Eventually, Malaysia apparel industry will grow in various aspects including revenue and profitability etc. soon to be able to compete with foreign apparel brands.

#### **5.4 Study Limitations**

While every effort is made to this research as comprehensive as possible, there is a need to address certain limitations. Firstly, the result may be biased when survey questionnaires were used as a data collection method especially when those are close-ended questions. There is a high possibility that respondents are unable to express their opinions more detail or simply fill up without thinking in depth about the questions although the questions are simple and easy to answer.





Furthermore, the results of this study were not able to represent all working women in Malaysia, as this study did not include ethnic groups of respondents. Malaysia is unique because it encompasses a number of different ethnic groups, so it is very important to do analysis based on ethnic diversity because ethics reflect different traditions that may respond differently.

Using non-probability sampling of purposive sampling, not all the members of population have equal chance to participate in the study. Due to this disadvantage, the research findings are having lower generalization and lack of representation of the entire target population.

Moreover, this study was restricted from covering a wider area because of limited time and financial constraints. Therefore, the sample size of the present study may not be large enough to represent the whole population of working ladies in Malaysia. To reduce such a limitation, the data were collected from Selangor, the state with highest population and highest degree of urbanisation, under the assumption that higher educated females tend to move towards the urban area (Department of Statistics Malaysia, 2016, Roberts, 2007).

Furthermore, availability of research information regarding to this study is a constraint. Most of the published journal articles and past studies conducted in foreign countries whereby there is lack of research on working ladies impulse buying in nonwestern societies. Without the sufficient supporting materials, the foreign studies were adopted. Under this circumstance, the cultural difference might cause a variable inadequacy.





Generally, the limitations encountered when conducting this research are as mentioned. Nevertheless, the overall result is not affected significantly. Therefore, this research may provide a background study for future researchers.

### 5.5 Recommendations for Future Research

This study was conducted to explore the consumers' needs and provide useful information to marketers, retailers and advertisers. It is recommended to cover a wider geographical area for future research. If financial resource is not much of a concern, it is encouraged to have the survey to be conducted in East Malaysia as well. The research can cover Malaysia in her entirety so that better findings can be developed. Future researchers may extend the study to other industries or other target populations too.

Furthermore, other independent variables can still be added for future research such as customers' personal characteristics, customer service and so on to improve the model fit. It is encouraged to include different research models in the research so that the relationship can be viewed from various perspectives. By broadening the study area, the results would have covered other contemporary perspectives resulting in the broadening of knowledge regarding impulse buying behavior although it might become more complicated.

Lastly, to overcome biased result from data collection via survey questionnaire, it is suggested to have interview sessions to capture respondents' thoughts and opinions. This enables respondents to express their actual thinking and opinion easily, open-ended questions can be included during the conduct of interview as well.





## 5.6 Conclusion

As a conclusion, a conceptual framework linking five extrinsic cues of price, brand reputation, country of origin, store atmosphere and social influence with impulse buying behavior among working ladies, was presented. This research has fulfilled all the research objectives. The research findings revealed that price, store atmosphere, and social influence have significant influence towards the impulse buying behavior among working ladies. However, brand reputation and country of origin of product has no significant influence towards impulse buying behavior among working ladies. Founded on the results generated, recommendations are suggested regarding the treatment of each independent variable to increase the Malaysian apparels industry performance to compete better with foreign apparel companies. Also, recommendations for future researchers are provided to improve on similar researches in the future.



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## APPENDIX A

**The World's 20 Largest Apparel Companies 2016**

No.	Company	Global 2000 Rank	Country
1	Christian Dior	216	France
2	Nike	261	U.S
3	Inditex	310	Spain
4	Cheil Industries	363	South Korea
5	TJX Cos.	412	U.S
6	H&M	459	Sweden
7	Kering	543	France
8	Adidas	577	U.S
9	VF	658	U.S
10	Swatch Group	709	Switzerland
11	L Brands	717	U.S
12	Ross Stores	741	U.S
13	Fast Retailing	766	Japan
14	Gap	876	U.S
15	Hermes International	879	France
16	Nordstrom	997	U.S
17	PVH	1139	U.S
18	Foot Locker	1239	U.S
19	Chow Tai Fook Jewellery	1259	Hong Kong
20	Michael Kors Holdings	1283	Hong Kong
21	Ralph Lauren	1309	U.S
22	Hanesbrands	1333	U.S
23	Belle International Holdings	1455	Hong Kong
24	Coach	1622	U.S
25	Burberry Group	1665	United Kingdom

## APPENDIX B

11.4 Female-Related Information	Unit	2012	2013	2014	2015
Female population	% of population	48.6	48.6	48.7	48.4
Female labour force	% of labour force	36.4	37.8	38.4	38.3 <sup>4/</sup>
Total female employed	%	36.4	37.6	38.3	38.2 <sup>4/</sup>
Female unemployment rate	%	3.2	3.6	3.3	3.4 <sup>4/</sup>
Female labour force participation rate	%	49.5	52.4	53.6	54.1 <sup>4/</sup>
Female primary school enrolment	%	48.6	48.5	48.6	48.6
Female secondary school enrolment <sup>2/</sup>	%	49.8	49.8	49.9	50.0
Female university enrolment	%	61.0	61.0	61.4	62.0
Female members in Parliament <sup>3/</sup>	% of total members	13.6	13.9	13.6	13.2

Note : <sup>1/</sup> Based on the Household Income Survey, which is conducted twice every 5 years

<sup>2/</sup> Excludes Form Six enrolment in secondary schools

<sup>3/</sup> Includes the Senate

<sup>4/</sup> Updated based on population estimates 2015

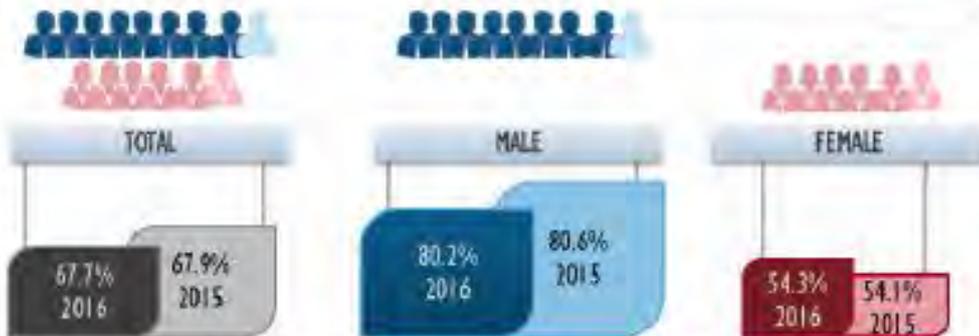
Source : Economic Planning Unit; Department of Statistics Malaysia; Ministry of Women, Family and Community Development; Ministry of Education; and Ministry of Higher Education

APPENDIX C

PRINCIPAL STATISTICS OF LABOUR FORCE, MALAYSIA, 2016

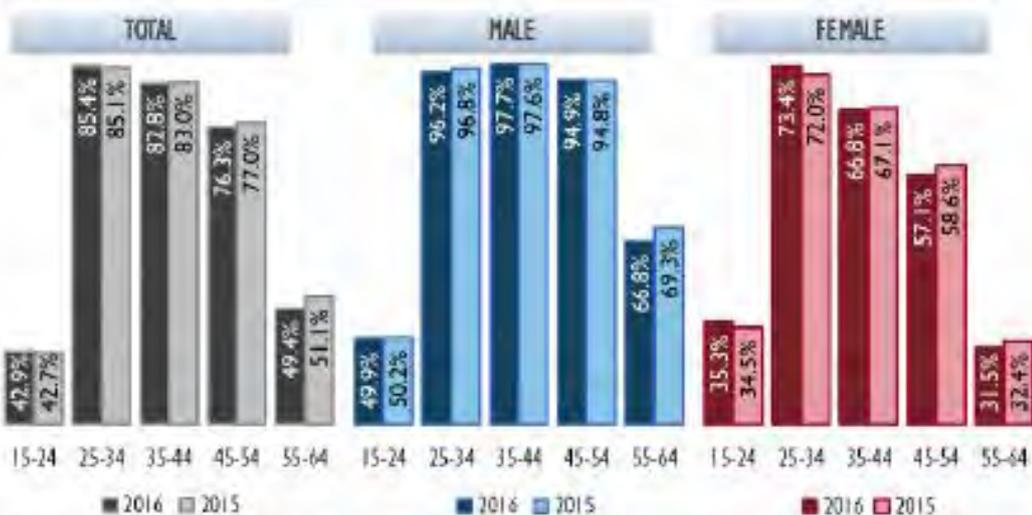
Female labour force participation rate (LFPR) rose 0.2 percentage points to 54.3%.

LFPR by sex



The national LFPR decreased 0.2 percentage points compared with 2015. Although male LFPR dropped 0.4 percentage points, the percentage of male in the labour market exceeded the national LFPR.

LFPR by sex and age group



The overall participation in the labour market was the highest for age group 25 to 34 years old.

Participation of males in the labour market exceeded 90% from the age of 25 to 54 years old.

Female LFPR was more than 55% from the age of 25 to 54 years old.

## APPENDIX D

**HOUSEHOLD DATA  
ANNUAL AVERAGES**  
**11. Employed persons by detailed occupation, sex, race, and Hispanic or Latino ethnicity**  
[Numbers in thousands]

Occupation	2018					
	Total employed	Percent of total employed				Hispanic or Latino
		Women	White	Black or African American	Asian	
Total, 16 years and over	155,761	46.9	78.0	12.3	6.3	17.3
Management, professional, and related occupations	62,436	51.5	79.4	9.6	8.5	9.7
Management, business, and financial operations occupations	25,850	44.0	82.4	8.2	6.8	9.8
Management occupations	18,263	40.0	83.9	7.6	5.9	10.3
Chief executives	1,573	26.9	89.5	3.5	5.9	6.1
General and operations managers	1,037	31.7	84.5	7.5	4.8	10.5
Legislators	18	-	-	-	-	-
Advertising and promotions managers	44	-	-	-	-	-
Marketing and sales managers	1,083	47.6	85.8	6.7	5.4	9.7
Public relations and fundraising managers	69	72.8	85.8	10.7	3.1	3.1
Administrative services managers	161	34.2	85.4	7.4	3.0	13.0
Computer and information systems managers	623	27.0	77.0	5.8	14.3	6.6
Financial managers	1,231	55.2	81.7	8.1	7.4	9.4
Compensation and benefits managers	23	-	-	-	-	-
Human resources managers	313	77.9	78.1	12.8	6.3	10.2
Training and development managers	58	48.6	86.3	10.1	0.0	15.5
Industrial production managers	264	22.0	85.7	6.3	6.0	12.5
Purchasing managers	219	45.3	85.3	9.0	4.0	10.7
Transportation, storage, and distribution managers	303	16.0	84.9	7.2	4.4	13.7
Farmers, ranchers, and other agricultural managers	991	25.8	96.1	0.9	1.4	5.1
Construction managers	1,021	7.7	91.8	3.1	2.4	15.3
Education administrators	955	66.9	79.0	14.4	3.4	10.5
Architectural and engineering managers	156	11.5	84.5	5.0	9.9	4.6



## APPENDIX E

### POPULATION DISTRIBUTION BY STATE, MALAYSIA, 2016<sup>e</sup>

Selangor recorded the highest percentage of population in 2016 (19.9%) followed by Sabah (12.0%) and Johor (11.5%). While W.P. Labuan and W.P. Putrajaya recorded the smallest percentage of population with 0.3 per cent respectively.





## APPENDIX F

# 1 UTAMA SHOPPING CENTRE

*It's all in one*

### SEARCH BY

Name Floor Category

| ATMs | Bakery | Beauty Services | Books, Gifts & Toys | Children | Clinics | Departmental  
Store & Supermarket | Digital & Home Appliances | Enrichment & Hobbies | Fashion | Food &  
Beverages | Food Court | Health, Beauty & Wellness | Leisure & Entertainment | Lifestyle &  
Home Living | Maternity, Lingerie & Undergarments | Services | Shoes, Bags & Accessories |  
Snacks & Dessert | Specialty | Sports & Active Wears | Timepieces, Jewellery & Optical |  
Transportation Hub

- Bershka
- Brands Outlet
- BritishIndia
- Brooks Brothers
- Cherielee
- Cotton On
- Dawina Boutique
- DC Tribe
- DENNIE YEAP
- Dockers
- Dorothy Perkins
- Eccsis
- Eclipse
- egate
- Elle
- Emerald Brilliant Boutique
- Esfolar
- F.O.S
- Fabindia
- Forever 21



Stay updated with  
our promotions &  
happenings, and  
find your way  
around the mall with  
our 1 Utama App!  
Go cardless with  
our eONECARD  
when you

### DIRECTORY



ONESHOP  
.COM.MY



APPENDIX G

# Top 10 Largest Shopping Malls in Malaysia

By Ying Zhi - March 13, 2018

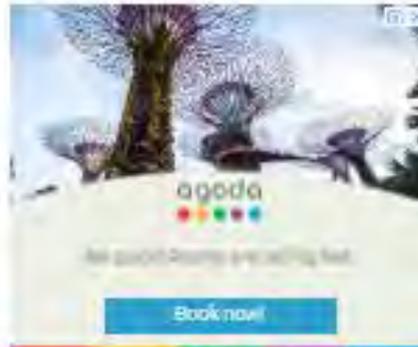


Image Credit: @awhite.my

Name a favourite pastime of Malaysians, and eating comes to mind quickly. A close second might be shopping. For those shopaholics, here are the 10 largest malls in Malaysia, perfect to shop till you drop!

## 1) 1 Utama

Situated in Bandar Utama, Damansara, 1 Utama has an area of 5,174,000 square feet and has more than 1000 shops, 4 department stores, 2 supermarkets and 2 cinemas. 1 Utama has been in operation since 1995.

## APPENDIX H

## Correlations

		TP	TSA	TBR	TCO	TSI	TIBB
TP	Pearson Correlation	1.000	.306	-.044	-.196	-.202	.500**
	Sig. (2-tailed)		.100	.816	.300	.284	.005
	N	30.000	30	30	30	30	30
TSA	Pearson Correlation	.306	1.000	-.242	.140	-.170	.370*
	Sig. (2-tailed)	.100		.198	.460	.370	.044
	N	30	30.000	30	30	30	30
TBR	Pearson Correlation	-.044	-.242	1.000	.195	-.048	-.256
	Sig. (2-tailed)	.816	.198		.301	.802	.172
	N	30	30	30.000	30	30	30
TCO	Pearson Correlation	-.196	.140	.195	1.000	-.007	-.262
	Sig. (2-tailed)	.300	.460	.301		.969	.162
	N	30	30	30	30.000	30	30
TSI	Pearson Correlation	-.202	-.170	-.048	-.007	1.000	-.479**
	Sig. (2-tailed)	.284	.370	.802	.969		.007
	N	30	30	30	30	30.000	30
TIBB	Pearson Correlation	.500**	.370*	-.256	-.262	-.479**	1.000
	Sig. (2-tailed)	.005	.044	.172	.162	.007	
	N	30	30	30	30	30	30.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.221	5	5.644	5.065	.003 <sup>a</sup>
	Residual	26.746	24	1.114		
	Total	54.967	29			

a. Predictors: (Constant), TCO, TSI, TBR, TP, TSA

b. Dependent Variable: TIBB

**Appendix I**

**UNIVERSITI PENDIDIKAN SULTAN IDRIS (UPSI)**  
**FACULTY OF MANAGEMENT AND ECONOMICS**  
**MASTER DEGREE OF MANAGEEMNT (MARKETING)**

Dear Respondents,

I am Chan Yuen Yue, a Master Degree of Management (Marketing) student at Universiti Pendidikan Sultan Idris (UPSI), Faculty of Management and Economic (FPE). I am going to conduct a research titled “A Study on Impulse Buying Behavior among Working Ladies” Kindly spare you precious time by filling this questionnaire. I assure you complete confidentiality of information provided by you.

Thank you very much for your time and support. I greatly appreciate your help in furthering this research endeavor. Please do not hesitate to contact me if you have any inquiries and for more information about this study:

Name : Chan Yuen Yue (Crystal)  
Mobile Phone No. : 010-5661325  
Email Address : crystalcyy91@hotmail.com

### Section A (Demographic)

Please tick only one answer. Your response will remain anonymous.

1. Gender :
 

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female
  
2. Employment Status
 

<input type="checkbox"/>	Employed (including self-employed)
<input type="checkbox"/>	Unemployed
<input type="checkbox"/>	Part time/Freelancer
<input type="checkbox"/>	If others, please specify _____
  
3. Age :
 

<input type="checkbox"/>	Less than 16
<input type="checkbox"/>	16 – 30 years
<input type="checkbox"/>	31 – 40 years
<input type="checkbox"/>	41 – 50 years
<input type="checkbox"/>	51 – 60 years
<input type="checkbox"/>	Above 60
  
4. Marital Status
 

<input type="checkbox"/>	Single
<input type="checkbox"/>	Married
<input type="checkbox"/>	Divorced
<input type="checkbox"/>	Widowed
  
5. Education Level
 

<input type="checkbox"/>	Primary education
<input type="checkbox"/>	Secondary education (include O/A Level)
<input type="checkbox"/>	Certificate/Diploma(include Pre-University)
<input type="checkbox"/>	Bachelor Degree
<input type="checkbox"/>	Master Degree
<input type="checkbox"/>	Doctorate Degree
<input type="checkbox"/>	If others, please specify _____



## Section B (Extrinsic Cues)

This section is seeking your opinion regarding the importance of different extrinsic cues. Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale where,

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Please circle your answer to each statement to indicate the extent to which you agree or disagree with the following statement.

### Price

No.	Questions	1	2	3	4	5
1	When it comes to choosing a product for me, I rely heavily on price.					
2	Price is the most important factor when I am choosing a product.					
3	I often find myself checking prices.					
4	I tend to purchase items on sale.					
5	I usually purchase the cheapest item					

### Store Atmosphere

No.	Questions	1	2	3	4	5
1	I always go to the clothing store with attractive store layout.					
2	I place great importance on pleasant dressing rooms.					
3	I prefer to shop for clothes at convenient locations.					
4	Nice window display is the reason that attracts me to enter the shop.					
5	I prefer to shop with well-organized clothing display.					





### Country of Origin

No.	Questions	1	2	3	4	5
1	I look for the “made-in” labels in clothing before making a purchase.					
2	To make sure that I buy the highest quality product or brand, I look to see what country the product was made in.					
3	If I have little experience with a product, I search for country of origin confirmation about the product to help me make a more informed decision.					
4	When I am buying a new product, the country of origin is the first piece of information that I consider.					
5	I look for country of origin information to choose the best product available in a product class.					

### Brand Reputation

No.	Questions	1	2	3	4	5
1	I am more inclined towards shopping at department stores that carry reputable brands.					
2	Most of the department stores I buy clothes from carry reputable brands.					
3	I usually purchase clothing from reputable international clothing brands.					
4	The well-known brands of clothing brands are usually good choices to purchase.					
5	I prefer buying best selling brands of clothing.					

### Social Influence

No.	Questions	1	2	3	4	5
1	I prefer that a large number of people use the same brand as me.					
2	The number (either high or low) of other people that buy a product is important when evaluating the quality of a product.					
3	The number of other people using the same product as me matters to me.					





4	Even if another product has same features as another, I would prefer to buy it if more people are using it.					
5	I will be quite sure how good the product will be before I buy it if most of my friends say it is good.					

### Section C (Impulse Buying Behavior)

This section is seeking your opinion regarding the impact of impulse buying behavior with the extrinsic cues. Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale where,

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Please circle your answer to each statement to indicate the extent to which you agree or disagree with the following statement.

No.	Questions	1	2	3	4	5
1	I often buy things spontaneously.					
2	“Just do it” describes the way I buy things.					
3	I often buy things without thinking.					
4	“I see it, I buy it” describes me.					
5	“Buy now, think about it later” describes me.					
6	Sometimes I feel like buying things on the spur of the moment.					
7	I buy thing according to how I feel at the moment.					
8	I carefully plan most of my purchases. (r)					
9	Sometimes I am a bit reckless about what I buy.					

*Thank you for your time.  
~The End~*

