

Exploring main factors affecting on impulse buying behaviors

Hamid Reza Hadjali¹, Meysam Salimi², Mohsen Nazari³, Masoumeh Sadat Ardestani⁴

^{1,2,4}Management of Economical Institutes Department, University of Economic Sciences, Tehran, Iran

³Associate Professor, Faculty of Management, University of Tehran, Tehran, Iran

Hamidreza.Hadjali@gmail.com, Miladsa1985@yahoo.com, Mohsen.nazari@ut.ac.ir, M.Ardestani@farasoutegar.com

Abstract: The increasing growth in consumption and possibility of credit purchases around the world has provided an excellent opportunity to buy spontaneously (impulsively), however, there was little information about the Impulsive purchase in the eastern and transitional societies. The purpose of this investigation was to explore some main factors affecting on impulse buying behavior in conjunction with clothing market. In order to examine the offered model after creating a questionnaire, validity and reality of data have been tested. Results from SPSS software shows the level of self-esteem, irritability (impulsivity), Shopping environment, promotional tools and gender have significant impacts on impulse buying behavior especially for purchasing cloth. On the other hand, effectiveness of hypotheses ‘seller guidance’, ‘shopping with the others’ and ‘production’ not confirmed in this survey. [Hamid Reza Hadjali, Meysam Salimi, Mohsen Nazari, Masoumeh Sadat Ardestani. **Exploring main factors affecting on impulse buying behaviors**, Journal of American Science 2012;8(1):245-251]. (ISSN: 1545-1003). <http://www.americanscience.org>.

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1. Introduction

Impulse purchases accounted for significant sales across a wide range of merchandise categories (Bellenger et al, 1978; Cobb & Hoyer, 1986; Han et al, 1991; Weinberg & Gottwald, 1982).

The effectiveness of marketing strategies can be proposed by increasing volume of impulse purchases. On the other hand, the consumers can be conducted to control their impulse behavior (Lee, Jaeha, 2008).

A research in Vietnam (Mai et al., 2003) was fulfilled that investigated the impulse buying among the urban Vietnamese consumers. The aim of aforementioned research is that the behavior of consumers who work in a transition economy to be investigated. The word of “transition economy” refers to the countries which were centrally planned (based on the central government) but now inclined to the market mechanism (Mai et al., 2003), cause of the changes in economic structure, is complex and time-consuming, have yet to reach this stage and are in a transition period. Transition-Economies are Considered as the emerging markets with a suitable potential for growth (Barta, Rajeev, 1997).

These countries move toward the free-market mechanism and will have the unique marketing challenges ahead (Barta, Rajeev, 1997). Accordingly, issues of marketing and especially, the consumer behavior have the increasing importance in these economies (Mai et al., 2003).

The sells persons attempt to guide who that go to the shopping mall without any predetermination of what they need or buy. Sometimes it done by visual merchandising and also serves as a shopping aid, more likely cause of these the possibility of a desire or want increase to conclude an impulse purchase (Han, 1987; Han et al., 1991). Despite As view of Past researcher

planned buying behavior come from in exact decisions, but impulsive behavior results in decision errors, (Halpern, 1989; Johnson-Laird, 1988) on the other hand the negative aspects of the impulse buying behavior, found as an irrational behavior (Ainslie, 1975; Levy, 1976; Rook & Fisher, 1995; Solnick et al., 1980), or resulting cause of a lack of behavioral control (Levy, 1976).

Firstly a theoretical fundamental which is limited to some specific factors for supporting our purpose offered. Secondly literature related to clothing market as a view of impulse buying behavior collected. Moreover, data collection have required by using the questionnaires. This study applies impulse buying behavior in clothing market.

2. Literature Review

Churchill and Peter (1998) suggested a model that shown step by step the level of buying process. They are also believed the impulse buying procedure begins with product awareness. Impulse buyers start viewing store without any intention to buy production.

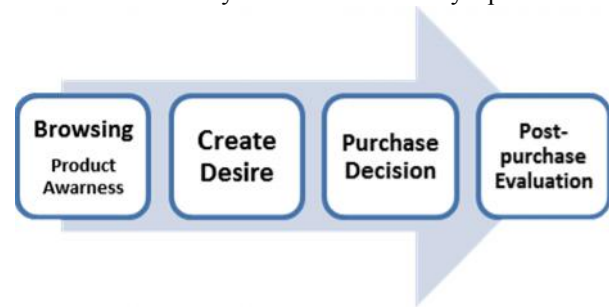


Fig.1: A model of impulse buying process
Source: Adapted from Churchill & Peter (1998)

In next step cause of some factor which creates desire, the customers want to have something. In this time they have to make purchase decision without any search or collecting information for evaluating alternatives.

This stage of the impulse buying process, after impulsive purchasing, the customers will evaluate their purchase and always experience positive or negative Consequences. Therefore the satisfaction of consumers can be study in this time (Maclinnis & Price, 1987; Sherry, 1990). Actually if we compare this model with another one which peter and Churchill suggested on 1998 about consumer buying process it is clear the nature of impulse buying is skipping entire the consumer buying process that accrue suddenly and without any plan(Churchill and Peter,1998) . The impulse buying behavior contain individual and situational factors that strongly attend consumers behavior(Sharma et al,2010). It is not only due to the complexity of this issue, but because of its widespread popularity among a wide range of different product classes (Kacen and lee, 2002).

However, impulse buying do not conform to, economic or decision-making perspectives in consumer behavior; and instead associate with complex hedonic psychosocial motivations(Iyer,2001). Several complementary models of purchase behavior are available in consumer research such as utility-maximization, decision-making, behavioral- influence, hedonic, and meaning-transfer perspectives (Baker et al., 1994).

The impulse purchase is unintentional, because the person is not actively looking for certain goods and has no plans to purchase and is not in the purchase operation and also had no pre shopping plans to purchase the item. The characteristic of being involuntary and the lack of planning is necessary for an impulse buying, but not sufficient basis for categorizing a purchase as an impulse buying (Lee, 2008; Rook, 1987; Sharma 2010). In fact, each impulse purchase is certainly unintentional, but any unintentional is not necessarily an impulse buying (Jones et al., 2003).

The impulse buying is without thinking, because the purchase without much more evaluation is done. A person who purchases on impulse less likely to consider the consequences of purchase or think carefully about it. This person only focuses on the instant gratification of a desire to buy and thinks not to solve a pre-established problem, furthermore, an impulse buying is done promptly and quickly (Batra, 1997; Sharma, 2010). It is a very short interval between seeing and buying the commodities and purchase decision is done very hastily. The impulse buying will not be postponed by collecting more information, comparing the stores, getting advice, etc. (Kacen et al., 2002).

Researchers have recognized that impulse buying occurs when a person purchases without planning, thinking and hesitating on the other word when an individual makes an unintended, unreflective, and

immediate purchase (Rook, 1987; Sharma,2010).

The first researches in the sphere of impulse buying have been done in 1950, that the meaning of impulse buying was considered synonymous with unplanned purchases (Coley et al., 2003). In further researches, some efforts to distinguish the impulse purchase of unplanned purchase have been done. For example, a researcher in 1951 represented the reaction to the stimuli element and several years later Eastern added the characteristic of response to the stimuli within the stores to it. The researches in this sphere were continued until Rook in 1987 added the psychological and several other elements to the impulse buying .In the next years, also further studies in this sphere have been done that each one indicated to one part of effective elements on the impulse purchase .

Some of efforts emphasized on the cultural and psychological factors, including Fashion orientation, self-esteem, individualism, lack of control over the desire to buy and some others have addressed the demographic factors(Kacen et al., 2002). Some peoples have referred to the situational factors, including arrangement and decoration of the store, product display mode and the seller's guidance and help and several individuals also have indicated the role of marketing mix such as type of product, price and the marketing promotions(Youn et al., 2000). The following figure shows the summary of the most important researches that have been done in the sphere of impulse purchase.

3. Theoretical Framework of Research:

Most of the researches which have been done in the sphere of impulse buying ,have investigated the effect of one or more limited factor affecting on this behavior and approximately any research has not investigated the concurrent effect of all demographic, situational, psychological factors and also marketing mix. Hence, in recent research we used of a model that includes all of the aforementioned factors and explains their concurrent effect on the impulse buying.

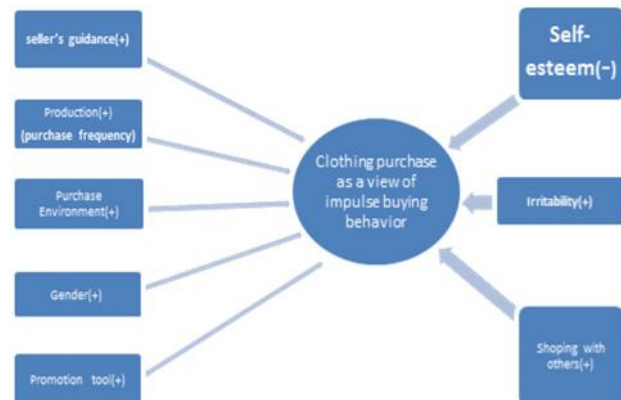


Fig.2:conceptual model of factors affecting on Clothing purchase as a view of impulse buying behavior

4. Hypothesis:**1) Gender:**

Some researcher had negative evaluation about impulsive purchase that increasing possibilities of negative consequences which stem from psychological studies of impulsiveness characterize (Weinberg & Gottwald ; 1982 Cobb & Hoyer, 1986).

But the issue of gender is one of an effective models over the impulse buying behavior. In this regard Coli and Bergs in their studies found that women purchase significantly more than men (Coley and Burgess, 2003). But in a research which has been done by Mai in Vietnam, sufficient evidences based on the difference in the impulse between men and women were not achieved (Mai et al., 2003). Hence, considering this issue is essential and the following hypothesis is being presented:

Hypothesis 1: gender has a significant effect on clothing purchase as a view of impulse buying behavior.

2) Situational factors:**2.1) The purchase environment:**

Sometime decision of customer is influenced by the physical attractiveness of a shop (Darden et al., 1983). Many researcher found that music and color can effect on consumer behavior therefore suggested visual merchandising within appropriate retail settings (Bellizzi & Hite, 1992; Milliman, 1986; Yalch & Spangenberg, 1990) .

Mihic & Mirela (2010) in their study showed that the purchase environment factors include the internal decoration , coloring, light, odor, music, the mode of locating the equipment and commodities ,display mode and being appropriated of their set cause to intensify the impulse purchase behavior. also Mattila & Wirtz (2001) found this result from their investigation if be motivation and attractiveness situation in the purchase environment these reduce the self-management of consumers and will intensification impulse buying behavior. Hence, considering this issue is essential and the following hypothesis is being presented:

Hypothesis 2: Being appropriated of the environment has a significant effect on clothing purchase as a view of impulse buying behavior.

2.2) shopping with others:

Luo (2005) by performing an experiment have found that the participants when with their friends are going to buy, have a great tendency to the impulse purchase .But, Rook and Fisher suggest that, being anonymous in the purchase environment can lead to increase the chance of impulse purchase. In fact, all buyers tend to examine the new products and styles in an anonymous status (Rook and Fisher, 1987). To investigate this issue, the following hypothesis is suggested:

Hypothesis 3: shopping with others has a significant effect on clothing purchase as a view of impulse buying behavior.

2.3) The seller's help and guidance:

The previous researches showed that the seller's help and guidance affects the customers interest to buy (Baker et al., 1994). Mattila, & Wirtz have found in their study that seller's friendly behavior causes to adjust the negative impact of the store crowd and has a great effect in the impulse purchase (Mattila & Wirtz, 2001). For investigate this issue, the following hypothesis is suggested:

Hypothesis 4: seller's guidance has a significant effect on clothing purchase as a view of impulse buying behavior.

3) Psychological factors:**3.1) Self-esteem:**

In many case of consumers' impulse purchasing behavior it done by responding to the hedonic needs, for example fun, novelty and surprise (Hirschman, 1980; Holbrook & Hirschman, 1982).

Gardner & Rook found mood is an effective variable that influences impulse Buying behavior (Gardner & Rook, 1988; Rook, 1987; Rook & Gardner, 1993). Moreover, Rook and Gardner (1993) look at consumers who buy goods for a diversity of non-economic reasons, such as fantasy, social or emotional pleasure.

They found some consumers who go shopping as retail therapy just by this purpose to change their mood which is created as a result of stresses or simply a fun day out (Hausman, 2000).

Elliott believes that person's social self-esteem has an important role in his impulse purchase (Elliott, 1994). Tremblay (2005) in her research has addressed the self-esteem factor and found that there is a reverse relation between the level of self-esteem and the amount of impulse purchases. Silvera (2008) also found in their research that, there is not any relation between self-esteem and the cognitive section of impulse buying, but Harmancioglu et al., (2009) said it seems that, there is a reverse relation between self-esteem and the sensational section of impulse. Hence, considering this issue is essential and the following hypothesis is being presented:

Hypothesis 5: There is a significant and negative impact between the self-esteem level and clothing purchase as a view of impulse buying behavior.

3.2) Irritability (lack of control over desire to purchase):

Tremblay and Amelie (2005) believes that self-control has an important role in the decision making process of impulse purchase. Self-control represents the ability to

Cope with temptations, which specially are related to the impulse purchase (Youn et al., 2000). Most of the researches in the sphere of impulse purchase

behavior have agreed on this case that people are doing impulse purchase have low self-control ability and Youn & Faber, also show in their research to its important role in the impulse purchase (Youn S, Faber R.J. 2000). Hence, the following hypothesis is given:

Hypothesis 6: The rate of irritability has a significant effect on clothing purchase as a view of impulse buying behavior.

4) Marketing mix:

4.1) Product:

Jones et al, show in their studies that someone's desire to the impulse purchase is a general desire toward all the products and the probability of getting involved the person in the impulse purchase in the different classes of product is variable (Kacen et al., 2002).

Kollat (1967) by performing an interview with 596 customers in the supermarkets have concluded that those products which have a high purchase frequency (such as, Milk, Bread and etc.) with a high probability can be purchased in an impulsive manner (Lee et al., 2008). Therefore, the following hypothesis can be suggested:

Hypothesis 7: The high purchase frequency has a significant effect on clothing purchase as a view of impulse buying behavior.

4.2) promotions:

Ion and Faber in their research showed that people are buying more impulsively, more react to the promotional gifts (such as free gifts, product maquette, free samples, etc.) (Youn et al., 2000). Mihych and Corsan also found that promotional activities will influence more the impulse buying behavior (Peck et al., 2006). According to the aforementioned issues, the following assumptions can be made:

Hypothesis 8: The proper use of promotional tools has a significant effect on clothing purchase as a view of impulse buying behavior.

5. Research Methodology

The questionnaire of this study was designed by using existing questionnaires. For determine the validity of the questionnaire Cronbach's Alpha was used. Asika (1991) offered a manner that show validity of data by every measurement objects that average inter-correlation for all the paired associations. This research applied based on the method of collecting the data which is descriptive. In this part descriptive study regarding the nature of relations, that were

under reviewing, is considered in the class of correlation. Correlation analysis is an common statistical methods in social and management research (Oyesiku 1995; Oyesiku and Omitogun 1999; Odugbemi and Oyesiku 2000).

5.1 Measuring tools and collecting data

The designed questionnaire items were measured by using five-point Likert scale, ranging from never=1 to frequently=5 to measure each variable. In order to ensure the reliability, some questionnaire were distributed for pre-tested and reliability coefficient using Cronbach's alpha was calculated and the rate for all factors was accepted. The result was taken by "spss" shows the Cronbach's alpha is (0.870) which is generally acceptable (Cronbach, 1951). The period of study was in summer that located at famous malls in Tehran. The respondent's groups selected among consumers who were visiting clothing markets. Despite of responding sample consisted of 120 consumers, finally number of respondents who did the questioner correctly was composed of 110 people.

6. Data Analysis

6.1 Main findings of research

As collecting data had faced some barriers, firstly some hypotheses have been eliminated. On the other hand the PLS method for hypothesis was used which is accounted one of the SEM types.

This method is useable when the scales are in kind of both qualitative and quantitative and also the sample size is small. Refer to tables that shown in table 3 since the 'T value' by the effect of respondent's gender in impulse buying behavior, is equal with 2.374 (i.e., higher than -1.96), this is significant, therefore the first Hypothesis: "gender has a significant effect on clothing purchase as a view of impulse buying behavior" approved. Coley and Burgess found gender as an effective factor on impulse buying behavior (Coley and Burgess, 2003).

On the other hand, in spite of 'T value' for self-esteem is less than 1.96 with %10 margin of error is accepted. As Consequence of negative value of T which is -1.639 self-esteem has a negative relation with impulse buying behavior and approved. Also by the other survey in this area like Tremblay, 2005 and Silvera, 2008 confirmed. Therefore hypotheses 5: "There is a significant and negative relation between the self-esteem level and clothing purchase as a view of impulse buying behavior".

Table3:Results achieved from SPSS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.448	.816		.549	.584
respondent's gender	.588	.248	.218	2.374	.020
production	.025	.121	.019	.205	.838
Environment	.457	.141	.313	3.248	.002
Irritability	.368	.149	.247	2.466	.016
Self-esteem	-.296	.180	-.161	-1.639	.105
Seller guidance	.058	.129	.041	.450	.654
Buying with Other	.145	.161	.086	.902	.370
Promotional tools	.179	.124	.133	1.442	.153

Table 4:Descriptive Statistics for impulse buying behavior, table from SPSS

	N	Minimum	Maximum	Mean	Std.Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Impulse buying	110	1	5	3.48	1.310	-.418	.244	-.885	.483

a. Dependent Variable: Impulse buying

Consequence of T value which is equal with $T = 2.466$ so it is between (+1.96 and -1.96) therefore the Irritability of consumers which has a positive relation with impulse buying behavior approved. Hypothesis 6 "The rate of irritability has a significant effect on Clothing purchase as a view of impulse buying behavior" is confirmed.

Refer to the table 3 the T value of environment is 3.248 which is strongly above the recommended value (i.e., higher than -1.96) therefore hypothesis 2 "Being appropriated of the environment has a significant effect on clothing purchase as a view of impulse buying behavior" is confirmed. Which is support in the recent study by (Mihic & Mirela, 2010; Mattila & Wirtz 2001) that found environmental elements as a factor to motive customer to buy production impulsively.

In spite of 'T value' has shown in table just one of "4P" factors which is 1.442 With %15 margin of error is accepted therefore this hypothesis: "The proper use of promotional tools has a significant effect on clothing purchase as a view of impulse buying behavior" is approved. Moreover, in recent study by Youn, 2000; Mihic et al., 2010 confirmed.

On the other hand as consequence of value of ($T = .902$) for "shopping with others "which is labeled "other" is between (+1.96 and -1.96) that caused to reject the hypothesis 3: "shopping with others has a significant effect on clothing purchase as a view of impulse buying behavior". Despite of this rejection Luo(2005) confirmed this hypothesis as an effective factor .

Due to amount of T for seller's guidance which is .450 resulted to reject the hypothesis "seller's guidance has a significant effect on clothing purchase as a view of impulse buying behavior". By contrast of this result previous research which done by (Baker et al., 1994; Mattila and Wirtz ,2001) have never been confirmed this hypothesis.

Finally as consequence of T value for one of the marketing mix factors which is production ($T = .205$) that shows on the table, is less than 1.96. Therefore it caused for rejecting the hypothesis 7 "The high purchase frequency has a significant effect on clothing purchase as a view of impulse buying behavior".

As shows in table 4 Statistical Packages for Social Sciences' (SPSS) software is used for analysis descriptive statistics the mean impulse buying behavior

for 110 customers is 3.48 with a standard deviation of 1.310 .the maximum and minimum rate of impulse buying behavior are 5 and 1 .

Summary

Impulse buying has been defined as a spontaneous, immediate purchase (Rook & Fisher, 1995) without pre-shopping intentions either to buy a specific product category or To fulfill a specific buying task (Beatty & Ferrell, 1998). Impulse purchases account for substantial sales across a broad range of product categories (Bellenger et al, 1978; Cobb & Hoyer, 1986; Han et al, 1991; Kollat & Willet, 1967; Rook & Fisher, 1995; Weinberg & Gottwald, 1982). Without having prior information of a new product or intention to purchase a certain item, a consumer is exposed to stimuli, suggesting that a need can be satisfied through the purchase. The store stimuli serve as a type of information aid for those who go to the store without any predetermination of what they need or buy. Some factors of impulse buying behavior are clearly recognized as especial elements with strong impact on clothing market.

Corresponding Author:

Hamid Reza Hadjali

Management of Economical Institutes Department,
University of Economic Sciences, Tehran, Iran
Tel: +6010-895-6970

E-mail: Hamidreza.Hadjali@gmail.com

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