

Effect of Store Atmospherics on Impulse Buying Behaviour of Young Customers

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Abstract— Marketers and retailers themselves are the horizon of this segment. This desire for spontaneous acquisition and immediate gratification in order to have quick access to the place of purchase can lead to negative consequences, including post-purchase discrepancies. This paper is an attempt to understand and examine the direct and indirect effects of store environment as the urge to make impulsive and impulsive purchases over inconsistency after sorry purchases. The Sales promotion which is one of the key attributes of the promotional market is being widely used by marketers to try and maintain a competitive advantage in turn, increase sales by stimulate consumers' buying decisions. This current research work has attempted to identify many sales promotion techniques and the order in which they influence consumer decision making towards apparel. This research considers five important sales promotion techniques, namely discounts and discount offers, coupons, loyalty programs, value packs and contests. The aim of this research is to provide a detailed description of impulse buying behavior (IBB) by compels various research works in the field of retailing and consumer behavior. It gives a comprehensive overview of impulse buy construction and various behavioral aspects. Several aspects of this topic are classified with suggestions for future research work in the area of impulse buying.

Keywords: Impulse Shopping Behavior, Online Impulse, Consumer Behavior, Sales Promotion, Discounts and Discount Offers

I. INTRODUCTION

Visual merchandising can be best defined as what the customer looks at both the exterior and the interior which creates a positive image of a business and results in attention, interest, desire and Action on behalf of the customer. Visual merchandising from window displays to forum displays and floor merchandising included as well promotional signal. Presentation of goods is often the most important factor take a decision Four dimensions of store environment viz., visual, visual (sound), olfactory (smell) and tactile (tactile) are important in the customer's choice of products. The Visual merchandising is marketing based approaches that represent the most important market tool and also represents the most direct tool promote a product. Signature means hoardings; banners, posters, panicles, any company, shop bunting, placard, pamphlet, shop board, shelf marker and hand biller brand that the buyer can see or see is perceived during his purchase [2]. Scene Merchandising is not only about what has been mentioned earlier, but it also includes the layout of the store. Visual product brand identity is a means of establishing a relationship between the concepts and to generate a consumer and product sales.

Impulse buying is an increasingly convincing, pleasantly mixed buying behavior in which promptness of an

impulse purchased decision precludes any thoughtful, deliberate contemplation. Impulse shopping is a broad aspect of consumer behavior and is a focal point for strategic Marketing plans, impulse purchases can be defined as a purchase decision made without explicit recognition of the need for such purchases prior to entering the store [3]. On the other hand all these factors Visual merchandising will drive the consumer towards impulsive purchases have impulsive shopping Generally regarded as an unexpected purchase, it is best described as a purchase that the buyer Doesn't plan in advance.

II. RESEARCH HYPOTHESIS

Based on the review of literatures, research problem and objectives formulated above, following hypothesis were developed:

- H1: Rebates and Discount offer has a significant impact on consumers' impulse buying behavior towards apparel.
- H2: Coupons have a significant impact on consumers' impulse buying behavior towards apparel.
- H3: Loyalty program has a significant relationship on consumers' impulse buying behavior towards apparel.
- H4: Price packs have a significant impact on consumers' impulse buying behavior towards apparel.
- H5: Contests have a significant impact on consumers' impulse buying behavior towards apparel.

III. PROPOSED METHODOLOGY

The present study is conducted to find out the perception and attitude of the consumers towards various sales promotional activities. The primary data have been collected through questionnaire from the apparel shoppers in 5 different malls in Bilaspur & Raipur city. From the last five moles, 38 responses were obtained for a sample size of 145. Here the questionnaire consists of two parts. The first part consists of demographic data gender, age, income and occupation. The second part contains questions related to the approach to sales techniques. 16 questions are asked to measure the buying behavior of consumers towards unplanned purchase of apparel.

In this research, a 5-point Likert scale, ranging from strongly disagree = 1 to strongly agree = 5, is used to measure each variable. Questionnaires were distributed to 145 respondents. A total of 126 completely filled out questionnaires were taken for research and the remaining questionnaires were not included due to incomplete answers. After the entire questionnaire is collected, the data is coded and then entered into the SPSS tool for analysis.

From the demographic profiles of the respondents, it is understood that 39% of the respondents are in the age group of 20 to 30 years, 61% are above 30 years, 29% of the respondents are students, 41% of them are employees, 18% of them are business persons and 12% are homemakers.

Majority of the respondents are female i.e., 65%. The monthly income of the 25% respondents is less than 14,500, 40% is in the range of 14,500 and 35,000 and the rest is getting above 35,000.

IV. FINDINGS AND DISCUSSION

Regression analysis techniques are applied to measure the relationship between sales promotion techniques and the

impulse buying behavior of consumers. The regression results are shown in Table 1. Of the five identified techniques, two techniques namely discounts and discount offers and loyalty programs showed a significant impact on a customer's impulse purchase decision.

Hypothesis	Independent Variable	B	Standard Error	Sig (p)	T	Result
H ₁	Rebates and Discount offer	0.349	0.087	0.001	4.057	Accepted
H ₂	Coupons	0.162	0.087	0.059	1.881	Accepted
H ₃	Loyalty program	0.215	0.087	0.014	2.546	Accepted
H ₄	Price packs	0.034	0.087	0.876	0.132	Rejected
H ₅	Contest	0.021	0.087	0.817	0.219	Rejected

Table 1: Regression Results

Based on the regression results shown in Table 1, the concept model was developed and Shown in Figure 1. The model clearly shows the relationship between the five sale Promotional techniques and impulse buying behavior of consumers towards apparel purchases. The line represents the

importance of the variable and the line shows Importance of variable. The beta value represents the weight age of the variables. Higher the stronger the relationship between the beta value, the independent variable and the dependent variable, is.

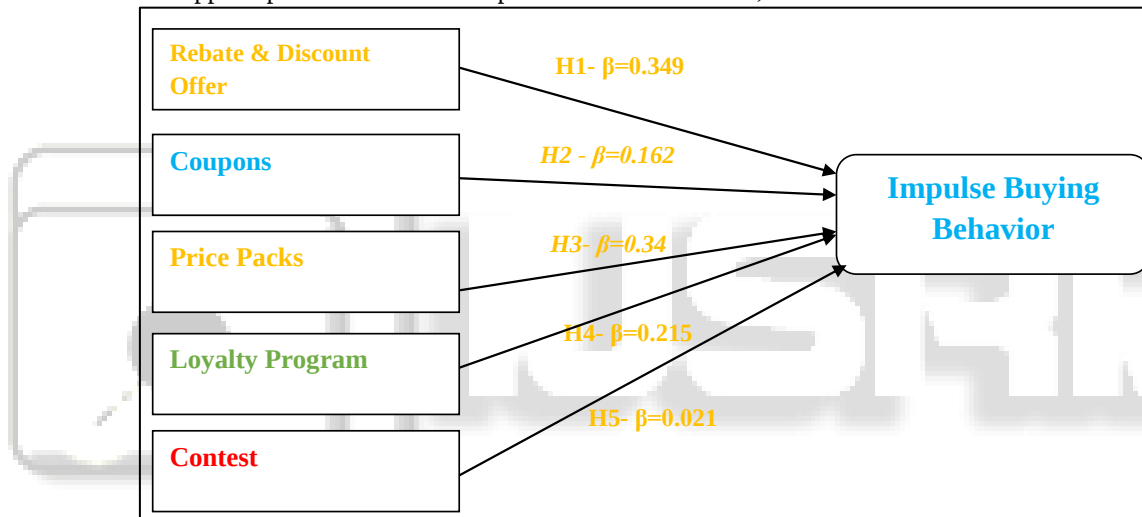


Fig. 1: The Structural Model

The impact levels of various sales related techniques are discussed below.

A. Effect of Discount and Discount Offers on Impulse Buying Behavior of Consumers:

As shown in Table 1, discount and discount offers have a significant value of (p) 0.001 which is less 0.05 indicates that this technique has a significant correlation with impulse buying. With a high beta value i.e. 0.349, this offer is ranked first among second. Hence H1 is accepted. The results of this study replicate the earlier finding

B. Effect of Coupons on Impulse Buying Behavior of Consumers:

Regression results of this research show that there is no major correlation between coupons and consumer impulse buying behavior at 5% significance level as p-value is greater than 0.05. And that's why H2 is accepted and it is concluded that there is no meaningful relationship between these variables.

C. Impact of Loyalty Program on Consumers' Impulse Buying Behavior:

As per the results, the loyalty program has a p-value of 0.059 indicating a significant impact on the impulse buying behavior of the consumer towards the purchase of apparel at a significant 5% level. That's why the results of this research show that loyalty programs have a strong impact on consumers' impulsive purchases. That's why H3 is accepted as the beta value 0.215. This technique is considered as the second important sales promotion technique after discounts and discount offers.

D. Impact of Price Packs on Consumers' Impulse Buying Behavior:

The outcome of the regression analysis shows that the Price packs scored P-value 0.876 indicating that there is no significant association with impulse buying behavior as in $P > 0.05$. That's why H4 is rejected.

E. Effect of Competitions on Consumers' Impulse Buying Behavior:

Variable competitions yielded results with a p-value of 0.817 indicating no significant association with impulse buying behavior. Hence H5 is rejected.

V. CONCLUSION:

In today's hyper competitive marketing environment, it becomes really hard for the retailers to attract and satisfy the consumers specially women consumers. It was a biggest challenge to craft an effective shopping environment for them and that's why visual merchandising is given so much importance. Still retailers do not know which technique is most effective and where to focus. With the help of this study they will able to craft effective marketing strategy with respect to the use of visual merchandising techniques so as to able to draw attention of women consumers and makes them to buy the apparels.

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