IMPULSIVE BUYING BEHAVIOR AND CUSTOMER PERCEPTION OF SELECT BRANDED RAIMENT

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Submitted By

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Chapter VIII

*Summary of Findings,
Suggestions and Conclusions*

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SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

The raiment market is growing very quickly. Customers are increasingly becoming brand conscious and are opting for raiment with brand images or logos. With growing awareness and fashion sensibility as a means of self-expression among customers, demand for more choices and products serving both fashion and performance needs are evolving out. Impulsive buying behaviour attributes are influencing the raiment buyer decisions, demographic factors, sales promotion, store attributes and product attributes are the main dimension of raiment buying behaviour. This shows that the raiment stores should give more importance to raiment buying attributes to attract and appeal the customers. Indian customers are most of the time emotionally driven to any product and it has pave the way for retailers to take on various promotional tactics for attracting general mass and converting them into customers. Most of the people like and prefer branded raiment due to its quality and its good brand image. People use branded raiment because it has certain identity in the minds of people and they think that by wearing branded raiment their status of living will enhances study on impulsive behavior of men is found to be limited. Hence, a study is undertaken with an intention to study the impulsive buying behaviour of customers while buying select branded raiment, customers purchase decision, overall satisfaction and sales promotional techniques.

The study has progressed with the following objectives. They are

1. To analyze the Customer Characteristic factors considered by men before preferring branded raiment.

2. To examine the hedonic factors that triggers men on impulsive buying behavior and impulsive buying decision.

3. To investigate the overall level of satisfaction of men towards impulsive buying behavior.

4. To explore the impact of various sales promotional techniques adopted by retailers for influencing male customers towards impulse buying behavior.

A sample of 400 customers who visit the branded showrooms, outlets and shopping malls in Coimbatore city have been taken for the study. The data for the study is primary in nature. The primary data have been collected through questionnaire method after validation. Statistical tools namely, Percentage Analysis, Chi-Square, ANOVA, t-Test, Descriptive Statistics, Kendall's Co efficient of Concordance, correlation, Factor Analysis and Multiple Regression have been applied to analyze the data.

8.1 FINDING OF THE STUDY

Objective 1: To analyze the Customer Characteristic factors considered by men before preferring branded raiment.

The following observation are made for the study

- ❖ **Percentage analysis**

- ➢ **Demographic profile of the customers**

- ▪ Age influences the purchase decision of the respondents and it plays an important role while preferring branded raiment. Among 400 respondents, most (54 per cent) of the respondents are in the age category of below 20 years. The result is similar to the finding of **Jain (2014)**

- ▪ 46.5 of the respondents are educated at graduate level. The result is similar to the finding of **Palani (2019)**

- ▪ Maximum of 44.8 per cent of the respondents are private employees. The result is similar to the finding of **Thangavel (2017)**

- ▪ Maximum of 55.5 per cent of the respondents are married.

- ▪ The income level determines the purchasing power of the customers. 34 per cent of the respondent's family monthly income are between Rs.25,000 – Rs50,000.

- ▪ Customers purchase according to their location, so that customers save their times. Maximum of 35 per cent of the respondents are located in rural area.

➢ **Purchase Pattern**

▪ Maximum of 41.3 per cent of the respondents make frequency of purchase at once in every 6 months.

▪ 35.8 per cent of the respondents are getting information about the brand through hoardings and banners.

▪ Maximum of 27 per cent of the respondents make purchase during festival time. The result is similar to the finding of **Archana chanuvai (2017)**

▪ Maximum of 34.8 per cent of the respondents are finalizing the selection of brand by themselves. The result is similar to the finding of **Mazedul Islam (2014)**

▪ 39.8 percent of the respondents are purchasing only in branded showroom.

❖ **Kendall's Coefficient of Concordance**

▪ Kendall's coefficient of concordance (w) is applied to find the extent of similarity among the respondents in their order of assigning the ranks. Kendall's (w) varies between 0 and 1 higher the value of (w), more will be the similarity among the respondents in the ranking order. The Kendall's (w) found for the 5 items is .237 which shows that there is less similarity among the respondents towards type of raiment preferred.

❖ **Percentage analysis**

▪ Among several factors considered majority of 74.8 per cent of the respondents always prefer quality of raiment as the important factors.

❖ **Descriptive Statistics - Factors influenced to choose branded outlet**

▪ Fifteen dimensions have been identified for analyzing the factors influenced to choose branded outlet. Descriptive statistics has been applied to find out the mean ratings for each item.

▪ Developed ambiance of store has been accepted as the most important factor, family purchase from that shop" has scored next important factor followed by guaranteed quality of raiment reasonable price is the factor chosen by the respondents, advantages of membership cards, availability of raiment, availability

of multiple size and nearer to home is the factor preferred with the same mean value, extension of credit is the factor considered to choose the brand outlet, salesmanship approach is also considered, established relation with sales man and availability of exchange facilities makes the customers to prefer the branded outlet.

❖ **Factor analysis**

Factor analysis has been employed to identify and factorize the statements. The factors influencing to select branded outlets have found that four factors namely, affordability, cordial atmosphere, availability and accessibility are highly considered by customers while selecting branded outlet.

❖ **Demographic Variables Vs Affordability**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant difference between demographic variables and affordability to choose branded outlet. The demographic variables namely age, education, occupation, family monthly income, location of residency, frequency of purchase, time of purchase and place of purchase have a significant difference with respect to affordability to choose branded outlet. The factors namely marital status have no significant difference with respect to demographic variables and affordability to choose branded outlet. It shows that there is no variation in the affordability to choose branded outlet.

➢ **t-test**

▪ t-test has been applied to find the significance among demographic variable and affordability to choose branded outlet and the result shows that, there is no significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the affordability to choose branded outlet.

❖ **Demographic Variables Vs Cordial Atmosphere**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and cordial atmosphere to choose branded outlet. The demographic profile namely age, education, occupation, location of residency, frequency of purchase, time of purchase and place of purchase have a significant difference with respect to cordial atmosphere to choose branded outlet. This shows that the demographic profile plays an important role in choosing the branded outlet. The other factors like family monthly income have no significant difference with respect to choose branded outlet**.**

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and cordial atmosphere to choose branded outlet and the result shows that, there is no significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the affordability to choose branded outlet.

❖ **Demographic Variables Vs Availability**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and availability to choose branded outlet. The demographic profile namely age, education, family monthly income, location of residency, frequency of purchase, time of purchase and have a significant difference with respect to availability to choose branded outlet. This shows that the demographic profile plays an important role in choosing branded outlet. The other factors like occupation and place of purchase have no significant difference with respect to availability to choose branded outlet**.**

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and availability to choose branded outlet and the result shows that, there is no

significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the availability to choose branded outlet.

❖ **Demographic Variables Vs Accessibility**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and accessibility to choose branded outlet. The demographic profile namely age, education, occupation, family monthly income, location of residency, place of purchases and time of purchase have a significant difference with respect to accessibility to choose branded outlet. This shows that the demographic profile plays an important role to choose branded outlet. The other factors like frequency of purchase have no significant difference with respect to accessibility to choose branded outlet**.**

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and accessibility to choose branded outlet and the result shows that, there is no significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the accessibility to choose branded outlet.

Objective 2: The hedonic factors that triggers men on impulsive buying behavior and impulsive buying decision.

❖ **Kendall's Coefficient of Concordance for type of brand preferred**

▪ Kendall's coefficient of concordance (w) is applied to find the extent of similarity among the respondents in their order of assigning the ranks. Kendall's (w) varies between 0 and 1 higher the value of (w), more will be the similarity among the respondents in the ranking order. The Kendall's (w) found for the 14 items is .143 which shows that there is less similarity among the respondents towards the type of brand preferred. The result is similar to the finding of **Vikrant jagannathi (2006)**

❖ **Percentage analysis**

▪ Among the several fashion accessories, footwear has received the maximum respondents' rate of 37.1 per cent.

❖ **Descriptive Statistics – impulsive buying behaviour**

Fourteen dimensions have been identified for analyzing the factors influenced to make impulsive buying. Descriptive statistics has been applied to find out the mean ratings for each item.

▪ Most of the respondents have agreed that Quality is the major factor, the next strongly preferred with the statement Brand name, the next highest mean rating is comfort to wear. Price plays a major role, style and fit, raiment varieties, self-image and status symbol are influencing to prefer brands. Range of colours and design, Uniqueness Easy to wash & handle and frequent advertisement tempt customers to make impulsive buying. Attractiveness of advertisement and Endorsement of celebrity will induce to make impulsive purchase. Hence most of the respondents have agreed that quality of the raiment is the most preferred. The result is similar to the finding of **Vikrant jagannathi (2006)**

❖ **Factor analysis**

Factor analysis has been employed to identify and factorize the statements. The factor analysis for factors that trigger men on impulsive buying behaviour are four factors namely, brand name, brand identity, brand advertisement and brand image. These four factors play an important role while taking impulsive buying decision.

❖ **Demographic factor Vs Brand value**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and brand value influencing impulsive buying. The demographic profile namely age, education, occupation, location of residency, frequency of purchase, time of purchase and place of purchase have a significant difference with respect to brand value influencing impulsive buying. This shows

that the demographic profile plays an important role in brand value influencing impulsive buying.

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and brand value influencing impulsive buying and the result shows that, there is no significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the brand value influencing impulsive buying.

❖ **Demographic factor Vs Brand Identity**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and brand identity influencing impulsive buying. The demographic profile namely education, occupation, location of residency, frequency of purchase, time of purchase and place of purchase have a significant difference with respect to brand identity influencing impulsive buying. This shows that the demographic profile plays an important role in brand identity influencing impulsive buying. The other factors like age, frequency of purchase have no significant difference with respect to the brand identity influencing impulsive buying**.**

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and brand identity influencing impulsive buying and the result shows that, there is no significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the brand identity influencing impulsive buying.

❖ **Demographic factor Vs Brand Advertisement**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and brand advertisement influencing impulsive buying. The demographic profile namely age, occupation, location of residency, frequency of purchase and time of purchase have a significant difference with respect to brand advertisement influencing impulsive buying. This shows that the demographic profile plays an important role in brand advertisement influencing impulsive buying. The other factors like education, frequency of purchase and place of purchase have no significant difference with respect to the brand advertisement influencing impulsive buying.

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and brand advertisement influencing impulsive buying and the result shows that, there is a significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the brand advertisement which influences impulsive buying.

❖ **Demographic factor Vs Brand Image**

➢ **ANOVA**

➢ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and brand image influencing impulsive buying. The demographic profile namely age, education, occupation, location of residency, frequency of purchase, time of purchase, frequency of purchase and place of purchase have a significant difference with respect to brand image influencing impulsive buying. This shows that the demographic profile plays an important role in brand image influencing impulsive buying.

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and brand image influencing impulsive buying and the result shows that, there is a

significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the brand image influencing impulsive buying.

❖ **Descriptive statistics – factors influencing purchase decision**

Twelve dimensions have been identified for analyzing the factors influencing purchase decision. Descriptive statistics has been applied to find out the mean ratings for each item.

▪ Impulsive purchase decision varies between minimum of 1 to a maximum of 5. The highest mean rating is found for quality and style, which is the mostly preferred factor. The next highest mean rating is for color and fit, the next mean rate is for purchase through single payment/credit purchase, mean rate for uniqueness, mean rate for offers and discount and the mean rate for worthiness for money value. The lowest mean rating is found for amount of money spend on purchase, followed by for fashion/design. Next least preference is for raiment is evaluated with proportionate price and confusion due to too many brands. The respondent's rate is very low for gift vouchers and good salesmanship.

❖ **Demographic factor Vs influence of impulsive purchase decision**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and influence of impulsive purchase decision. The demographic profile namely age, education, frequency of purchase, time of purchase, frequency of purchase and place of purchase have a significant difference with respect to influence of impulsive purchase decision. This shows that the demographic profile plays an important role in influence of impulsive purchase decision. The other factors like Occupation and location of residency have no significant difference with respect to the influencing of impulsive purchase decision.

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and influence of impulsive purchase decision and the result shows that, there is a significant difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the influence of impulsive purchase decision.

Objective 3: overall level of satisfaction of men towards impulsive buying behavior.

❖ **Descriptive Statistics - Satisfaction on Buying Behaviour**

Eighteen dimensions have been identified for analyzing the factors influenced to make impulsive buying. Descriptive statistics has been applied to find out the mean ratings for each item.

▪ The respondents have mostly preferred the statement casual wear with the best quality are usually my choice, most preferred for always collecting information about recent selling brands and design, the respondents have preferred for shopping with different brand, the respondents satisfaction level is neutral for compare the quality in proportionate to the price, next preferred factor is looking for the variety of raiment and discussing with friends and colleagues about quality of raiment. The lowest mean rate is for while buying raiment, I try to get the best or perfect choice, next score is for brand which is purchased regularly possess trendy style. Buying raiment is a pleasant activity and always purchases more expensive brand.

❖ **Correlation**

▪ The result of correlation is seen that all the four factors namely satisfaction – information gathering, shopping behaviour and brand behaviour characterizing the impulsive buying are having lesser degree of correlations. The maximum correlation is being .428 between satisfaction- information gathering and shopping behavior. The next highest correlation is 0.419 between shopping behavior and brand behaviour. These sets of variables are only moderately correlated. The lowest correlation is 0.301 between shopping behavior and brand

behaviour. The correlation results justify that these factors are almost unrelated with lesser degree of correlations even though they are found to be significant.

❖ **Demographic Variables Vs Overall satisfaction**

❖ **Demographic Variables Vs satisfaction of information gathering**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and satisfaction of information gathering. The demographic profile namely education, frequency of purchase, time of purchase, Occupation, location of residency and place of purchase have a significant difference with respect to satisfaction of information gathering. This shows that the demographic profile plays an important role in satisfaction on information gathering**.** The other factors like age have no significant difference with respect to the satisfaction of information gathering**.**

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and satisfaction of information gathering and the result shows that, there is no significance difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the satisfaction of information gathering

❖ **Demographic variables Vs shopping behaviour**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and satisfaction of shopping behaviour. The demographic profile namely education, frequency of purchase, time of purchase, frequency of purchase, Occupation and location of residency place of purchase have a significant difference with respect to satisfaction of shopping behaviour. This shows that the demographic profile plays an important role in satisfaction of shopping behaviour**.** The other factors like age have no significant difference with respect to the satisfaction of shopping behaviour**.**

- ➤ **T-test**

  - ▪ t-test has been applied to find the significance among demographic variable and satisfaction of shopping behaviour and the result shows that, there is a significance difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the satisfaction of shopping behaviour.

- ❖ **Demographic variables Vs Brand Behaviour**

- ➤ **ANOVA**

  - ▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and satisfaction of brand behaviour. The demographic profile namely age, education, frequency of purchase, time of purchase, occupation and location of residency place of purchase have a significant difference with respect to satisfaction of brand behaviour. This shows that the demographic profile plays an important role in satisfaction of brand behaviour**.**

- ➤ **T-test**

  - ▪ t-test has been applied to find the significance among demographic variable and satisfaction of brand behaviour and the result shows that, there is no significance difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the satisfaction of brand behaviour.

- ❖ **Demographic variables Vs overall satisfaction on quality**

- ➤ **ANOVA**

  - ▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and overall satisfaction on quality. The demographic profile namely age, education, frequency of purchase, time of purchase and location of residency place of purchase have a significant difference with respect to overall satisfaction on quality. This shows that the demographic profile plays an important role in satisfaction of quality**.** The other factors like Occupation have no significance difference with respect to the satisfaction of quality**.**

> **T-test**

- t-test has been applied to find the significance among demographic variable and satisfaction of quality and the result shows that, there is a significance difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the satisfaction of quality.

❖ **Regression analysis for overall satisfaction score**

- The positive regression coefficients of the factors show that higher the positive perception of the respondents regarding these factors, more will be their satisfaction regarding branded outlets. That is the perception regarding the factors influencing choosing the branded outlet as well as factors of impulsive purchase behaviour has positive impact on the satisfaction score. The positive regression coefficients of Availability, Accessibility, Affordability indicate that when the perception on these factors are more positive the satisfaction of the respondents also tend to be higher.

- Similarly, the regression coefficients of impulsive buying behaviour factors namely, Brand Image, Brand Advertisement, Brand Value show that respondents have higher score on these factors tend to be more satisfied with respect to the branded outlets.

- The regression coefficient of Family monthly income is positive, which shows that increase in higher level of income significantly increase the satisfaction of the customers.

- The t-test statistic calculated for the regression coefficients show that all the variables except age which were finally included in the model significantly influence the overall satisfaction of the respondents either at 1% level or at 5% level.

- Standardised regression coefficients (Beta) were found out for the respective regression coefficients since these are independent of units of measurements and hence comparable. The relative contribution of each variable to the dependent variable, Satisfaction score can be found out from these values. It is seen from the

regression table that 'Brand image' has the highest beta value of 0.268, which contributes more towards overall satisfaction score. The next, more contributing variable is Accessibility with a beta value of 0.225. Age (0.078) and Educaitonal Qualification (-0.091) are the least contributing variables to overall satisfaction of the customers.

Objective 4: The impact of various sales promotional techniques adopted by retailers for influencing male customers towards impulse buying behavior.

❖ **Percentage analysis**

▪ Among several factors considered maximum of 50.2 per cent of the respondents highly express (always) for buy 1 get 1 combo.

❖ **Demographic factors Vs Sales promotional measures**

➢ **ANOVA**

▪ ANOVA has been applied to find whether there is any significant mean difference between demographic variables and sales promotional measures. The demographic profile namely age, Occupation, frequency of purchase, time of purchase, frequency of purchase and location of residency have a significant difference with respect to sales promotional measures. This shows that the demographic profile plays an important role in sales promotional measures. The other factors like education and place of purchase have no significant difference with respect to sales promotional measures**.**

➢ **T-test**

▪ t-test has been applied to find the significance among demographic variable and sales promotional measures and the result shows that, there is a significance difference among the respondents classified based on the marital status. Thus, the demographic variable marital status facilitates the sales promotional measures.

❖ **Comparison between Influence of Impulse buying decision and Influence of Sales Promotional Measures on Impulsive buying**

▪ The maximum correlation value is 0.529 for brand image. The next highest correlation is 0.473 for brand advertisement. These sets of variables are only moderately correlated. The lowest correlation is 0.150 for brand value. The correlation results justify the performance of the influence of impulsive buying on purchase decision and influence of sales promotional measures on impulsive buying that these factors are almost related with lesser degree of correlations even the they are found to be significant..

8.2 SUGGESTIONS

Based on the findings of the study, the following suggestions are drawn for the brand retailer.

• Most of the customers prefer branded casual wear, so the brand should also focus on other type of raiment like formal wear, ethnic wear and party wear.

• Colour combination, comfort, readily availability of raiment are the problem faced while making impulsive buying, it can be improved according to the taste and preference of customers.

• Brand preference should be created through effective good advertisement and with the development of new promotional strategies. Advertisement has been the major source of information for many customers. There should have a tone of freshness, style and energy conveyed through the advertisement.

• Other than the hoarding and banner advertisement, the other form of advertisement effectiveness is low. The companies may concentrate to strengthen more type of advertisement..

• Many respondents purchase during coupons, buy 1 get 1 combo and free gift. Therefore, retailer has to provide more offers & discounts during off-season sale.

- The brand management should have clear conception on various product aspects and customer requirements and they should place the products to the customer accordingly.

- Before the fixation of price the market survey may be made and price may be fix accordingly as high price may lead to low sales.

- Upcoming big malls, multi branded shops are becoming preferred places to purchase branded wears instead of exclusive showroom. Due to availability of various brands in single roof the marketers may choose their distribution channel in big mall, multi branded shops.

- Retailer should analyze the target market, they must be flexible on changes that change the style, fashion and trend. Retailers should create awareness about new brands and their merchandize. Retailers should plan their promotional strategies on consumer preference.

8.3 CONCLUSION

Indian customers are at most of the time emotionally driven to any product and it has paved the way for retailers to take on various promotional tactics for attracting general mass & converting them into customers. Impulsive buying can be referred as deeply rooted phenomenon in the individual trait of the customers. The study reveals that, Allen Solly, Raymond and Louis Philippe remains the top three brands preferred by the customer making impulsive buying. It is clear that most of the customers who prefer branded raiment were highly influenced by the factors such as quality, brand name, style and fit, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Brand name, product quality, price, promotion, service quality and store environment are the factors considered by customers while making impulsive buying decision. The manufacturers of branded raiment must focus on all these factors to formulate branding strategies effectively and to sustain their growth. The results of the study revealed that family purchase from a particular shop and developed ambiance of store are the two factors that contribute more to prefer a particular brand showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

The results of the study further revealed that demographic factors namely age, education, occupation, family monthly income, place of purchase and time of purchase, factors influencing to choose branded outlets, impulsive buying decision and overall satisfaction on impulsive buying are the main dimension of raiment buying behaviour. This shows that the raiment stores should give more importance to raiment buying attributes to attract and appeal the customers, and in addition the promotional programme can also be taken up aggressively and appropriately. The raiment outlets should furthermore come up with programmes concerning various developed product attributes as well as store attributes through which they could easily and accurately attract the customers and offer service according to their needs.