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Influence of In-Store Factor on Instant Purchase

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Abstract



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The main purpose of this study is to know the impact of various External Factors of clothing retail store on instant buying behavior of consumers. The external factors of clothing retail store are Pricing factor, Promotional offer i.e (Combo offer like buy one get one free, Sales coupon, Percent discount on top brands, Special occasion discount), Trial factor and Staff behavior responsible for instant purchase.

This study is done on the clothing retail stores of three malls of Bhopal city - Aashima mall, DB mall and Aura mall. Primary data were collected from the customers entering the store. Fifty customers were randomly picked from selected clothing store of each mall. Total number of sample is 150. First the questionnaire was made to collect general information. Section 1 is for demographic such as age, gender, income and section 2 questions based on impact of various factors on instant purchase. Likert scale is used from "strongly agree" to strongly disagree to identify the level of influence of factor. Primary data was analyzed by using through bar, chart, pie and graphs.

From the study we found that the Promotional offer (Percent discount on brands) are the highly influential factor among all the factors responsible for instant purchase by focusing on selected clothing stores from the three malls of Bhopal city.

Keywords: Instant Buying Behavior, Instant purchase, Store factors, Promotional offer, Discount, Trial factor, Staff Behavior.

Introduction

Impulse buying is influenced more by in-store stimuli such as product displays, shelf locations, packaging, product line, and pricing than by preplanned purchase decisions. External impulsive buy motivation factors are specific stimuli linked to related variables and the purchasing environment. Understanding consumer behavior is an important component of marketing; there have been numerous attempts to comprehend various consumer behaviors. Consumer behavior, according to Bennett, is "the dynamic interaction of affect and cognition, behavior, and environmental events through which human beings conduct the transaction portions of their lives" (Bennett & American Marketing Association, 1995, p. 59). Despite the fact that several studies have been conducted to explain consumer behavior and decision-making processes for a long time, the purchasing decision-making process of customers in small cities has been mostly disregarded (Badgaiyan & Verma, 2015). The primary goal of this research is to identify such a decision, as well as to investigate how it is made and how quickly it grows. According to Singh and Chakraborty, (2016) Instant purchase or instant buying is an unplanned or a purchase happens spontaneously. One who tends to make purchases is referred to as an instant purchaser or instant buyer. The instant or impulse purchasing habits are increasing among the consumers with an increase in organized retailing. Organized retail stores are designed in a manner that could appeal to the senses of the consumer into making instant purchase.

According to Hoch and Loewenstein (1991) that once consumer feel urge to buy instantly or impulsively, his/her reference point of buying change, suddenly and unexpectedly. Thus, felt urge to buy instantly or impulsively is a state of desire that is experienced upon encountering an object in the environment.

According to Applebaum, 1951 instant or impulse buying may be caused by the consumer's exposure to a stimulus in a store, consumers considered as smart shoppers when they take benefit of promotional offers and make spontaneous purchase decision without having any plan for purchase. They take advantages of in-store promotions and maximize their purchasing power.

According to Bailey & Nancarrow, (1998) Impulse buying behavior is sudden, compelling, not preplanned, hedonically multifaceted behavior in which rapidity of an impulse decision process precludes thoughtful and purposeful consideration of alternative information and choices.

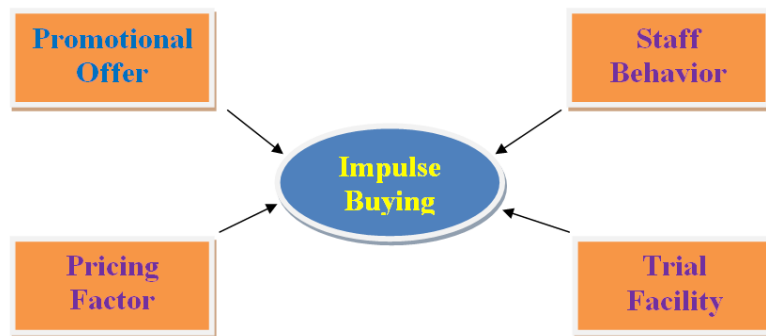


Fig1: Factor Influence Instant Buying Behavior

Review of literature

Understanding consumer behavior is an important component of marketing; there have been numerous attempts to comprehend various consumer behaviors. Consumer behavior, according to Bennett, is "the dynamic interaction of affect and cognition, behavior, and environmental events through which human beings conduct the transaction portions of their lives." Here is review some author work-

Muruganantham & Bhakat in 2013 concluded that the universal nature of impulse buying can be capitalised by retailers to benefit their respective businesses. The proper combination and synergistic effect of the various factors influencing impulse buying could lead to more sales turnover hence benefiting the marketers and retailers., it was possible to clarify the Impulse buying concept, its various dimensions, and its relationship with the consumer, and also to present some research propositions for the development of the knowledge in the field of consumer research.

Choudhary in 2014 stated that Impulse buying is a behavior which has been portrayed by all of us one or the other time, it is an unplanned purchase by the consumer which is an important part of the buying behavior. There are lots of factors that influence the rash decision of impulse buying of an individual such as- discount offers, behavior of the sales person, display of the product, nature of the product, situation of the customer, personal characteristics of the shopper, etc. In brick and mortar retailing, impulse behavior has become an important source of revenue for the business. The marketers attempt to practice all the tactics to tap the impulsive behavior of the consumer.

Saini, Gupta and et.al in 2015 mentioned that the purpose of his work was to study the effect of Visual Merchandising on consumers' impulse buying behavior and to find out the key elements of Visual Merchandising contributing the most for impulse buying. The study found that visual merchandising practices certainly influence customers' buying behavior and leads to Impulse buying as well. The results suggest that the themes that linked most strongly to purchase intention were: merchandise colors, presentation style, awareness of fixtures, path finding, sensory qualities of materials and lighting.

Sharma, Mishra and et.al in 2018 found that the Impulse buying describes any purchase a purchaser makes when it was not premeditated. The result obtained confirmed the positive effect of social media community and social media advertisement on impulse purchase intention. The study also showed a significant covariance between social media advertisement and social media community.

Louden and Bitta in 2019 in their book stated that impulse buying or as some marketers prefer to call it- unplanned purchasing ;another consumer purchasing pattern . As the term implies, the purchase was not specially planned. There are several studies which have indicate the significant and growing trend toward unplanned purchasing . here are some of the conclusion on the extent of impulse buying More than 33 percent of all purchase in variety and drug store are unplanned . One half of buying in supermarkets are unplanned. Thirty nine percent of all department store shopper purchased at least one item on an unplanned basis.

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Aim of the Study

The aim of this study is to identify the highly influential external factor among these i.e Pricing factor, Promotional offer i.e (Combo offer like buy one get one free, Sales coupon, Percent discount on top brands, Special occasion discount), Trial facility and Staff behaviour responsible for instant purchase by focusing on selected clothing store from the three malls of Bhopal city.

Objective

1. To study the highly influential in-store factor applied in clothing retail stores in malls of Bhopal city
2. To evaluate the impact of various factors of stores on Instant Purchase.
3. To investigate the highly influential in-store factor on Instant Buying Behaviour

Research Methodology

Research Design

The aim of the study is to reveal what in-store factor makes the highest impact on instant purchase of consumer has taken from three malls of Bhopal city. A research design is a frame work or blue print for conducting the research study. Descriptive research design adopt to determine consumer’s instant or impulse Buying Behavior.

Research Approach

The Primary data was collected through structured questionnaire.. In order to get the objective of the study the data was collected from the three mall- Aashima Mall, DB Mall, Aura Mall of Bhopal city. Survey method is used for collecting data. The sample size is 150. 150 questionnaire were distributed, respondent are requested to fill the questionnaire. 50 questionnaire in each mall were distributed to the consumers. Secondary data were collected through various published and unpublished research paper, thesis articles, research journal, Books.

Results and Discussion

This research present the result of an initial investigation on in-store clothing factor on Instant Buying Behavior.

Gender Information

Table 5.1: Gender Information

Gender	Responses	Percent
Male	48	32%
Female	102	68%
Total responses	150	

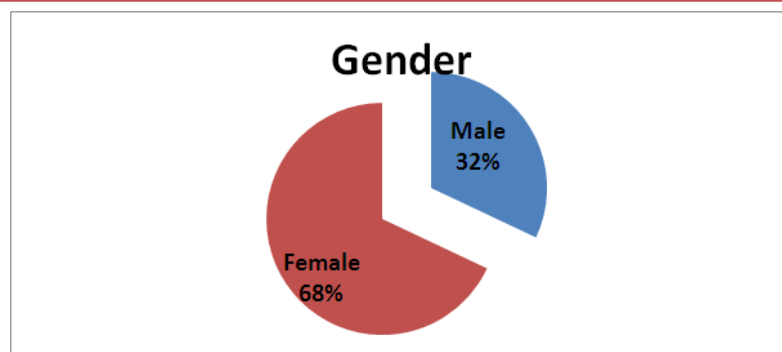


Fig.2: Gender Information

Table 5.1 shows Gender Information- According to public response, 68 percent of women customers shop suddenly while 32 percent of men customers do shopping suddenly It means females do more shopping instantly than males in malls of Bhopal City.

Similarly, figure 2 shows gender information in a graphical form where 68 % of women do instant shopping while 32% of men do instant shopping.

Age Group

Table 5.2 shows that 36 percent of consumers are between 20-25 age group. 32% are between 25-30 age group, 20% are between 30-35 age group and 12% are between 35-40 age group. It means the consumers from malls of Bhopal city, between the age group of 20-30 do more shopping than other age groups.

Table 5.2: Age Group

Age group	Responses	Percent
20-25	54	36%
25-30	48	32%
30-35	30	20%
35-40	18	12%
Total	150	

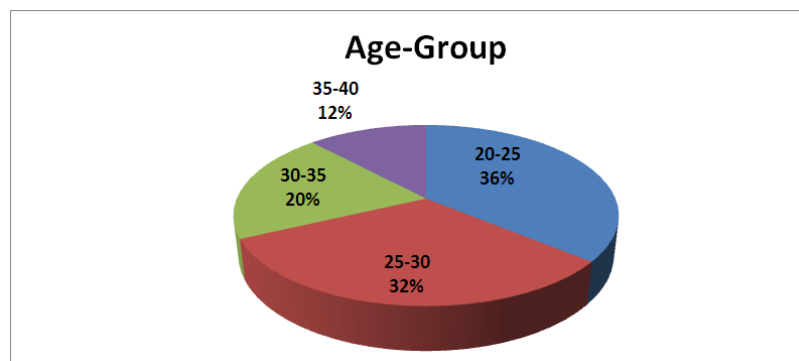


Fig.3: Age Group

Figure 3 shows a graphical representation of the age group. According to the graph, 36 percent of the customers are between the ages of 20 and 25 who shop suddenly, this is the biggest shopping group. 32 percent are between the ages of 25 -30, 20 percent are between the ages of 30-35, and 12 percent are between the ages of 35 and 40. It means that shoppers in Bhopal city malls between the ages of 20 and 30 shop more than shoppers of other ages.

Result on the basis of various In-store factor

Questionnaire were given to the 150 responses and data is given in the table below

S.No	Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1.	Pricing factor	43	27	33	26	21	150
2.	Promotional offer	94	47	3	4	2	150
3.	Trial factor	50	33	34	20	13	150
4.	Staff attitude	77	31	22	11	9	150

Table 5.3 shows factor analysis of consumer's based on the Questionnaire where the promotional offer is impacted 94 consumers, 77 consumers strongly agree about the staff behavior depends upon buying in store. 50 consumers strongly agree with the trial factor and 43 is giving feedback about price does matter for instant buying.

Figure 4 graph shows highly influential in-store factors for Instant purchase- out of 150, 94 consumers strongly agree promotional offer factor is attracting instant buying , 47 consumers agree promotional offer factor is attracting instant buying , 3 consumers neutral promotional offer factor is attracting instant buying , 4 consumers disagree promotional offer factor is attracting instant buying and 2 consumers strongly disagree promotional offer factor is attracting instant buying .

Out of 150, 77 consumers strongly agree Staff attitude factor is attracting instant buying , 31 consumers agree Staff attitude factor is attracting instant buying , 22 consumers neutral Staff attitude factor is attracting instant buying , 11 consumers disagree Staff attitude factor is attracting instant buying , 9 consumers strongly disagree Staff attitude factor is attracting instant buying .

out of 150, 50 consumers strongly agree Trial factor is attracting instant buying , 33 consumers agree Trial factor is attracting instant buying , 34 consumers neutral Trial

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factor is attracting instant buying , 20 consumers disagree Trial factor is attracting instant buying and 13 consumers strongly disagree Trial factor is attracting instant buying .

Out of 150, 43 consumers strongly agree Pricing factor is attracting instant buying , 27 consumers agree Pricing factor is attracting instant buying , 33 consumers neutral Pricing factor is attracting instant buying , 26 consumers disagree Pricing factor is attracting instant buying and 21 consumers strongly disagree Pricing factor is attracting instant buying .

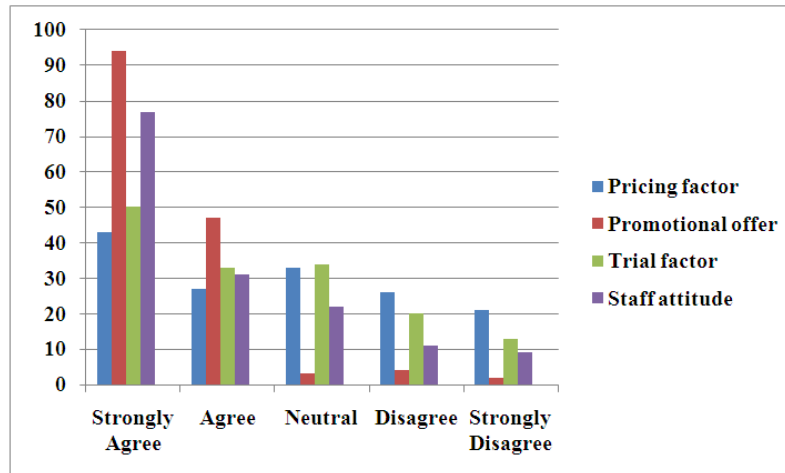


Fig 4:

Result on the basis of various In-store factor

Promotional Offer

Table 5.4 Promotional Offer

Promotional offer	Responses	Percent
Combo offer(Buy 1 get 1 free)	24	16%
Sales coupon	18	12%
Percent Discount on top Brands	72	48%
Special occasion Discount	36	24%
	150	100%

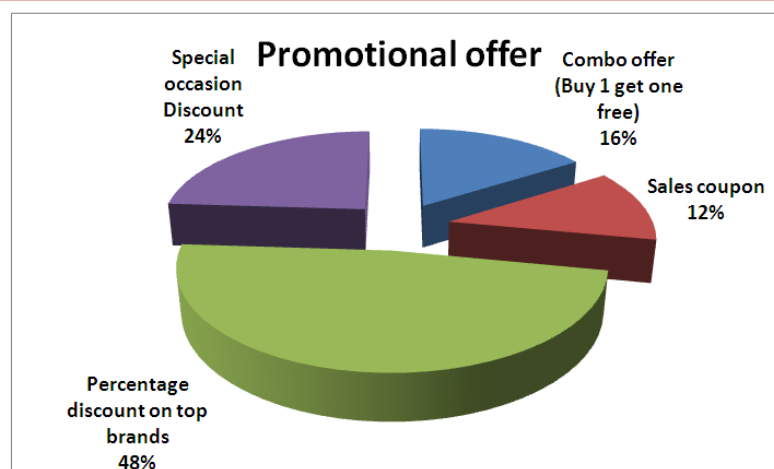


Fig 5: Promotional Offer

Table 5.4 shows a promotional offer. According to the table, 48 % of consumers are doing instant shopping when they get Percent Discount on top Brands, 24% of consumers are doing instant shopping when they get Special occasion discount, 16% of consumers are doing instant shopping when they get Combo offer(like Buy 1 get 1 free) and 12% of consumers are doing instant shopping when they get Sales Coupon. Figure 5 shows the percent of promotional offers –according to this figure, 48% of consumers are attracted to percentage discounts on top brands offer, 24% of consumers are attracted to special occasion discount offers, 16% of consumers are attracted to Combo offer(buy 1 get 1 free) and 12% of consumers are attracted to Sales coupon offer.

Conclusion

This study was done on the clothing store of three malls of Bhopal city. The 150 consumers were randomly selected, 50 respondents from each mall. According to the result of the study, it is found that female consumers do instant shopping more than male consumers. 68% of the total samples are female and 32% are male. The consumer between the age group of 20 to 30 of malls of Bhopal city does instant shopping more than other age groups. 36% of the respondents are between the age group of 20-25, 32% are between 25-30 age group, 20% are between 30-35 and 12% are between 35-40. According to the study, it is found that in-store factors play a very important role in the clothing store business and it has a great influence on instant buying behavior. The highly influential in-store factor is the Promotional offer (92%) among all the factors and a promotional offer and Percent discount on the brand has the highest impact on an instant purchase.

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