



THE IMPULSE BUYING BEHAVIOUR OF WORKING WOMEN TOWARDS PURCHASING FASHION APPAREL IN GUWAHATI CITY

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Abstract

Impulsive buying is the habit of customers to buy goods and services without planning in advance. In impulsive buying customer takes decision without planning in advance, it is usually provoked by emotions and feelings. This paper examines the impulse-buying behaviour of working women purchasing fashion apparel in Guwahati city. The main factors which influence this behaviour have an interrelationship with impulse purchasing fashion apparel and may affect this behaviour, are: age, emotional state, store environment, and sales and promotions. Data for the study was gathered via an online questionnaire. The questionnaire was designed to gain deeper insights into impulse-buying behaviour among the working women.

Keyword: *Impulse buying behaviour; Working women; Impulse Purchasing, Fashion apparel*

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1. INTRODUCTION

Impulse Buying Behaviour is when one find that after shopping, he/she may return home with unplanned goods that they had never intended to purchase. For example, a customer goes to a store to purchase a trouser and ends up purchasing two shirts and one dress along with trouser, this is called an Impulse Buying Behaviour. Over recent years, researchers around the world have investigated the reasons behind this unplanned purchasing behaviour of consumers. In this highly competitive market, being able to sustain a place in customers' mind and profitability becomes the focus of a business. Customer is always the core of a business, therefore working women buying behavior is an essential key component to succeed. Growth in working women spending is given a rise due to increasing affluence, blooming of retail strategy and the ease in technology accessibility today, shopping is mostly meant for sense of pleasure and self-fulfillment, giving rise to the growth and significance of impulse buying behavior. From last few years, the numbers of working women in Guwahati has been steadily increasing and as a result, many businesses have been able to achieve positive growth, such as the fashion and cosmetics industries. This research paper aims at addressing the question "How do age, emotional state, store environment, and sales and promotions affect Guwahati working women in their impulse-purchasing of fashion apparel?". The research was meant to explore this question and provides information which may be useful for future planning and management within the Guwahati retail

fashion apparel sector. The fashion apparel retail industry is one of the fastest-growing industries; in the last few years. Any product can be purchased impulsively; however, purchasing fashion apparel is one of the most frequent impulse-purchase decisions working women make.

2. RESEARCH OBJECTIVES

The objective of this research is aimed at finding which factor influences Impulsive Buying Behaviour of working women toward the Fashion apparel, the most out of several factors such as age, emotional state of the buyer, various Product Categories, Product price, Product Promotional strategies, and carelessness of Customers, Store Layout and Environment.

LIMITATION

This study covered only the working women consumer of Guwahati city. So the results cannot be generalized with other state of India.

3. LITERATURE RIVEW

Literature on consumer behaviour and impulse purchasing has come to the fore over the last few years. There is limited literature available particularly for factors affecting impulsive buying behaviour. But all over the world many researches have been done to identify role of different factors affecting consumer behaviour. There is limited study on working women fashion apparel buying behaviour. A summary of detailed literature review is presented in

Table I. Literature Review

Title of Research Paper	Author	Description
Impulse Buying: A Literature Review	Kalla and Arora (2011)	This study has been undertaken with a specific focus on understanding the phenomenon of 'impulse buying' and the factors that work towards motivating impulsive action in perspective of buying.
A study of influence of demographic factors on consumer impulse buying behaviour	Bashar et al., INROADS (2013)	The main purpose of the paper is to determine the correlation of consumers' demographic factors on the impulse buying behaviour with respect to a number of single impulsivity indicators and one collective

		indicator.
A Review of Impulse Buying Behaviour	Muruganantham and Bhakat (2013)	This paper provides a detailed account of the impulse buying behaviour by compiling the various research works literature in the field of Retailing and Consumer Behaviour.
The Differences of Online and In-store Impulse Buying Behavior using Stimulus and Response Model.	Damayanti Octavia, 2016	This paper discusses the differences of stimulus impulse buying based on place, namely: in-store and online, using the model of stimulus and response.
Impact of Demographic Variables on Impulse Buying: Moderating Role of Consumer Emotions	Kaur et al. , Asian Journal of Research in Business Economics and Management, (2017)	This research paper explores the impact of demographic variables (Gender, Age, Marital Status and Income) on impulse buying behaviour of consumers and role of consumer emotions as a moderating factor.
Development of Composite Framework for Studying the Effect of Personality on Impulsive Buying Behaviour of Youth	Sofi Shakeel Ahmad et al., Al-Barkaat Journal of Finance & Management, 2017	This research paper present work focuses on modifying constructs of Impulsive Buying and Personality and Buying Tendencies for specific products among youth at large.
The influence of culture on impulse buying	A Cakanlar, T Nguyen, Journal of Consumer Marketing, 2019.	According to this study the understanding of impulse buying behaviour by looking further into the role of culture in cross-cultural contexts
Impulse Buying: A Consumer Trait Prospective in Context of Central India	S Atulkar, B Kesari, 2020, Open Journal of Business and Management.	Impulse buying occurs when a consumer perceives an impulsive and persuasive stimulus to buy something immediately. The main objective of this study is to figure out the relationship between consumer trait and impulse buying.
Analysis of Impulsive Buying Behaviour in Fashion Industry	Gandhi Saamarth et al., International Journal Of Engineering And Management Research, 2020	This study Determines and compares the various internal and external factors which affect Impulse Buying Behaviour in the Fashion Industry.
Impulse buying behavior among female shoppers: Exploring the effects of selected store	Vinish Prakash, Iqbal, Innovative Marketing (2020)	This paper intends to analyse the impact of store layout, ambient factors, and employees on impulsive decision-making

environment elements		among female customers visiting the apparel outlets.
The impulse-buying behaviour of working women purchasing clothing in New Zealand	Nelum W. Arulalan, Alison Fields, School of Business and Management, New Zealand (2021)	In this study the influencing factors which have an interrelationship with impulse purchasing clothing, and may affect this behaviour, are: age, emotional state, store environment, and sales and promotions.
Factors affecting impulse-buying behaviour of working women purchasing clothing of Punjab towards formal wear.	R.Kaur et al, Department of Management and Entrepreneurship, (2022)	This study has attempted to understand the various factors that influence the behaviour of working women towards formal wear such as visual merchandising, brand image, style, colour, price and apparel promotion

4. METHODOLOGY

This research is about factors affecting Impulse buying behaviour of working women in Guwahati city. This paper focuses specifically on the fashion apparel and impulse buying behaviour of working women. In this study, descriptive research design is adopted to describe the characteristics and facts related to a specific problem or phenomenon, within a given population that is being studied. In this research **philosophical interpretative is also used** as it involves human behaviour and is orientations to social reality based on the goal of understanding. Data used for this study was collected from the respondents of Guwahati city.

The data was collected in the given sample population, as the research requires first hand data to answer the given questions. An online questionnaire was developed using 'Google Forms' to gather information to answer the research question. The questions are of multiple-choice, as well as open-ended about the impact of the buyers' emotional state (mood), window displays, store layout, promotions and pricing, past purchasing experience. Primary data is collected with the

help of a 7 point Likert scale questionnaire. This questionnaire was distributed in the selected area of Guwahati city. This selected area comprised of the educational institutes of Guwahati city. Questionnaire was distributed to around 450 respondents via, WhatsApp, to reach working women across Guwahati city, between the aged 20 Years above. Researcher considered responses only from 350 respondents, for the purpose of study and responses from other respondents were discarded from the study, as they are not properly filled.

For better understanding of the topic, researcher has studied various previously published articles, findings and case studies on the topic of impulsive buying behaviour.

5. DATA ANALYSIS AND FINDINGS

The questionnaire is processed and analyzed with the help of statistical tools and techniques like tables, averages, frequency distribution, correlation used to analyze viewpoint of respondents. The data has been processed with SPSS version 24 and MS Excel.

Demographic characters

Table 2 Age group of the respondents

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 Years	49	14.0	14.0	14.0
	26-35 Years	173	49.4	49.4	63.4
	36-45 Years	77	22.0	22.0	85.4
	46-55 Years	23	6.6	6.6	92.0
	56 Years and above	28	8.0	8.0	100.0
	Total	350	100.0	100.0	

From the above table it is shown that out of the 350 respondents, 14.0% of the respondents are in the age group of 20-25 Years, 49.4% of the respondents are in the age group of 26-35 Years, 22.0% of the respondents are in the age group of 36-45 Years, 6.6% of the respondents

are in the age group of 46-55 Years, 8.0% of the respondents are in the age group of 56 Years and above. This shows that the people who do impulsive buying the most is between 26 to 35 age group

Table 3 Annual income level of Respondents

Annual Income level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2,00,000	60	17.1	17.1	17.1
	Rs2,00,001-4,00,000	71	20.3	20.3	37.4
	Rs4,00,001-6,00,000	77	22.0	22.0	59.4
	Rs6,00,001-8,00,000	48	13.7	13.7	73.1
	Rs8,00,001-10,00,000	49	14.0	14.0	87.1
	Rs10,00,001-12,00,000	33	9.4	9.4	96.5
	Rs 12,00,001 and above	12	3.5	3.5	100
	Total	350	100.0	100.0	

From the above table of demographic information on income levels, indicating that there is a range of income levels within each income range with a higher concentration of Rs2,00,001-4,00,000 is 20.3% and Rs4,00,001-6,00,000 is 22.0%.

Table 4 Shopping Habits of Participants

Fashion apparel Purchasing Frequency in period of time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-3 times a month	90	25.7	25.7	25.7
	Occasional	52	14.9	14.9	40.6
	Once a week	11	3.1	3.1	43.7
	Once in 2-3 month	82	23.4	23.4	67.1
	Once in 6 months	24	6.9	6.9	74.0
	Once in a month	81	23.1	23.1	97.1
	Once in a year	10	2.9	2.9	100.0
	Total	350	100.0	100.0	

From the above table, it can be indicated that out of 350 respondents, 25.7% of the respondents purchase Clothes/Fashion apparel 2-3 times a month and 23.1% of the respondents purchase Clothes/Fashion apparel Once in a month and these two category respondents identified as spontaneous buyers.

Table 5 How the store layout affecting purchasing behaviour

Statements	Always	Very High	High	Neither High nor Low	Low	Very Low	Never	Mean	Mean Ranking
New Fashion Trends in stores attracts me to buy it	83 (23.7%)	75 (21.4%)	33 (9.4%)	14 (4.0%)	17 (4.9%)	99 (28.3%)	29 (8.3%)	5.09	1
When I see Uniqueness in fashion apparel that catches my eye, I tend to try it on without looking through the whole section	65 (18.6%)	81 (23.1%)	59 (16.9%)	17 (4.9%)	31 (8.9%)	84 (24%)	13 (3.7%)	4.76	2
When I walk along the aisle, I tend to look through the fashion apparel close to me.	67 (19.1%)	78 (22.3%)	60 (17.1%)	16 (4.6%)	36 (10.3%)	78 (22.3%)	15 (4.3%)	4.68	6
I get an idea of what I want to buy after looking at in-store mannequins and displays	67 (19.1%)	73 (20.9%)	62 (17.7%)	14 (4.0%)	33 (9.4%)	82 (23.4%)	19 (5.4%)	4.68	5
When I see fashion apparel that I like on in-store mannequins or displays, I am more likely to buy it	69 (19.7%)	60 (17.1%)	60 (17.1%)	14 (4.0%)	23 (6.6%)	92 (26.3%)	32 (9.1%)	4.74	3
Offers, discounts and Gifts attracts me to purchase	66 (18.9%)	82 (23.4%)	60 (17.1%)	16 (4.6%)	31 (8.9%)	77 (22.0%)	18 (5.1%)	4.70	4
I intend to enter a store before seeing a window display	64 (18.3%)	88 (25.1%)	63 (18.0%)	14 (4.0%)	30 (8.6%)	70 (20.0%)	21 (6.0%)	4.64	7
I choose which store to shop at depending on eye-catching window displays	65 (18.6%)	86 (24.6%)	60 (17.1%)	14 (4.0%)	39 (11.1%)	57 (16.3%)	29 (8.3%)	4.46	8

Store environment factors included in this paper related to the window display and store layout, and promotion strategies, and the effect of these had on respondent's impulse-buying behaviour.

The average mean for the respondents who like New Fashion Trends in stores attracts

respondents to buy it is 5.09 and the ranking is 1 and The average mean for the respondents who see Uniqueness in fashion apparel that catches there eye, for tend to try it on without looking through the whole section is 4.76 and its ranking is 2.

Table 6 factors influencing Impulse buying behaviour of fashion apparel.

Statements	Always	Very High	High	Neither High nor Low	Low	Very Low	Never	Mean	Mean Ranking
Fashion	65 (18.6%)	86 (24.6%)	60 (17.1%)	15 (4.3%)	33 (9.4%)	77 (22%)	14 (4.0%)	4.71	10
Uniqueness	65 (18.6%)	88 (25.1%)	60 (17.1%)	14 (4.0%)	35 (10.0%)	76 (21.7%)	12 (3.4%)	4.70	11
Brand Perception	64 (18.3%)	92 (26.3%)	59 (16.9%)	14 (4.0%)	43 (12.3%)	66 (18.9%)	12 (3.4%)	4.58	14
Colour	65 (18.6%)	87 (24.9%)	60 (17.1%)	15 (4.3%)	38 (10.9%)	75 (21.4%)	10 (2.9%)	4.68	12
Market Trend	67 (19.1%)	91 (26.0%)	57 (16.3%)	13 (3.7%)	30 (8.6%)	82 (23.4%)	10 (2.9%)	4.83	5
Comfort	67 (19.1%)	90 (25.7%)	59 (16.9%)	15 (4.3%)	37 (10.6%)	74 (21.1%)	8 (2.3%)	4.72	9
Climate suitability	66 (18.9%)	92 (26.3%)	59 (16.9%)	15 (4.3%)	33 (9.4%)	74 (21.1%)	11 (3.1%)	4.74	8
Easy for care	64 (18.3%)	89 (25.4%)	60 (17.1%)	13 (3.7%)	40 (11.4%)	72 (20.6%)	12 (3.4%)	4.63	13
Durability	68 (19.4%)	93 (26.6%)	57 (16.3%)	13 (3.7%)	35 (10.0%)	76 (21.7%)	8 (2.3%)	4.77	6
Fit and feel	66 (18.9%)	92 (26.3%)	59 (16.9%)	13 (3.7%)	35 (10.0%)	77 (22.0%)	9 (2.3%)	4.75	7
Price	66 (18.9%)	92 (26.3%)	53 (15.1%)	14 (4.0%)	27 (7.7%)	84 (24.0%)	14 (4.0%)	4.85	4
Quality	66 (18.9%)	87 (24.9%)	60 (17.1%)	15 (4.3%)	8 (2.3%)	101 (28.9%)	13 (3.7%)	5.08	3
Innovative Design	67 (19.1%)	87 (24.9%)	57 (16.3%)	14 (4.0%)	8 (2.3%)	103 (29.4%)	14 (4.0%)	5.10	2
Discounts and Offers	67 (19.1%)	94 (26.9%)	56 (16.0%)	15 (4.3%)	8 (2.3%)	100 (28.6%)	10 (2.9%)	5.13	1

From the above table, it can be indicated that the average mean for the respondents who purchase fashion Clothes based on Offers is 5.13 and its ranking is 1.

According to the, the factors that influence impulse buying among working women consumers the mostt is Discounts and Offers.

Table 7 the sales and promotions factor affecting impulse purchases of fashion apparel

Statements	Always	High	Low	Neither High nor Low	Never	Very High	Very Low	Mean	Mean Ranking
If I see an interesting promotional offer (reduced price, sale, etc) in store, I am more likely to buy	63 (18.0%)	91 (26.0%)	54 (15.4%)	14 (4.0%)	8 (2.3%)	97 (27.7%)	23 (6.6%)	5.023	2
Sales or clearance signs entice me to look through the fashion apparel.	63 (18.0%)	86 (24.6%)	51 (14.6%)	14 (4.0%)	8 (2.3%)	102 (29.1%)	26 (7.4%)	5.031	1
I am more likely to make an impulse purchase if the fashion apparel has a sale or clearance marking	63 (18.0%)	85 (24.3%)	56 (16.0%)	14 (4.0%)	8 (2.3%)	100 (28.6%)	24 (6.9%)	5.017	3
When I see a special promotion sign, I go to fashion apparel.	61 (17.4%)	86 (24.6%)	52 (14.9%)	14 (4.0%)	8 (2.3%)	101 (28.9%)	28 (8.0%)	5.006	4

From the above table it indicates the range of factors involved in sales and promotions as each has a similar effect on impulse purchasing, including making it more likely for respondents to look at fashion apparel marked for promotion or sale and more likely for a purchase to result.

6. CONCLUSION

Impulse buying behaviour is increasing among the working women with the proliferation of organized retail sector in India, as they are increasingly becoming independent. Over a period of time, researchers, retailers and marketers are conducting extensive research to understand what appeals to the senses of the shoppers into making impulse purchases. The study's primary goal was to uncover the various elements that lead to impulse purchases, and it concluded that both external and internal factors influence working women's impulses. Other factors, which play significant role in enhancing impulse buying are, shoppers can have easy access to a variety of products, along with price and product comparison, which lures them to buy on impulse. However, not all the factors have the same impact on respondents' impulse buying behaviour. Impulse shopping has become a widespread phenomenon, due to dramatic improvements in personal disposable income, lifestyle, and credit availability. It's also crucial to create an appealing physical shopping environment and in-store stimulus to boost sales through non-planned purchases. Retailers and marketers have to research in order to influence more and more working women consumers through communication and emotional touch. This will result in to huge sales and customer loyalty. This can be done by designing their retail outlets in a way where there is proper visual merchandising,

display of in-store discounts and offers and less chance of crowding. But the retailers and marketers should also keep in mind that impulse buying leads to stocking up of goods at the customer's end, which might reduce sales later. These results will help in further research of working women buying behaviour and impulse buying behaviour, together and separately. Also, the results are applicable on many products and should not be limited to just a single product. This limited study will provide some guideline into further research in this area. There are several limitations while doing the study, which must be kept in mind, when considering the results. The sample size is small and caters to only Guwahati city. The results therefore cannot be generalized and should be cross validated using diverse product categories and in other cities and therefore the current study provide a guideline for further analysis. Moreover, the tests should be done on a large sample and across the country so that conclusions can be used for developing a marketing and sales promotion strategy, which can be implemented across the country. The researcher should keep in mind that discounts and offers impact working women consumers the most while making decisions regarding their purchases.

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