



Internal factors on impulse buying behaviour special reference to apparels

* **FB Kennedy, Dr. B Vimala**

Department of Business Administration, Annamalai University, Tamil Nadu, India

Abstract

This study considers effect of internal factors of working women on Impulse buying behaviour towards apparels in Batticaloa District, Sri Lanka. The data were collected from 230 working women in formal sector with a structured questionnaire. Data were evaluated with univariate and bivariate analysis to explore the levels of the variables, their relationship and their influences. Working women in formal sector expressed that their internal factors influence on the impulse buying behaviour. The factors considered in internal factors are shopping enjoyment tendency, Hedonism, Impulse Buying Tendency and Self-Identity. Correlation analysis discloses that the relation between internal factors and impulse buying behaviour is 44.2 at one percent significant level.

Keywords: internal environmental factors, impulse buying behaviour, working women in formal sector

1. Introduction

Impulse buying is an unplanned buying or purchase. Buyers decides to buy the products instantly. Impulse buying is researched on defining and redefining the terminology of impulse buying and then researched on why impulse buying and how impulse buying. Research forwarded that internal factors would influence on the impulse buying behaviour of the consumers. The previous research talked about the positive relation between internal factors of consumers and impulse buying behaviour (Badgaiyan and Verma, 2014) [2]. Research forwarded that the impulsive buying tendency is an important driver of impulsive buying behaviour, (Flight *et al.*, 2012; Foroughi *et al.*, 2013; Jenn, Huang, & Feng, 2011) [11, 12, 10]. Chavosh *et al.* (2011) [5] and Soeseno (2016) [4] stated that the people who have high characteristics of shopping enjoyment tend to perform in-store browsing longer than expected to feel stronger urge to make impulse buying than the lower characteristics of shopping enjoyment.

Park and Kim (2008) [20], explored about apparel buying. Impulse buying behavior for apparel might be viewed as reasonable unplanned behavior related to information processing in the retail setting. Retailers should monitor impulse purchasing of apparel products and more emphasis should be paid to trigger the internal factors to go on impulse buying. There is a change in dressing of Srilankan women for more than five years even though Srilankan women are very traditional. Their purchasing patterns specifically on the purchase of apparels have changed a lot. In social psychology apparels could be seen as an important symbolic meaning for consumers to construct and express their self-identity and they often 'dress the part' with one's social environment (Babin & Babin, 2001) [1]. Hence, this study is designed to study the influence of internal factors on impulse buying behaviour of working women in apparels.

2. Literature review

2.1 Impulse buying Behaviour

According to Stern (1962) [27], unplanned buying refers to purchases that were not planned in advance, and includes impulse buying. Rook (1987) [25] redefined impulse buying as "Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Many researchers (Rook, 1987; Rook and Fisher, 1995) [25, 23] have associated unplanned or unintended purchasing with impulsive purchasing, and an unplanned purchase is necessary for categorizing a purchase as impulsive. According to Dholakia (2000) [7], impulse buying occurs in a shorter time span than unplanned purchases.

2.2 Internal Factors

Internal factors focus on the individual's internal cues and characteristics. Such factors involve with consumer's personality traits. The followings were taken as internal factors for this study: shopping enjoyment tendency, hedonism, impulse buying tendency and self-identity.

2.2.1 Shopping enjoyment Tendency

Shopping enjoyment is defined as 'a buyer's individual characteristic representing the tendency to find shopping more enjoyable and to experience greater shopping pleasure than others' (Goyal and Mittal, 2007) [13]. According to this definition shopping enjoyment tendency could possibly be mentioned as a specific internal permanent tendency of the individual to relish the shopping process. For some consumers enjoyment comes from shopping process intrinsically i.e. within themselves due to their shopping activity (Jung and Lim, 2006; Bong Soeseno, 2016) [17, 4]. Therefore it is important to include this in internal factor.

2.2.2 Hedonism

Hedonism stresses on the viewpoint of taking pleasure in life

and avoiding sadness and sorrow (Murray, 1964) [19]. Hedonic shopping as the fantasy and different types of emotional experience stemming from buying a product (Hirschman and Holbrook, 1982) [15]. There are conceptual studies supporting the relationship between hedonic motives and impulse buying (Peck and Childers, 2006) [21].

2.2.3 Impulse Buying Tendency (IBT)

Jones *et al.* (2003) [16] defined IBT the “degree to which an individual is likely to make unintended, immediate, and unreflective purchases”. Young and Faber (2000) [28] forwarded that IBT was connected with “lack of control”, it was the buyers lack the cognitive control of not purchasing on impulse.

2.2.4 Self-Identity

Kacen and Lee (2002) [18] describes that ‘People having independent self-concept engage more in impulse buying’. Helga Dittmar *et al.* (1991) [9] forwarded as predicted, men tend to impulsively buy instrumental and leisure items projecting independence and activity, while women tend to buy symbolic and self-expressive goods concerned with appearance and emotional aspects of self. Therefore, self-identity is considered as an internal factor to this study.

3. Conceptual Framework

From the literature survey following conceptual model was developed. This conceptual framework shows link between the store environmental factors and Impulse buying of apparels.

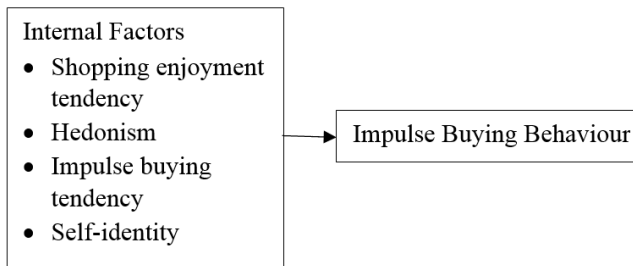


Fig 1: Conceptual Model

4. Methodology

This section specifies how this study has been conducted to examine the influence of store environmental factors on Impulse Buying Behaviour of apparels in Batticaloa District.

4.1 Research Design

In order to study the impulse buying behaviour of the working women toward apparels in formal sector the research is designed in administrating the questionnaires. Thereafter questionnaires’ data were entered in databases and consolidated for analysis purposes. Univariate and bivariate analysis were used to test level of influences and the relationship between the variables. After analyses were preformed, findings were discussed. As result of the findings, conclusions were drawn.

4.2 Sampling Method

Working women as 230 as respondents were selected using judgmental sampling techniques for this study within Batticaloa district. The respondents were working women in formal sector. Formal sector includes the women in government sector such as teachers, nurses, administrative officers, university staff etc.

4.3 Data Collection

This study totally depends on primary data which were obtained through questionnaires from 230 working women. The questionnaire consists of two parts: personal information and research information.

Primary data were collected through closed ended statements in both questionnaires. Likert scale of 1-5 which ranges from “strongly disagree” to “strongly agree” were employed to identify the responses from customers.

4.4 Method of Data Analysis and Assessment

Univariate and Bivariate Analysis were performed to ascertain the results. Bivariate analysis is to explore the relationship between the two variables. In this context, the correlation analysis is carried out to measure the strength of relationship between the variables. Correlation analysis measures the magnitude (the coefficient of correlation = r) of the association of variables. The value “r” lies between -1 and +1. This study assesses the significance of relationship variables, if the respective p-value is less than the 0.05.

5. Findings

5.1 Univariate analysis of internal factors

Internal factors Shopping enjoyment tendency, Hedonism, Impulse buying tendency and Self-identity. The analysis shows that the mean of overall internal factors is 2.95 at the standard deviation of 0.84

Table 1: Internal Factors of the working women in Formal Sector

Internal Factors	Mean	SD	Frequency					
			Low		Moderate		High	
			No.	%	No.	%	No.	%
Shopping enjoyment tendency	3.0083	.9567	84	36.5	76	33.0	70	30.4
Hedonism	3.3744	.8508	42	18.3	68	29.6	120	52.2
Impulse Buying Tendency	2.5491	.7409	132	57.4	76	33.0	22	9.6
Self-Identity	2.8611	.9687	102	44.3	86	37.4	42	18.3
Overall Internal Factors	2.9482	.8379						

Source: Primary data

Table 1 explain the perceived level of internal factors which trigger the impulse buying. It is found that 36.5 percent of the

respondents have low level in shopping enjoyment tendency, 36.5 percent of the respondents have moderate and 30.4

percent of the respondents have high level in shopping enjoyment tendency. Considering hedonism as a dimension, 52.2 percent of the respondent have higher level, 29.6 percent have moderate level and 18.3 percent of the respondent have lower level in hedonism. Examining impulse buying tendency 57.4 percent have low level, 33.0 percent have moderate level and 9.6 percent have high level. Investigating into the dimension of self-identity, 44.3 percent of the respondents fall in lower level, 37.4 percent of the respondents fall in moderate level and 18.3 percent fall in higher level. The overall mean value for internal factors is 2.95 with the SD of 0.84.

5.2 Univariate analysis of Impulse Buying Behaviour

Table 2: shows the univariate analysis of Impulse Buying of working women in formal sector.

IBB	Formal Sector	
	No. of Respondents	Percentage
Low	51	22.2
Moderate	103	44.8
High	76	33.0
Mean	3.2437	
SD	0.7246	

Source: Primary data

Table 2 explains the level of impulse buying behaviour of working women in formal sector. The impulse buying behaviour is high as 44.8 percent in respondents. It is low among 22.2 percent and medium among 33.0 percent of respondents. The findings shows that more respondents falls in medium level of impulse buying behaviour in working women in formal sector.

5.3 Correlation between Internal factors on Impulse Buying Behaviour of apparels

It analyses the relationship between internal factors on Impulse Buying Behaviour of apparels.

Table 3: Correlation between Internal factors on Impulse Buying Behaviour

Internal Factors	Impulse Buying Behaviour	
	r – value	p - value
Shopping enjoyment tendency	0.281	0.000
Hedonism	0.238	0.000
Impulse Buying Tendency	0.178	0.007
Self-Identity	0.358	0.000
Overall Internal Factors	0.442	0.000

(Source: Primary data)

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

The table above shows a Pearson Correlation value of 0.442 which is significant at 0.01 per cent level. And thus confirming a positive significant relationship between internal factors and impulse buying behaviour. The dimension as shopping enjoyment tendency exhibits 28.1 percent of positive relation with impulse buying, hedonism as 23.8 percent with impulse buying, impulse buying tendency as 17.8 percent with impulse buying, and self-identity as 35.8 percent with impulse buying behaviour. Correlation results between internal factors and Impulse buying behaviour is significant at the 1% level (r

= 0.442, p=0.00 < 0.01).

6. Conclusion and Recommendation

This study is conducted to identify the role of internal factors on impulse buying behaviour towards apparels of working women in Batticaloa District, Sri Lanka. It is important to understand that internal factors will influence on impulse buying behaviour with the r-value of 44.2. The findings correlates with the previous studies which stated the relationship between shopping enjoyment tendency, impulsive buying tendency and impulse buying behaviour with significant positive relationship (Badgaiyan AJ, Verma A. 2014) [2]. And also this study correlates with the study of Bloch and Richins (1983) [3]. It states that impulse buying is not just due to in-store promotional activities but it recognizes the influence of hedonic motives on impulse buying Hedonic shopping motives (Cobb and Hoyer, 1986; Hausman, 2000; Rook, 1987; Rook and Fisher, 1995; Thompson, Locander and Pollio, 1990; Ramanathan and Menon, 2006; Peck and Childers, 2006) [6, 14, 23, 27, 22, 21]. This study concluded that understanding the internal factors of women would lead to encourage the marketers to attract the women on impulse purchase.

7. Implications for future research

This research study is conducted with the intention to identify the influence of internal factors on impulse buying behaviour of apparels in Batticaloa District. With the findings of this study the followings could be further researched in future as visual merchandizing factors, cultural factors, situational factors and factors on product involvement together with store environmental factors could be examined to understand the impulse buying behaviour of women on apparels. It would be better to conduct the same research with a large sample size, and different areas, which would give more precise results. Further research should be carried out with men to understand the impact on the impulse buying of apparels.

8. References

1. Babin BJ, Babin L. Seeking something different? A model of schema typicality, consumer affect, purchase intentions and perceived shopping value. Journal of Business research. 2001; 54(2):89-96.
2. Badgaiyan AJ, Verma A. Intrinsic factors affecting impulsive buying behaviour-Evidence from India. Journal of Retailing and consumer services. 2014; 21(4):537-49.
3. Bloch PH, Richins ML. Shopping without purchase: An investigation of consumer browsing behavior. ACR North American Advances, 1983.
4. Bong S. The influence of impulse buying toward consumer store loyalty at hypermarket in Jakarta. Business and Entrepreneurial Review BER. 2016; 10(1):25-44.
5. Chavosh A, Halimi AB, Namdar J, Choshalyc SH, Abbaspour B. The contribution of Product and Consumer characteristics to Consumer’s Impulse purchasing Behaviour in Singapore. 2011.
6. Cobb CJ, Hoyer WD. Planned versus impulse purchase behavior. Journal of retailing, 1986.
7. Dholakia UM. Temptation and resistance: An integrated

- model of consumption impulse formation and enactment. *Psychology & Marketing*. 2000; 17(11):955-82.
8. Dittmar H, Beattie J, Friese S. Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of economic psychology*. 1995; 16(3):491-511.
 9. Dittmar H. Meanings of Material Possessions as Reflections of Identity: Gender and Social-Material Position in Society. *Journal of Social Behavior and Personality*. 1991; 6(6):165.
 10. Dong-Jenn Y, Huang KC, Feng X. A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung. *International Journal of Business and Social Science*. 2011; 2(24).
 11. Flight RL, Rountree MM, Beatty SE. Feeling the urge: Affect in impulsive and compulsive buying. *Journal of Marketing Theory and Practice*. 2012; 20(4):453-66.
 12. Foroughi A, Buang NA, Senik ZC, Hajmisadeghi RS. Impulse buying behavior and moderating role of gender among Iranian shoppers. *Journal of Basic and Applied Scientific Research*. 2013; 3(4):760-9.
 13. Goyal BB, Mittal A. Gender influence on shopping enjoyment-an empirical study. *Indian Management Studies Journal*. 2007; 11(2):103.
 14. Hausman DM. Revealed preference, belief, and game theory. *Economics & Philosophy*. 2000; 16(1):99-115.
 15. Hirschman EC, Holbrook MB. Hedonic consumption: emerging concepts, methods and propositions. *The Journal of Marketing*, 1982; 92-101.
 16. Jones MA, Reynolds KE, Weun S, Beatty SE. The product-specific nature of impulse buying tendency. *Journal of business research*. 2003; 56(7):505-511.
 17. Jung K, Lim C. Impulse buying behaviors on the internet.
 18. Kacen JJ, Lee JA. The influence of culture on consumer impulsive buying behavior. *Journal of consumer psychology*. 2002; 12(2):163-76.
 19. Murray EJ. *Motivation and emotion*. Prentice-Hall; 1964.
 20. Park EJ, Kim EY. Effects of consumer tendencies and positive emotion on impulse buying behavior for apparel. *Journal of the Korean Society of Clothing and Textiles*. 2008; 32(6):980-90.
 21. Peck J, Childers TL. If I touch it I have to have it: Individual and environmental influences on impulse purchasing. *Journal of business research*. 2006; 59(6):765-9.
 22. Ramanathan S, Menon G. Time-varying effects of chronic hedonic goals on impulsive behavior. *Journal of Marketing Research*. 2006; 43(4):628-41.
 23. Rook DW, Fisher RJ. Normative influences on impulsive buying behavior. *Journal of consumer research*. 1995; 22(3):305-13.
 24. Rook DW, Gardner MP. In the mood: Impulse buying's affective antecedents. *Research in consumer behavior*. 1993; 6(7):1-28.
 25. Rook DW. The buying impulse. *Journal of consumer research*. 1987; 14(2):189-99.
 26. Stern H. The significance of impulse buying today. *The Journal of Marketing*. 1962, 59-62.
 27. Thompson CJ, Locander WB, Pollio HR. The lived meaning of free choice: An existential-phenomenological description of everyday consumer experiences of contemporary married women. *Journal of consumer research*. 1990; 17(3):346-61.
 28. Youn S, Faber RJ. Impulse buying: its relation to personality traits and cues. *ACR North American Advances*, 2000.