



Store environmental factors on impulse buying behaviour special reference to apparels in Batticaloa District, Sri Lanka

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Abstract

This study considers influence of store environmental factors on Impulse buying behaviour towards apparels in Batticaloa District. The data were collected from 230 working women in formal sector with a structured questionnaire. Data were evaluated with, Bivariate and Multivariate analysis to explore the levels of the variables, their relationship and their influences. Women explored that store environmental factors influence on the impulse buying behaviour. The factors on store environmental factors as Music, Light, Store Layout and friendly store employees influence on impulse buying behaviour. Correlation analysis discloses that the relation between store environmental factors and Impulse buying behaviour is 0.393 at one percent significant level.

Keywords: store environmental factors, impulse buying behaviour, working women

1. Introduction

Impulse buying is a spontaneous purchase. Buyers decides to buy the products on the spur of the moment. Impulse buying is researched about more than seven decades in the knowledge paradigm. Research forwarded that store environmental factors would influence on the impulse buying behaviour of the consumers. Zhou and Wong (2003) ^[19] found that retail store environment could affect the impulse buying. Mattila and Wirtz (2008) ^[6] forwarded that store environmental stimuli such as social factors (perceived employee friendliness) positively affect impulse buying behaviour. Park and Kim (2008) ^[10] explored about apparel buying that impulse buying behavior for apparel might be viewed as reasonable unplanned behavior related to information processing in the retail setting. Retailers should monitor impulse purchasing of apparel products and more emphasis should be paid on in-store promotion to stress merchandise lines that generate a higher percentage of impulse purchasing Sri Lankan women are very traditional, but there is a change in their buying patterns including their purchase of apparels. Research found that women tend to buy symbolic and self-expressive goods which are associated with their appearance and emotional aspects. Therefore, this study is designed to study the influence of store environmental factors on impulse buying behaviour.

2. Literature Review

2.1 Impulse buying behaviour

Impulse purchase or impulse buying is an unplanned decision to buy a product or service made before a purchase. Rook (1987) ^[12] says "Impulse buying is a curious phenomenon wherein a person feels all of a sudden need to buy certain product which has high level of desperation and is completely uncontrollable. Here an individual faces emotional inconsistency and is unable to understand and sometimes

ignoring the future consequences." Schreiber (2002) ^[16] in his article mentioned that an Impulse purchases is an unplanned action that results from a specific stimulus.

2.2 Store Environmental Factors

Schreiber (2002) ^[16] has discussed the other tools which motivates impulse buying like Store atmosphere including aromas, store displays, store sound like music, announcements etc. and lastly the pricing technique.

The store environmental factors are store atmosphere, store layout and employees of the shop.

2.2.1 Music

Vocal or instrumental sound (or both) collective in such a way as to produce beauty of form, harmony and expression of feeling (Oxford Dictionary). Inside the store customers usually concentrate on the type of music and volume level.

2.2.2 Lighting

The arrangements or type of light in a place (Oxford dictionary). It is difficult to find out the appropriate lighting level. Based on the climates or atmosphere, customers need different level of lighting.

2.2.3 In-store layout

A store layout is the design in which a store's interior is set up. Store layouts are well thought out to provide the best exposure possible. They are designed to create an attractive image for consumers.

2.2.4 Employees

A person employed for wages or salary especially at non-executive level. This study only investigate the behaviour of the employee working towards the customers. Employee appears also influence the purchasing behaviour.

3. Conceptual Framework

From the literature survey following conceptual model was

developed. This conceptual framework shows link between the store environmental factors and Impulse buying of apparels.

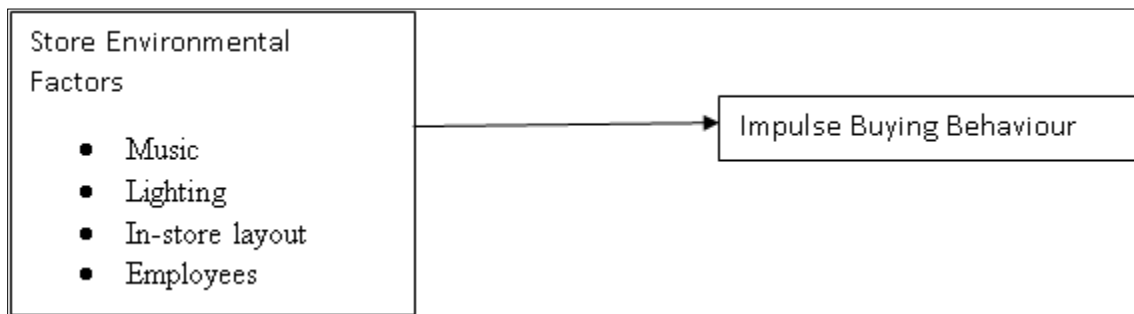


Fig 1: Conceptual Model

4. Methodology

This section specifies how this study has been conducted to examine the influence of store environmental factors on Impulse Buying Behaviour of apparels in Batticaloa District.

4.1 Research Design

Research design deals to plan and provide the path to do the study to obtain the validity of the findings (Mouton, 1996) [10]. According to the research design, the structured questionnaires were issued to the respondents. Thereafter questionnaires' data were entered in databases and databases were consolidated into one database for analysis purpose. Descriptive analysis, correlation analysis was employed to test level of influences. After analyses were performed, findings were discussed. As result of the findings, conclusions were drawn.

4.2 Sampling Method

230 respondents were selected using purposive sampling techniques for this study within Batticaloa district. The respondents were working women in formal sector. Formal sector includes the women in government sector such as teachers, nurses, administrative officers, university staff etc.

4.3 Data Collection

This study totally depends on primary data. The primary data

were obtained through questionnaires from 230 working women. The questionnaire consists of two parts: personal information and research information.

Primary data were collected through closed ended statements in both questionnaires. Likert scale of 1-5 which ranges from "strongly disagree" to "strongly agree" were employed to identify the responses from customers.

4.4 Method of Data Analysis and Assessment

Univariate and Bivariate Analysis were performed to ascertain the results. Bivariate analysis is to explore the relationship between the two variables (Babbie, 2009). In this context, the correlation analysis is carried out to measure the strength of relationship between the variables. Correlation analysis measures the magnitude (the coefficient of correlation = r) of the association of variables. The value "r" lies between -1 and +1.

This study assesses the significance of relationship variables, if the respective p-value is less than the 0.05.

5. Findings

5.1 Univariate analysis of Store environmental factors

Store Environment considers Music, Light, Store Layout and friendly store employees. The analysis shows that the mean of overall store environmental factors is 2.95 at the standard deviation of 0.802.

Table 1: Store Environment Factors of the working women in Formal Sector

Store Environment	Mean	SD	Frequency					
			Low		Moderate		High	
			No.	%	No.	%	No.	%
Music	3.2855	1.005	50	21.7	80	34.8	100	43.5
Light	2.6971	1.013	115	50.0	59	25.7	56	24.3
Store Layout	3.1768	1.084	56	24.3	70	30.4	104	45.2
Friendly store employees	2.6377	1.258	115	50.0	59	25.7	56	24.3
Overall Store Environmental Factors	2.9493	0.802						

(Primary data)

Table 1 explain the perceived level of store environmental factors. It is found that 43.5 percent of the respondents have high level in Music, 34.8 percent of the respondents have moderate and 21.7 percent of the respondents have low level in Music. Considering light as a dimension 50.0 percent of the respondent have lower level, 25.7 percent have moderate level

and 24.3 percent of the respondent have high level. Examining Store layout 45.2 percent have high level, 30.4 percent have moderate level and 24.3 percent have lower level. Investigating into the dimension of friendly store employees, 50.0 percent of the respondents fall in lower level, 25.7 percent of the respondents fall in moderate level and 24.3

percent fall in higher level.

5.2 Univariate analysis of Impulse Buying Behaviour

Table 2 shows the univariate analysis of Impulse Buying of working women in formal sector.

Table 2

IBB	Formal Sector	
	No. of Respondents	Percentage
Low	51	22.2
Moderate	103	44.8
High	76	33.0
Mean	3.2437	
SD	0.7246	

(Primary data)

Table 2 explains the level of impulse buying behaviour of working women in formal sector. The impulse buying behaviour is high as 44.8 percent in respondents. It is low among 22.2 percent and medium among 33.0 percent of respondents. The findings shows that more respondents falls in medium level of impulse buying behaviour in working women in formal sector.

5.3 Correlation between Store environmental factors on Impulse Buying Behaviour of apparels

It analyses the relationship between Store environmental factors on Impulse Buying Behaviour of apparels.

Table 3: Correlation between Store environmental factors on Impulse Buying Behaviour

Store Environmental Factors	Impulse Buying Behaviour	
	Formal Sector	
	r - value	p – value
Music	0.203	0.000
Light	0.295	0.000
Store Layout	0.361	0.007
Friendly store employees	0.291	0.000
Overall Store Environmental Factors	0.393	0.000

(Primary data)

** . Correlation is significant at the 0.01 level (2-tailed).

The table above shows a Pearson Correlation value of 0.393. The correlation lies between 0.1 and 0.5, thus confirming a positive significant relationship between store environmental factors and impulse buying behaviour. The dimension as Music exhibits 20.3 percent of positive relation with impulse buying, light as 29.5 percent with impulse buying, store layout as 36.1 percent with impulse buying, and store friendly employees as 29.1 percent with impulse buying behaviour. Correlation results between Store environmental factors and Impulse buying behaviour is significant at the 1% level ($r = 0.393, p=0.00 < 0.01$).

6. Conclusion and Recommendation

This study is conducted to identify the role of store environmental factors on impulse buying behaviour towards apparels. It is important to understand that store environmental factors will influence on impulse buying the r-value is 39.3 per cent. Therefore it is understood that the store environment

factors would influence the impulse buying of women to 39.3 percent. This study correlates with the study of Mattila & Wirtz (2001) [7] and Saeedi S.S *et al.* (2013) [15] which states music as an element of store environment factor would positively result in buying. And also these findings relates with the findings of Ang S. H. *et al.* (1997) [1] on layout of retail store on more emotional response. The overall findings of this research relates with the findings of Saad M. & Metawie M. (2015) [14]; Areni, C. S., & Kim, D. (1994) [2] Beverland, M. *et al.* (2006) [3]. This study concluded that the working women would be influenced by the store environmental factors.

7. Implications for future research

This research study is conducted with the intention to identify the influence of store environmental factors on impulse buying behaviour of apparels in Batticaloa District. With the findings of this study the followings could be further researched in future

- Other factors as visual merchandizing factors, cultural factors, situational factors and product involvement together with store environmental factors could be examined to understand the impulse buying behaviour of apparels.
- It would be better to conduct the same research with a large sample size, and different areas, which would give more precise results
- Further research should be carried out with men to understand the impact on the impulse buying of apparels

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