



Women's Impulsive Buying Behaviour towards Clothing: In-store Shopping Context

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ARTICLE INFO

Article History:

Received: 24th February, 2023

Accepted: 15th May, 2023

Keywords:

Buying behaviour,

In-store shopping,

Impulse buying,

Clothing.

JEL Classification:

M31

ABSTRACT

Purpose: This study attempts to examine the factors influencing women's impulsive buying behaviour towards clothing at the context of in-store shopping.

Methodology: This study is quantitative in nature. Adopting online survey method, primary data have been collected from 143 respondents. Nonprobability convenience sampling technique has been used in this study. Multiple regression analysis and ANOVA have been used to analyse the data and SPSS software has been used to process data.

Findings: The study unfolds that the entire store atmosphere has positive effect on women's impulsive buying behaviour towards clothing. The study found that attractive display of clothing is the most significant factor that affects women's impulsive buying behaviour towards clothing. Moreover, discounted price tag, bundle offer, sales representatives' behaviour and exchange offer also influence women's impulsive buying behaviour to a great extent.

Practical Implications: Practitioners may invest in upgrading the store atmosphere to enhance the level of impulse buying in their stores. Particularly, they need to concentrate on strengthening friendliness of sales representatives, designing the display of clothing, exchange offer, discounted price tag and bundle offer to encourage impulse buying.

Originality/Value: There is a paucity of academic literature that investigates the factors influencing women's impulsive buying behaviour towards clothing particularly in in-store shopping setting. This study addresses this gap by examining the factors that have significant impact on women's impulsive buying behaviour towards clothing at the context of in-store shopping.

Limitations: The study entirely focused on female which might mar the findings' generalizability. Further, this study is limited to general clothing rather than types and specific brands. Additionally this study has not looked into consumer characteristics and situational variables such as personality, life style, loyalty, occasion, availability of time and money.

1. Introduction

With the continuous increase of consumers' disposable income and credit facility, impulse buying has become a prevalent consumer behaviour (Nishanov & Ahunjonov, 2015; Paul, 2021). Retailers have detected that around fifty percent of mall shoppers engage in impulse buying (Dawson & Kim, 2010; Kristiyono & Gozali, 2022). To enlarge the number of impulse buying inside the store, retailers start to concentrate on store design, store decoration, product display, package design, exchange option, free sample to gain consumers' attention (Lee & Kacen, 2008). Prior research on consumers' impulse buying behaviour (Dawson & Kim, 2009; Pornpitakpan & Han, 2013; Spiteri Cornish, 2020) paid

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attention to detect the differences between impulsive and non-impulsive shopping behaviour (Bayley & Nancarrow, 1998). Past studies developed relationship between impulse buying and consumers hedonic value (e.g. shopping engagement and enjoyment, entertainment, fun, mood, pleasure, emotional state) (Rook & Fisher, 1995; Burroughs, 1996; Beatty & Ferrell, 1998). Few studies concentrated on women's impulsive buying behaviour towards clothing at the context of in-store shopping particularly in developing country like Bangladesh. Therefore, this study makes an effort to detect the factors that have significant impact on women's impulsive buying behaviour towards clothing at the context of in-store shopping.

Impulse buying of fashion products such as clothes is entrancing since they may go with planned purchase (Nishanov & Ahunjonov, 2015). For instance a lady who enters a shop to buy a salwar kamij can make impulse purchase of other item such as saree (Pornpitakpan & Han, 2013). Prior studies revealed that impulse purchase of fashion products (e.g. clothing) disclosed various patterns such as pure, reminded and emotional behaviours (Han, Morgan, Kotsiopulos & Kang-Park, 1991). Impulse buying of fashion oriented product such as clothing can be encouraged by sensory or experiential cues (Mattila & Enz, 2002). Therefore, retailers perceive impulse buying behaviour for fashion oriented product such as clothing from an experiential perspective (Hausman, 2000). However, impulse buying has become a global phenomenon at present due to the rapid increase of adoption and penetration levels of internet technology, continuous growth of multi-channel retailing and globalization (Chen & Wang, 2015). Impulse buying online is not limited to a particular country because people from all over the world do shopping accessing international retail websites (e.g. amazon.com). Therefore, online retailers often implement promotional strategies by highlighting sale items, featured items, product recommendations, suggested items and co-ordinated items (Dawson & Kim, 2009; Spiteri Cornish, 2020). Previous studies (Rook & Fisher, 1995; Burroughs, 1996; Beatty & Ferrell, 1998; Dawson & Kim, 2009; Pornpitakpan & Han, 2013) on consumers' impulse buying behaviour mostly focused on the relationship between impulse buying and online marketing stimuli. There is a dearth of academic literature that explores the factors influencing women's impulsive buying behaviour towards clothing especially in in-store shopping setting. Extant research has yet to address the question: how much the women are attracted by different types of stimuli inside the store and to what extent they are making impulse purchase. Therefore, this research aims to examine the factors that have significant impact on women's impulsive buying behaviour towards clothing at the context of in-store shopping. In particular this study tries to identify the factors of women's impulse buying behaviour at the context of in-store shopping. Further this study attempts to measure the relative importance of each factor. This study adopted a quantitative approach in the research methodology and data were collected from 143 respondents aged between 18 and 45 years through the sample survey. Multiple regression analysis and one way ANOVA were conducted to analyse data and SPSS software package was used to process data. The study clearly unpacked various factors that have impact on women's impulsive shopping behaviour in relation to clothing specifically in in-store shopping context. This study perhaps eases the ability of future research to inspect other related aspects such as capabilities of physical store and website designers, challenges in case of store design both online and offline, and opportunities of well store environment attempting to influence impulse buying.

This paper is arranged as follows. The following section presents the literature review. After the literature review section, methodology of the study is presented. After that, data analysis, findings, implications and suggestions of the study are outlined. Lastly, the research limitations, future research scope and conclusion are portrayed from the overall analysis.

2. Problem Statement

Though there are several studies that are conducted on the factors influencing consumers' impulse purchase decision but most of them are concentrated on online market, both male and female consumer, food items, tech gadgets and western countries. The demographic, cultural, psychological and social actors of Bangladeshi consumers are remarkably different from western countries.

Moreover, consumers' behaviour and experience vary from online to offline and product to product. Besides, there is a significant difference between male consumer and female consumer behaviour towards fashion-oriented product. Female consumers visit shopping malls more frequently than the male consumers and men are likely to spend more time at the shopping malls occasionally (Pentecost & Andrews, 2010). There is evidence that female consumers engage more in impulse buying than the male consumers (Nishanov & Ahunjonov, 2015). Further, consumers from different social class and different educational background act different in case of impulse buying and in-store shopping context. Though online shopping and online impulse buying have become a global phenomenon at present due to the rapid increase of adoption and penetration levels of internet technology, continuous growth of multi-channel retailing and globalization, offline market has not lost its appeal specially in less-affluent country due to the limitation of online shopping such as privacy and security issue and online payment method (Chen & Wang, 2015). Few studies concentrated on women's impulsive buying behaviour towards clothing at the context of in-store shopping particularly in developing country like Bangladesh. Therefore this study addresses the limitations that were encountered in the prior studies.

3. Literature Review

3.1 Impulse Buying

According to Rook (1987) impulse buying refers to a sudden, repeatedly powerful and continual urge to purchase something instantly. Impulse purchase takes place in a short period and the purchase decision is made in a hurry (Paul, 2021). A fascinating part of impulse shopping is that consumers are sometimes totally unconscious of the fact that they might be impulsive shoppers (Grant & Stephen, 2005). The attention of an impulse buyer is concentrated on the immediate gratification of acknowledging to the urge to buy rather than on searching for a solution to a predetermined need (Rook, 1987). According to Bayley and Nancarrow (1998) "Impulse buying behaviour refers to an instant, captivating and hedonically complex buying behaviour." Prior studies found that consumers do not consider impulse buying as wrong (Rook, 1987; Hausman, 2000). Several studies recognized impulse buying as an individual difference variable which is likely to affect consumer decision making (Rook & Fisher, 1995; Beatty & Ferrell, 1998).

3.2 Consumers' Regular Buying Process and Impulse Buying Process

Impulse purchase is totally incalculable and contrasting to regular buying process (Kristiyono & Gozali, 2022). Consumer buying behavior consists of some activities including physical, mental and emotional that consumers do while selecting, buying and using products or services. It is the summation of consumer's attitudes, preferences and decisions towards purchasing of any product or services (Sethna & Blythe, 2016). There are five steps (Russell, 2010) in regular consumer buying decision process which starts with the recognition of problem or need and ends up with post purchase behaviour. After the identification of problems or needs consumers start searching for information to make a purchase decision. Consumers are unlikely to search for information in case of routine purchase but consumers spend more time in search for relevant information and alternative ways if there is uncertainty (Nishanov & Ahunjonov, 2015). Consumers can gather information from personal sources (family, friends, and neighbors), commercial sources (advertisement, internet), public sources (mass media) or experiences (product usage) (Stafford & Faber, 2015). Evaluation of alternatives is the third phase where consumers assess all the alternatives and choose the best one which will contribute to his or her goal (Shimp & Andrews, 2012). Purchase decision is the fourth phase where consumer buys the product. Attitude of others and situational factors affect purchase decision to a great extent (Aday & Yener, 2014). Post-purchase behaviour is the final phase where consumers ask themselves if they are satisfied with the product (Imiru, 2017).

On the other hand, there are four steps in impulse buying process (Dittmar & Drury, 2000). Awareness of product is the first step here which depends on consumer characteristics and promotional strategies such as advertising, personal selling and sales promotion (Chen & Wang,

2015). After the awareness, consumers create a desire for buying. The entire store environment contributes to consumers' desire for purchasing. With the exception of personality traits and environmental factors, a buying urge may come at the point of retail (Peck & Wiggins, 2006). Earlier studies on impulse buying found that buying urge comes on surprisingly and portrayed it as an unpredictable sensation (Sethna & Blythe, 2016; Nishanov & Ahunjonov, 2015; Kristiyono & Gozali, 2022). Consumers' unexpected curiosity and excitement lead to impulse buying (Paul, 2021). At the third stage, purchase decision is made that is affected by situational factors such as the availability of time and money. And the last stage is post-purchase evaluation where consumers appraise their purchase decision based on product's characteristics (Nishanov & Ahunjonov, 2015). Here they try to find a match between product's benefit and the time, money, energy and emotional cost spent for that product. The outcome of purchase decision can be positive or negative. Consumers can feel happy or guilty for their impulse purchase (Dawson & Kim, 2009). The following figure (Figure 2) presents the process of impulse buying which has been constructed based on the theory of impulse buying behaviour (Churchill & Peter 1998; Youn & Faber, 2000).

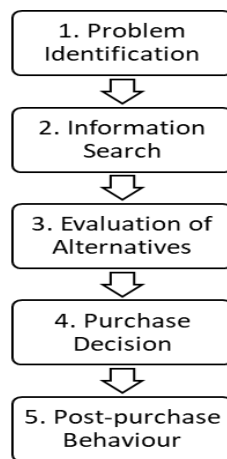


Figure 1
Consumer Buying Decision Making Process
 Source: (Sethna & Blythe, 2016)

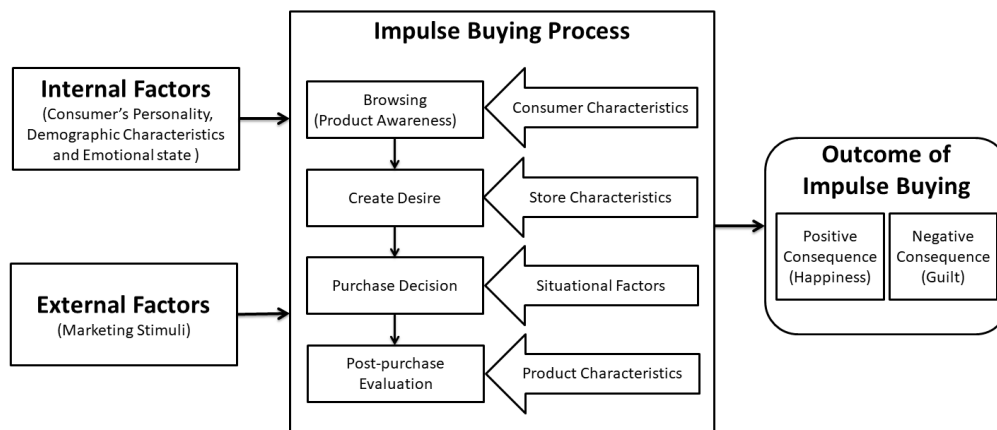


Figure 2
Model of Impulse Buying Process
 Source: Author's Construction

3.3 Internal and External Factors of Impulse Buying

According to Wansink (1994) there are some internal and external factors of impulse buying which affect consumers. The internal factors of impulse buying include consumer personality, demographic characteristics, and emotional state of consumer and consumer’s normative evaluation of impulse buying (Kacen & Lee, 2002). Rock and Fisher (1995) recognized impulse buying as often stimulus driven. The external factors are the marketing stimuli (Youn & Faber, 2000) that are controlled by the marketer which not only attract new customers but also promote cross selling and up selling to the existing customer by offering discount, gifts, exchange option, membership discount and so on. Thus consumers’ impulse buying behaviour is dependent on these stimuli. Previous research (Guenzi, Johnson & Castaldo, 2009; Tifferet & Herstein, 2012) on consumer decision making style found that consumers show more responsiveness towards discount than buy one get one offer because some consumers have negative perceptions towards buy one get one offer. Additionally consumers are delighted to have product exchange offer than gift items with the main product because few consumers often suffer cognitive dissonance (Nishanov & Ahunjonov, 2015). So, if there is an exchange option, consumers happily engage more on impulse buying (Pentecost and Andrews, 2010). Hence, discount, gift, exchange offer and buy one get one offer have different impact on impulse purchase decision. Here, the study identifies some independent variables including buy one get one offer, discounted price, Gift offering, Product Exchange Option, Membership discount and Bundle Offer.

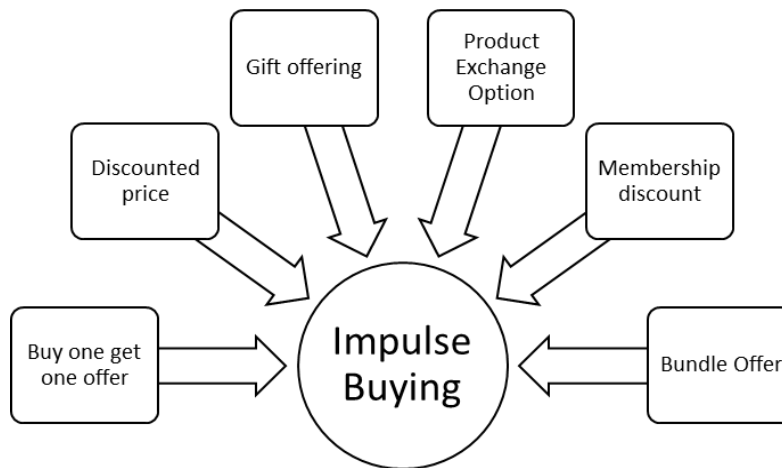


Figure 3
Dependent and Independent Variables
 Source: Author’s Construction

Here, the researcher proposes the following hypotheses:

- H 1:** Buy one get one offer positively influences women impulse buying behaviour.
- H 2:** There is a positive relationship between discounted price and women impulse buying.
- H 3:** There is a positive relationship between gift offering and women impulse buying.
- H 4:** Women’s impulsive buying behaviour is positively affected by Exchange offer.
- H 5:** Membership discount positively affects women impulse buying behaviour.
- H 6:** There is a positive relationship between bundle offer and women impulse buying behaviour.

At the context of off-line shopping, in-store atmosphere is a pivotal determinant of impulse buying (Hussain & Siddiqui, 2019). According to Zhou and Wong (2004) store display, background music, light, smell, in-store promotion, shop cleanliness, employees, store density are the crucial

components which make up the in-store shopping environment. Store atmosphere affects the number of item purchased, perceived quality of products, time and money spent, product evaluation and store choice (Wheatley & Chiu, 1977). Previous studies found that store environment influenced consumers' pleasure, time and money spent (Donovan, Rossiter, Marcolyn, & Nesdale, 1994; Churchill & Peter 1998). Spies, Hesse, & Loesch (1997) detected that a good store layout assists consumers to find products easily and encourage impulsive buying. Prior studies (Milliman, 1982; Bitner, 1990; Tifferet & Herstein, 2012) highlighted a significant difference between well decorated shop and attractive display of product. A well decorated shop often might not have attractive display of product. Lighting, painting, cleanliness, background music and smell altogether make well decoration whereas attractive display of product such as clothing needs careful assortment, use of mannequins, display shelves, tables, and wall space (Kurt, Kardiyen & Bakir, 2022). A well decorated shop can keep the consumer for a long time within the store whereas an attractive display of product persuades the consumer to be more close to the product and generate more impulse buying (Guenzi, Johnson & Castaldo, 2009). Here this study identifies another two independent variables including attractive display of clothing and well decorated shop.

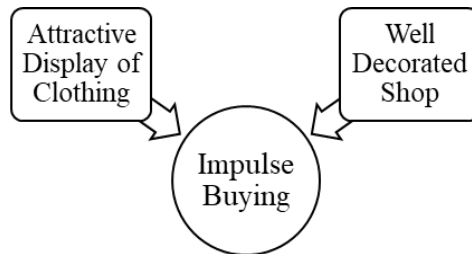


Figure 4

Dependent and Independent Variables

Source: Author's Construction

Accordingly, the researcher proposes the following hypotheses:

H 7: *Attractive display of clothing has significant impact on women impulse buying behaviour.*

H 8: *Women's impulsive buying behaviour is positively affected by well decorated shop.*

Prior studies on consumer behavior showed that in-store ambience is positively related to store trust (Guenzi, Johnson & Castaldo, 2009). Store employees contribute to pleasing store experiences. The responses of store personnel affect consumer responses and influence impulsive buying to a great extent (Jones, 1999). Tifferet & Herstein (2012) recognized sales personnel as an important in-store promotion tool which induces impulse buying among women. These atmospheric cues of in-store shopping environment are the essential triggers (Kurt, Kardiyen & Bakir, 2022) that may affect an individual's desire to buy an item impulsively. Here, this study considers sales representatives' friendly behaviour as an independent variable.

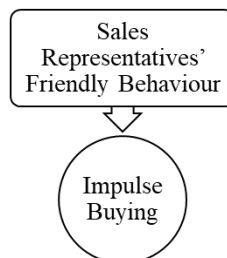


Figure 5

Dependent and Independent Variable

Source: Author's Construction

Accordingly, the researcher proposes the following hypothesis:

H₉: *Sales representatives' behaviour significantly affects women impulse buying behaviour.*

The following table (Table 1) outlines all the independent variables and dependent variables.

Table 1

Snapshot of the Variables

Dependent Variable	Independent Variables
Women's Impulsive Buying Behaviour	Attractive display of clothing
	Buy one get one offer
	Discounted price
	Well decorated shop
	Gift offering
	Sales representatives' behaviour
	Exchange offer option
	Membership discount
	Bundle offer

Source: Author's Construction

In this study, Women's Impulsive Buying Behaviour serves as the dependent variable and nine stimuli inside the physical store including attractive display of clothing, buy one get one offer, discounted price, well decorated shop, gift giving, sales representatives' behaviour, exchange offer, membership discount and bundle offer serve as the independent variables.

3.4 Women's Impulsive Buying Behaviour towards Fashion-oriented Product

Several studies (Rook & Fisher, 1995; Beatty & Ferrell, 1998) showed that there is a relationship between impulsive buying and fashion involvement. Prior studies (Han et al., 1991; Youn & Faber, 2000) found that females are more prone to impulse purchase on account of the habit of dressing conscientiously, fashionable and storing the latest fashion. Previous research on consumer decision making style found that consumers of generation Y are more socialized and they spend a significant time and effort on fashion products more than the previous generations (Bakewell & Mitchell, 2003). Pentecost and Andrews (2010) detected that female consumers visit shopping malls more frequently than the male consumers and men are likely to spend more time at the shopping malls occasionally. There is evidence that female consumers engage more in impulse buying than the male consumers (Nishanov & Ahunjonov, 2015). Additionally female consumers make more impulse purchase since they are more susceptible to sensory cues from touching a product compared to the male shoppers (Tifferet & Herstein, 2012). Gasiorowska (2011) found that females are affected more by external stimuli and engage in impulse buying and male consumers' impulse buying behavior depends on their mood during their purchase time. Previous studies on consumers' impulse buying behaviour (Rook & Fisher, 1995; Burroughs, 1996; Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998) mostly focused on detecting the differences between impulsive and non-impulsive shopping behaviour, developing relationship between impulse buying and consumers hedonic value (e.g. shopping engagement and enjoyment, entertainment, fun, mood, pleasure, emotional state) and identifying the factors influencing impulsive buying behaviour online. Few studies concentrated on women's impulsive buying behaviour towards clothing at the context of in-store shopping particularly in developing country like Bangladesh. Therefore, this study attempts to detect the factors that have significant impact on women's impulsive buying behaviour towards clothing at the context of in-store shopping and measure the relative importance of each factor contributing to women's impulsive buying behaviour.

4. Methodology

4.1 Nature of the Research Design

This study is quantitative in nature. Quantitative research has been used to quantify the data and typically applied some form of statistical analysis (Malhotra, Nunan & Birks, 2017)

4.2 Types and Sources of Data Used

This study mainly used primary data. Primary data have been collected directly from the respondents through the sample survey. Moreover, prior literature insights (e. g. different published articles from distinguished ranked and indexed journals such as journal of consumer behaviour, journal of marketing, journal of retailing and consumer services) have been used for some purpose other than the problem at hand such as identifying research problem and scope, addressing research gap and developing hypotheses (Burns & Veeck, 2020).

4.3 Sample Design

The target population for this study is service holders, university students, entrepreneurs and housewives where the age limits are between 18-45 years, and 100% respondents are female. A telephone book and friend list of social networking sites such as Facebook, Instagram and LinkedIn have been used as a sampling frame in this study. Nonprobability convenience sampling technique has been used in this study because it is least expensive, least time consuming, and most convenient (Proctor & Jamieson, 2004). The sample size decision differs to the nature and context of the research. For example, the availability of qualified personnel for data collection allows employing bigger sample size (i.e. 100) in quantitative research. Inversely, in an advanced sphere of knowledge where qualified personnel are difficult to find, sample size less than hundred is good enough to extract a defensible finding (Luck, 1978; Malhotra, Nunan and Birks, 2017). Besides, sample size is also directed by the consideration of time, money and the average size of sample in similar studies. Hatcher (1994) recommended that to get reliable results, the minimal number of respondents offering useable data for analysis should be greater than 100 respondents or 5 times the number of variables or items being analysed and moreover the selection of more samples may produce better results. According to these guidelines, data have been collected from 143 respondents. A structured questionnaire was approached to 185 respondents, but 143 responded. Thus, the respondents' rate is about 77.29%.

4.4 Questionnaire Development and Data Collection Procedure

4.4.1 *The Style of Questionnaire: Structured Questionnaire.*

4.4.2 *Uses of Scale and Measurement Technique*

Five-point Likert scale ranging from 1(Strongly disagree) to 5(Strongly agree) has been used as a tool to collect the data. All the variables have been measured by a multi-item scale.

4.4.3 *Data Collection Procedure*

Online survey method has been adopted for collecting primary data.

4.4.4 *Data/statistical Analysis*

Regression analysis and ANOVA have been used to analyse the data. In this study, multiple regression analysis has been computed as there is one dependent variable and more than two independent variables. Moreover, one-way ANOVA has been used as there are more than two samples (Proctor & Jamieson, 2004). F test is used to test the null hypothesis that the coefficient of multiple determination in the population, R square is zero. That is equivalent to testing the null hypothesis: all the betas are equal to zero. From the study it has been found that there is no high correlation among the independent variables. That means there is no multicollinearity. That is why factor analysis has not been computed for the study (Burns & Veeck, 2020). Additionally, SPSS software has been used to process data as it has versatile data processing capability.

Multiple Regression Model:

$$WIBB = D + \beta_1 \text{AttractiveDisplay} + \beta_2 \text{Buy1Get1} + \beta_3 \text{DiscountedPrice} + \beta_4 \text{WellDecoratedShop} + \beta_5 \text{Gift} + \beta_6 \text{Sales Representatives' Behaviour} + \beta_7 \text{Exchange Offer} + \beta_8 \text{MembershipDiscount} + \beta_9 \text{Bundle Offer} + e_i \quad [1]$$

Where,

WIBB = Women's Impulsive Buying Behaviour,

β_i ($i = 1, 2, 3, \dots, 9$) = Coefficients of the independent variables

D = Multiple Regression Constant,

Attractive Display = Attractive display of clothing,

Buy1get1 = Buy one get one offer,

Discounted price = Discounted Price,

Well Decorated Shop = Well decorated Shop,

Gift = Free Gift with the product,

Sales representative's behaviour = Sales representative's friendly behaviour,

Exchange offer = Product exchange offer after purchase,

Membership discount = Discount offer on membership card,

Bundle offer = Combo package/bundle offer,

e_i = Error.

5. Data Analysis

Table 2

Demographic Characteristics of the Respondents

Demographic Variable	Frequency	Percentage
Occupation		
Student	49	34.26
Service holder	61	42.65
Housewife	18	12.58
Entrepreneur	15	10.51
Total	143	100.00
Age Limit		
18-24	45	31.47
25-31	82	57.34
32-38	11	7.69
39-45	5	3.50
Total	143	100.00
Social Class		
Lower Middle	9	6.30
Middle	94	65.73
Upper Middle	32	22.37
Upper	8	5.60
Total	143	100.00
Gender		
Female	143	100.00
Total	143	100.00

Source: Author's Construction

A structured questionnaire was sent to 185 respondents, but 143 responded. Thus, the respondents' rate is about 77.29%. The above table (Table 2) provides information about the demographic characteristics of the respondents. The study included different age groups, occupations, and social class of the respondents. Majority of the respondents are within the age of 25-31 years

(57.34%). The table also shows that majority of the respondents are service holder (42.65%) and majority of the respondents belong to middle class (65.73%).

Descriptive Analysis: The results of descriptive analysis of all dependent and independent variables are shown below:

Table 3

Descriptive Statistics

Variables	Mean	Standard Deviation	N
Buying behaviour	3.72	1.324	143
Attractive display of clothing	3.29	1.356	143
Buy1get1 offer	2.79	1.388	143
Discounted price	2.90	1.296	143
Well decorated shop	2.27	1.380	143
Gift	2.82	1.377	143
Sales representatives behaviour	3.14	1.377	143
Exchange offer	2.56	1.372	143
Membership discount	2.57	1.313	143
Bundle offer	3.11	1.268	143

Source: Author's construction

The table (Table 3) shows the Mean values and values of standard deviation of all the variables. Number of observation of each variable is 143. Mean value shows the central tendency of each variable. Standard deviation values show the dispersion of values from the mean.

5.1 Reliability and Validity Analysis

Table 4

Reliability Statistics

Cronbach's Alpha	Number of Items
0.814	10

Source: Author's construction

The Cronbach's Alpha tests the reliability of data. According to Nunnally (1978) Cronbach's Alpha value is acceptable when $\alpha > 0.7$. The above table (Table 4) shows the Cronbach's Alpha value is well above 0.7 in this study. So, this study reliably may go further with this Alpha value.

The validity test of the study assures whether the developed scale appropriately represent the variables (Zikmund, Babin, Carr & Griffin, 2010). This study examined convergent validity and content validity. To test convergent validity, statistical interpretation of correlation matrix has been used. The correlation matrix (table 5) shows the correlations between the dependent variable and the independent variables and it is seen from the table that the correlations are greater than zero and the dependent variable and the independent variables are positively correlated. Additionally, the content validity was confirmed by requesting opinion from two marketing professionals working in apparel industry and one academic expert from University of Waterloo in the field of marketing. The questionnaire has been sent to these three experts for review whether the variables are clearly presented. They put their valuable comments such as "Questionnaire should be as understandable and readable as possible". Based on their comments the researcher approached to an English language expert to review the sentences and make required changes so that the questionnaire becomes readable and understandable.

The table (Table 5) shows the correlations between the dependent variable and the independent variables. The table also shows the correlations among the independent variables. From the table, it is seen that dependent variable and independent variables are correlated and the independent variables are not highly correlated with each other. So, it means there is no multicollinearity.

Table 5

Correlations Table

Variables	Buying behaviour	Attractive display of clothing	Buy one get one offer	Discounted price	Well decorated shop	Gift	Sales Representatives behaviour	Exchange offer	Membership discount	Bundle offer
Buying behaviour	1.00	.425	.194	.255	.173	.296	.234	.261	.182	.317
Attractive display	.425	1.00	.193	.176	.308	.311	.174	.220	.275	.317
Buy one get one offer	.194	.193	1.00	.313	.258	.396	.100	.269	.379	.386
Discounted price	.255	.176	.313	1.00	.232	.400	.217	.308	.393	.320
Well Decorated shop	.173	.308	.258	.232	1.00	.338	.354	.414	.461	.300
Gift	.296	.311	.396	.400	.338	1.00	.325	.308	.432	.399
Sales representatives behaviour	.234	.174	.100	.217	.354	.325	1.00	.257	.310	.257
Exchange offer	.261	.220	.269	.308	.414	.308	.257	1.00	.450	.413
Membership discount	.182	.275	.379	.393	.461	.432	.310	.450	1.00	.414
Bundle offer	.317	.317	.386	.320	.300	.399	.257	.413	.414	1.00

Source: Author’s construction

Table 6

Regression Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
	.517 ^a	.268	.218	1.171

Source: Author’s construction

From the model summary (Table 6), it has been found that the R value 0.517 denotes to the moderate association between dependent variable and the predictors. R square value measures the strength of association between dependent variables and the predictors. Here, the R Square value is 0.268 which indicates that the 26.8% of variance in the dependent variable (Buying Behaviour) is explained by the independent variables. Adjusted R Square supports R Square by 21.8%. As the value of adjusted R square is low, there is an opportunity to further explore independent variables and to further explore correlations among independent variables.

Table 7

ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	66.591	9	7.399	5.400	.000 ^a
Residual	182.220	133	1.370		
Total	248.811	142			

Source: Author’s construction

In the ANOVA table (Table 7), P-value is .000 which is less than the value of α (.05). So, it indicates to reject the null hypothesis. And the calculated F- value 5.400 is greater than the table value (1.96) of F with the degrees of freedom. So, the null hypotheses are rejected.

Table 8*Result of ANOVA Test*

Hypotheses	B	P value	Critical Value	Result	Remarks
H ₁	0.185	0.020	0.05	0.020<0.05	Accepted
H ₂	0.260	0.020	0.05	0.020<0.05	Accepted
H ₃	0.285	0.000	0.05	0.000<0.05	Accepted
H ₄	0.252	0.002	0.05	0.002<0.05	Accepted
H ₅	0.183	0.030	0.05	0.030<0.05	Accepted
H ₆	0.331	0.000	0.05	0.000<0.05	Accepted
H ₇	0.415	0.000	0.05	0.000<0.05	Accepted
H ₈	0.116	0.039	0.05	0.039<0.05	Accepted
H ₉	0.225	0.005	0.05	0.005<0.05	Accepted

Source: Author's construction

From the above table (Table 8) it is seen that all the alternative hypotheses are accepted which indicates null hypotheses are rejected because the P- value of all the hypotheses is less than the critical value (0.05).

In the analysis, it is observed that the H₁ is accepted which means Buy one get one offer positively influences women impulse buying behaviour. Next, the H₂ is also accepted indicating that there is a positive relationship between discounted price and women impulse buying. It is also observed that the H₃ is accepted that signifies that there is a positive relationship between gift offering and women impulse buying. Moreover, the H₄ is accepted which means Women's impulsive buying behaviour is positively affected by Exchange offer. Additionally, the H₅ is accepted which denotes that Membership discount positively affects women impulse buying behaviour. Further, the H₆ is also accepted which signifies that there is a positive relationship between bundle offer and women impulse buying behaviour. Next, the H₇ is accepted that means attractive display of clothing has significant impact on women impulse buying behaviour. Furthermore, the H₈ is accepted which means that Women's impulsive buying behaviour is positively affected by well decorated shop. Lastly the H₉ is also accepted which denotes that sales representatives' behaviour significantly affects women impulse buying behaviour.

Table 9*Coefficients Table*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	1.396	.374		3.729	.000	.656	2.137		
Attractive display	.334	.080	.342	4.192	.000	.176	.492	.825	1.211
Buy1get1	.030	.083	.032	.365	.715	-.133	.194	.733	1.364
Discounted price	.114	.087	.112	1.305	.194	-.059	.287	.751	1.331
Well decorated shop	.029	.087	.028	.761	.448	-.238	.106	.669	1.494
Gift	.079	.089	.083	.891	.374	-.097	.256	.640	1.562
Sales representatives	.114	.080	.119	1.428	.156	-.044	.272	.797	1.255

behaviour									
Exchange offer	.113	.086	.118	1.312	.192	-.058	.284	.686	1.459
Membership discount	.021	.097	.022	1.124	.263	-.302	.083	.589	1.697
Bundle offer	.119	.095	.114	1.250	.213	-.069	.307	.664	1.505

Source: Author’s construction

Regression Model: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_9X_9 + e_i$ [2]

Where,

Y= Dependent variable

β_0 = Intercept of the line

β_i (i =1,2, 3.....,9) = Coefficients of the predictors

X_i (i =1, 2, 3...., 9) = Independent variables

e_i = an error term

Regression Equation:

Women’s Impulsive Buying Behaviour = $\beta_0 + \beta_1$ Attractive Display of Clothing + β_2 Buy1Get1Offer + β_3 Discounted Price + β_4 Well Decorated Shop + β_5 Gift + β_6 Sales Representatives’ Behaviour + β_7 Exchange Offer + β_8 Membership Discount + β_9 Bundle Offer [3]

By putting the values from the table (Table 9) into the equation,

Women’s Impulsive Buying Behaviour = 1.396 + .334Attractive Display of Clothing + .030Buy1Get1Offer + .114Discounted Price + .029Well Decorated Shop + .079Gift + .114Sales Representatives’ Behaviour + .113Exchange Offer + .021Membership Discount + .119Bundle Offer

Here, 1.396 is y intercept and 1 unit change in attractive display of clothing will make .334 change in women’s’ impulsive buying behaviour. 1 unit change in buy1get1 offer will lead to 0.30 change in buying behaviour. 1 unit change in discounted offer will lead to .114 change in buying behaviour. 1 unit change in well decorated shop will make .029 change in buying behaviour. 1 unit change in gift will cause .079 change in consumer buying behaviour. 1 unit change in sales representative’s behaviour will make .114 change in consumer buying behaviour. 1 unit change in exchange offer will lead to .113 change in buying behaviour. 1 unit change in membership discount will make .021 change in consumer buying behaviour. 1 unit change in bundle offer will cause .119 change in consumer buying behaviour.

From the table (Table 9), standardized coefficients have been found. To determine the relative importance of each independent variable on the dependent variable, the values of standardized coefficients are measured (Burns & Veeck, 2020). From the coefficients table, it is seen that the coefficient of attractive display of clothing has the highest (.342) value. So, attractive display of clothing is the most important independent variable that has significant impact on the dependent variable. On the other hand, well decorated shop and membership discount are the least important independent variables impacting the women’s impulsive buying behaviour. According to the results of coefficients table, it has been found that attractive display of clothing, discounted price, bundle offer, sales representatives’ behaviour and exchange offer have the significant impact on women’s impulsive buying behaviour towards clothing at the context of in-store shopping. The VIF (variance inflation factor) values of all the independent variables are in 1-10 range. So, it proves that there is no high correlation among the independent variables (Aczel & Sounderpandian, 2005).

6. Findings

This study reveals some entrancing findings regarding the impact of store environment on women’s impulsive buying behaviour towards clothing. The findings uncover how much the women are attracted by the store environment and to what extent they are making impulse purchase. The study unfolds that there are several factors that affect women’s impulsive shopping behaviour such as

attractive display of clothing, buy one get one offer, discounted price, well decorated shop, gift giving, sales representatives' behaviour, exchange offer, membership discount and bundle offer. This finding closely supports that of Kurt, Kardiyen & Bakir (2022) that store display, in-store promotion, store employees' friendly behaviour, discount, gifts, exchange option, membership discount affect an individual's desire to buy an item impulsively. After analysing the data, it has been found that there is a moderate association between dependent variable and independent variables. It means the null hypotheses are rejected and it denotes that all the factors have an impact on women's impulsive buying behaviour. The findings of the study unpack that attractive display of clothing has the most influential effect on women's impulsive buying behaviour compared to the other factors. Additionally, well decorated shop and membership discount are found as the least important factors impacting the women's impulsive buying behaviour. The findings also confirm that discounted price, sales representatives' behaviour, bundle offer and exchange offer have the significant impact on women's impulsive buying behaviour towards clothing at the context of in-store shopping. This finding also supports that of Jones (1999) and Tifferet & Herstein (2012) that sales personnel is an important in-store promotion tool which induces impulse buying among women and the responses of store personnel affects consumer responses and influence impulsive buying to a great extent. In addition to it, this study unfolds that women visit shopping malls more frequently and they are more prone to impulse purchase on account of the habit of dressing conscientiously, fashionable and storing the latest fashion. This finding supports that of Kacen & Lee, (2002) that consumer personality and demographic characteristics affect impulse buying behaviour. Further this study discloses that apart from consumer personality and environmental factors, consumers' buying urge and extreme curiosity lead to impulse buying.

7. Implications and Suggestions

The study determines several theoretical and practical implications. Although there are many factors including attractive display of clothing, buy one get one offer, discounted price, well decorated shop, gift, sales representatives' behaviour, exchange offer, membership discount and bundle offer influence women's impulsive shopping behaviour, the study discloses five significant factors namely attractive display of clothing, sales representatives' behaviour, bundle offer, discounted price and exchange offer that have the high impact on women's impulsive buying behaviour towards clothing at the context of in-store shopping. The study concentrated on Bangladeshi female consumers' impulse buying behaviour towards clothing particularly at the context of in-store shopping and those female consumers belong to the middle class. Therefore these five significant factors possibly add value to the literature not only in developing countries context but also in South Asian cultural perspective. The study presents a model of impulse buying process focusing on fashion-oriented product for women which includes internal and external factors affecting the buying decision making process. The model also shows both positive and adverse outcome of impulse buying such as happiness and guiltiness. This model perhaps makes easier the future studies to examine other relevant issues including scope of customer satisfaction, consumers' hedonic value, both female and male consumer buying decision making process and gender based impulse buying behaviour. Additionally the study develops and tests nine hypotheses that possibly easing the ability of future research to investigate other related facets such as capabilities of physical store and website designers, challenges in case of store design both online and offline, and opportunities of well store environment attempting to influence impulse buying.

This study has direct implications for the retailers especially who deal with fashion oriented product such as clothing. This study offers a direction to the practitioners by which they can upgrade the design and decoration of their outlets, overall environment of the store and make strong industry leadership. Additionally this study guides the clothing retailers to build up a good company image in the market and helps them to gain competitive advantage through offering enjoyable and exciting shopping experience. Already many clothing retailers are availing advantages to a great deal who make sure a great shopping experience for their customers at the context of in-store shopping. So it is

obvious to ensure good store environment for the practitioners who are likely to win the market. Hence, the study offers some suggestions for practitioners. Firstly, companies should identify the relevant information of their customers from socio-economic and psychological perspective, employee skills and toolsets. Secondly, practitioners may invest in upgrading the store atmosphere to enhance the level of impulse buying in their stores. Particularly, they need to concentrate on strengthening friendliness of sales representatives, designing the display of clothing, exchange offer, bundle offer and discounted price tag to encourage impulse buying. Thirdly, they should make their employees ready to adapt to the technological changes. Fourthly, the practitioners can develop their employees' skills, knowledge and experience by providing appropriate training. Finally, to increase impulse buying, the online retailers need to design attractive promotional offers on their websites and make the best use of artificial intelligence for responding customer effectively.

8. Research Limitations, Future Research Scope and Conclusion

Although the study unveils several interesting factors that influence women's impulse buying behaviour at in-store shopping context, some limitations have to be recognized. The study focused on female in all respects which might mar the findings' generalizability. By recruiting participants from other genders (male, transgender) the generalizability of the issue can be improved. Further, this study is limited to general clothing rather than types and specific brands. Future study can be extended to different types or categories of female clothing and different brands. Moreover, this study concentrated on in-store shopping setting. Future research can go one step further by incorporating external and internal cues of women's impulse buying online. In addition to it, this study potentially eases the ability of future studies to examine other related facets such as capabilities of physical store and website designers, challenges in case of store design both online and offline, and opportunities of well store environment attempting to influence impulse buying. Besides, this study has not looked into consumer characteristics and situational variables such as personality, life style, loyalty, occasion, availability of time and money. So, this study points to the need for attention to consider some uncontrollable factors such as psychological, economic and socio-cultural factors that may affect impulse buying.

The study examined the relationship between women impulse buying behaviour towards clothing and the factors that affect their behaviour at the context of in-store shopping. It offers insights to the researcher and retailers for understanding structural relationships between consumer psychology and fashion-oriented impulse purchase behaviour. The results suggest that the entire store atmosphere plays a vital role in women's impulse buying (Nishanov & Ahunjonov, 2015). From the perspective of hedonic consumption, female consumers engage in impulse buying more when they find the entire shopping environment enjoyable, entertaining, exciting and appealing. Different types of promotional offer such as discount, buy one get one offer or bundle offer attract the consumer to a great extent. Displaying product in an innovative and attractive way makes the consumers shopping experience exciting. Additionally sales person's good behaviour makes their shopping enjoyable and entertaining. Therefore, retailers need to emphasise on consumers' hedonic value. Findings of the study reveal that attractive display of clothing, sales representatives' behaviour, discounted price tag, bundle offer and exchange offer influence women's impulsive buying behaviour to a great extent. But ensuring friendliness of sales representatives, designing the attractive display of clothing, exchange offer, bundle offer and discounted price tag are big challenges for the clothing retailers. Leveraging the results of this study, offline retailers can be in a position to know what, when and how to deal with the changing marketing environment and complex human buying behaviour and online retailers can design their websites and promotional offers to generate impulse purchase.

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