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# To Study the Impulse Buying Behavior among Customers of Branded Shoes as an Effect of In-store Promotions with Reference to Gender in Tier Two Towns of Maharashtra

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Aurangabad***Dr. Pardeep Kumar***Director, MGM Institute of Management, Aurangabad***Abstract**

*The marketing concept of business behavior focuses on consumers, their preferences, wishes, needs and expectations that need to be met and exceeded so that the company can achieve business success quantified by the levels of revenue, profit, market share and loyal customer basis.*

*This paper aims to elucidate the phenomenon of impulsive behavior by pointing to determining factors and by clarifying the essence of urge-driven behavior, in order to enable companies to predict impulsive buyers' behavior to a certain extent, and adjust and define their marketing strategies. The study shows in-store promotions give rise to impulse buying behavior strongly among consumers of Pune, Nagpur, Nasik and Aurangabad.*

*A self-administered survey was used to elicit information from 1050 purposively selected respondents living in various parts of Pune, Nasik, Nagpur and Aurangabad. Data have been analyzed by using Statistical Package for Social Science (SPSS) results revealed that personal factors, that is, time availability and family influence has significant and positive impact on the impulse buying behavior of respondents of these four non-metro cities. Also, in-store factors except money availability have significant impact on impulse buying behavior.*

**Introduction**

Impulse buying behavior can be defined as behavior that occurs when a consumer has a sudden irresistible urge to buy. Most frequently, impulse purchases occur in situation when the consumer deems impulsive buying behavior totally appropriate, such as buying a present for someone else. Consumers can be classified according to the degree of manifestation of impulsive buying behavior:

- Planning consumers, who always decide in advance what, how much and which brands they will buy;
- Partially planning consumers, who either choose only the category, or only the amount of product to buy; and
- Impulsive buyers, without any prior shopping plan.

### **Impulse Buying**

Traditionally advertising and personal selling had dominated the selling. But with the change in consumer's taste these traditional tools have lost their sheen. Innovative sales promotional tools have strongly emerged as new language of selling. In-store promotions trigger impulse buying in consumers. Impulse buying is a common behavior today. It stimulates the buying behavior of customer and increases effectiveness of store manifold. It displays and exhibits in creative manner, and various non-recurrent selling efforts not in the ordinary routine. There are various innovative sales promotions practiced by retailers recently. These in-store promotions make consumers to spend their money not directly on the product but for the company/store. On big purchase they offer some handsome gift/cash which customer need to spend on company's product again. This is actually a loop and finally customers end up purchasing something which they had not planned before entering the store.

### **Literature Review**

According to Rook (1987) impulse buying behavior has following characteristics:

1. Products create feeling of overwhelming force in the customers.
2. Impulse buying is an intense feeling of having to buy the product instantly.
3. The buying results in strong sense of satisfaction and excitement.

According to Rook, 1987; Rook & Hooch, 1985, Impulse buying is pervasive in the marketplace. Impulse buying is "bad" and results in negative and consequences in terms of post purchase satisfaction and self-esteem. Impulse buying also has negative effects in the areas of personal finance and social relations. Impulse purchasing may stem from the consumer's exposure to stimulus while in the store, according to Appenbaum (1951). According to Nesbitt (1959), it is an intelligent shopping. He points and recommends changes in the way companies market their products. As the shopping experience for the customer increases he comes across various brands and choices, becomes less impulsive and thus the task for marketer becomes stiffer. In his study he mentions that signage and visual promotions at the point of purchase has become less impulsive and companies must do something innovative to spur impulse buying, generate product exposure, encourage trial, promote new product applications and present a compelling value statement.

Triggers of impulse buying can be external and internal cues. Sensory and environmental factors are controlled by marketer. These specific triggers are associated with shopping and buying. Whereas moods and emotions of the customer feelings and view about the product are categorized as internal cues, Wansink (1994). According to Kollat & Willet, 1969, more the in-store promotions will result in impulse buying. It reminds the customers about their shopping needs.

More the in-store exposure more is impulse buying. In-store exposure to products reminds the customer of their shopping needs resulting in an impulse purchase (Kollat & Willet, 1969). In-store stimuli are promotional techniques primarily used to increase unplanned purchases of products. These promotional techniques include in-store display, on-shelf positions, point of purchase displays and in-store demonstrations (Abnett & Goody, 1990).

According to Cox (1970) there exists a positive relationship between the amount of shelf space given to an impulse product brand and high consumer acceptance. Position of the product plays an

important role resulting in impulse buying. Out of all position on shelf position at eye level is of most importance.

Advent of marketing innovations such as credit cards, cash machines, instant credit, 24-hour retailing, and telemarketing make it easier than ever before for consumers to buy things on impulse (Rook 1987; Rook and Fisher 1995).

In-store promotions may not be directly related to product. It makes customers to spend money. Here are examples of some in-store promotions which are not directly related to products.

- **Win a Shopping Spree (lucky draw)**

The basic idea is to bring consumers to the store and they can win a shopping spree with small investment. Now there is a catch. They need to spend winning amount in store only. This small investment for retailers can yield a big return on sales.

- **Spend money, get money**

This type of promotion is a sure-fire way to win customer loyalty. Money is returned back in form of gift or some monetary discount which can be used in future visits to store. This type of promotion makes (force) customers to visit again and spend on store's merchandise.

- **Get card stamped on every visit**

Store provides a card to customers which are stamped with some minimum purchase. After every four to five such purchase customer gets a chance to spend accumulated amount.

Town Shoes, a Canadian branded shoe company, for example, offers a stamp with every \$70 purchase. After every four stamps, customers get \$25 to spend on accessories and handbags in the store. After seven stamps, it's \$50.

## **Objective**

The objective of this research is to study the impulse buying behavior among customers of Branded Shoes as an effect of in-store promotions with reference to gender in tier two towns of Maharashtra.

## **Hypothesis**

H01: In-store promotion in branded shoes store has no effect on impulse buying on customers.

H02: In- store promotions in branded shoes has no effect on impulse buying behavior with respect to gender.

## **Research Methodology**

**Sample design:** This study is descriptive in nature and results are based on survey method. A structured questionnaire containing 17 questions/statements on different parameters are framed to make an analysis. Company websites of branded shoes companies are referred to study various types of in-store promotions launched by companies. Questionnaire was designed to collect the responses from the customers on Likert scale of range 1-5 with 1 representing strongly disagree to 5 representing strongly agree. The survey was conducted among 1250 respondents and finally 1050 responses were validated.

This hypothesis was based on impulse buying Behavior among customers of branded shoes as an effect of In-store Promotions. 17 questions were asked to respondents. Questions were based on effectiveness of special promotional signs, free gifts, placement of products and credit card sales. The observed reliability coefficient was 0.702 for this hypothesis.

**Table 1: Reliability check**

Chronbach's Alpha	No. of items
0.702	17

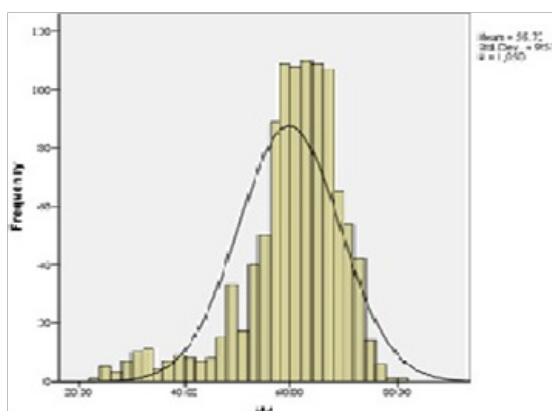
The following table shows null hypothesis testing results for all the four cities. It shows that consumers in all the four cities feel that In-store promotion in branded shoes store has an effect on impulse buying on them.

**Table 2: Null hypothesis testing**

City	Null Hypothesis
Aurangabad	Rejected
Nasik	Rejected
Nagpur	Rejected
Pune	Rejected

**Fig 1. Histogram showing Overall Mean for H 01**

The histogram shows mean for responses, for all four cities combined is 59.72

**Table 3: Mean, standard deviation, t value and significance by gender for Aurangabad**

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H 01	Female	75	55	10.92	1.27	-2.377	0.019
	Male	75	59.98	7.02	0.81		

The average score (mean) for effectiveness of in-store promotions is 55 for female with standard deviation of 10.92 and 59.98 for male with standard deviation of 7.02. The t-test was applied to examine significance between two means. The t-value is found as -2.377 which have probability of 0.019. The t- test shows that null hypothesis is rejected and research hypothesis of difference between genders is accepted for in-store promotions.

Research hypothesis about effectiveness of in-store promotions was found significantly different between male and female. From above table and mean values it can be interpreted that in-store promotions is less effective to attract female consumers as compared to males. Overall mean for hypothesis 1 is 59.72 (ref fig. 1). Mean of the female responses is 55 (less than overall mean),

whereas mean of male respondents is 59.98. It can be interpreted that it is difficult for branded shoes companies to attract female customers, through in-store promotions, in Aurangabad.

Here Levene's test for equality of variances significance is tested. If this test gives significance below 0.05 the row "equal variances not assumed" must be used (Field, 2005). If the significance is above 0.05 the row "equal variances assumed" must be used. Below is a summary of this test for H1 for responses from Aurangabad. The independent sample T test was associated with a statistically significant effect with  $t(148) = -2.377, p = 0.019$ .

**Table 4 - T-Test for equality of means for Aurangabad**

		Leven's Test for equality of variances			T-Test for equality of Means					
									0.95	
						Sig.	Mean	Std Error	Confidence	
		F	Sig.	T	df	(2-tailed)	difference	Difference	Interval of the difference	
								lower	upper	
Impulse Buying behavior and in-store promotions	Equal	7.452	0.01	-2.377		0.019	-3.56000	1.49784	-6.51992	-0.60008
	variances									
	assumed									
	Equal				126.2		-3.56000		-6.52414	-0.59586
	variances not assumed			-2.377		0.019				

**Note:** The mean difference is significant at the 0.05 level.

**Table 5: Mean, standard deviation, t value and significance by gender for Nasik**

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H1	Female	100	56.38	13.08	1.31	-2.85	0.005
	Male	100	60.61	7.03	0.71		

**Table 6 T-Test for equality of means for Nasik**

		Leven's Test for equality of variances			T-Test for equality of Means						
									0.95		
Impulse Buying behavior and in-store promotions						Sig.	Mean	Std Error	Confidence		
		F	Sig.	T	df	(2-tailed)	difference	Difference	Interval of the difference		
									lower	upper	
	Equal variances assumed	22.522	0.000	-2.85	198	0.005	-4.23	1.48437	-7.15721	-1.30279	
	Equal variances not assumed			-2.85	151.754	0.005	-4.23	1.48437	-7.16271	-1.30279	

**Table 7: Mean, standard deviation, t value and significance by gender for Nagpur**

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H 1	Female	150	58.66	10.92	0.9	-2.493	0.013
	Male	150	61.46	8.38	0.69		

**Table 8 - T-Test for equality of means for Nagpur**

		Leven's Test for equality of variances			T-Test for equality of Means						
									0.95		
						Sig.	Mean	Std Error	Confidence		
Impulse Buying behavior and in-store promotions		F	Sig.	T	df	(2-tailed)	difference	Difference	Interval of the difference		
									lower	upper	
	Equal variances assumed	7.404	0.007	-2.493	298	0.013	-2.8	1.12318	-5.01036	-0.58964	
	Equal variances not assumed			-2.493	279.236	0.013	-2.8	1.12318	-5.01097	-0.58903	

**Table 9 Mean, standard deviation, t value and significance by gender for Pune**

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H 1	Female	200	57.12	9.95	0.71	-2.544	0.011
	Male	200	62.28	6.78	0.48		

**Table 10- T-Test for equality of means for Pune**

		Leven's Test for equality of variances			T-Test for equality of Means				0.95 Confidence Interval of the difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference		
Impulse Buying behavior and in-store promotions									lower	upper
	Equal variances assumed	10.354	0.001	-2.544	398	0.011	-2.165	0.85112	0.85112	-0.58964
	Equal variances not assumed			-2.544	350.957	0.011	-2.165	0.85112	-3.83894	-0.49106

## Discussion

Pune city consumers responded in most positive manner to first question regarding trigger of impulse buying behavior due to in-store promotions. 67 % of the respondents either agreed or strongly agreed that in-store promotions triggers impulse buying in them. Needless to say Pune is having better shoes stores and more brands are present in Pune compared to other three cities undertaken for study here. In Pune, free-sample campaign, free gift, arranging demonstrations or exhibitions, setting up competitions with attractive prizes are widely used.

63 % males and 57 % female feel that in-store promotions triggers impulse buying in them.

Price, color, shade, fitting, need, deals etc are various factors which consumers need to consider while purchasing branded shoes. Beaudoinet al (2000) identified 12 attributes that correlated with attitudes when purchasing branded shoes, namely: good fit, durability, ease of care, favourable price, comfort, quality, colour, attractiveness, fashionableness, brand name, appropriateness for occasion and choice of styles. Pune (64 %) customers are most alert on this parameter and weigh all aspects before making a purchase. Nasik (62 %), Nagpur (56 %) and Aurangabad customers (48 %) are not far behind. We can see mixed response obtained from Aurangabad consumers here. 60 % males and 58 % females always take time to consider and weigh all aspects before making a purchase.

In today's Post-modern era shopping has become a social and leisure activity, reducing the number of cognitively planned purchases made by consumers.

"Shopping and leisure are fundamentally linked," says Nigel Gillingham, director at retail agency Bruce Gillingham Pollard. With the advent of internet based stores the compulsion to go to store to shop is not at all there. Despite its popularity, the internet is not a leisure experience, Sill;

consumers go out in shopping malls not only to shop but to change their mood. Developers strongly focus on creating an environment that supports and facilitates consumer need to socialize, enjoy and shop together.

Respondents in Nagpur (68 %) agreed that they go to branded apparel store to change their mood followed by Nasik (68 %), Aurangabad (59 %) and lastly but surprisingly Pune (52 %). Most of the branded shoes stores are located in big shopping malls in all the cities undertaken for consideration. These shopping malls have become shopping cum entertainment centers. Whether it is Eternity or Poonam Pride mall in Nagpur, City centre or One world mall in Nasik, Amanora or Pune central Mall in Pune or Prozone in Aurangabad, all have been designed as fun cum shopping centre. These are the malls where most of the branded apparel stores are located of that particular city and data for this survey was collected

In all 59 % consumers admitted to go to branded shoes stores to change their mood. Of these 68 % male respondents agreed so and 51 % were female respondents.

When asked if they buy on an impulse when they come across any good deal, Pune consumers (75 %) replied affirmatively. Similarly consumers from Aurangabad (61 %), Nasik (55 %) and Nagpur (53 %) agreed to their good deal related purchase behavior.

Female (63 %) seems to be marginally skeptical and little more cautious compared to their male counterparts (64%).

Stores use professionals to strategically map out their floor plan in order to entice customer to buy. It is not only good deal which creates an urge to buy in customer. But the truth is that customer's brain is responding to everything from the smell of the store, to the visual appeal of displays.

End aisle displays are one of the newest form of sale promotions in apparel stores. For many stores it is core of promotional programmes. Respondent were asked whether they tend to look through shoes close to aisle. 76 % respondents in Aurangabad followed by 61 % in Pune, 54 % in Nagpur and finally 44 % in Nasik admitted that they do so. 51 % respondents from Nasik do not pay attention to aisle displays.

It is found that more males (60 %) compared to females (56 %) pay attention to aisle displays. These are high rotation and aisle life of product is very limited. It is not more than 24 hours in many cases. It increases product visibility, provide fresh look to the store and increases store traffic. The shoes near the aisle is never a regular product. These are generally premium and seasonally relevant product. Many a times new products are displayed near aisle. Aisle display is a more aggressive merchandising technique and, therefore, will have a greater impact on consumer response. Aisle displays are very effective in creating the urge of impulse buying. It creates good visual impact with surprise. It attracts the attention of the customers who had not even thought of getting this type of product on their visit. To prevent price comparisons such products are placed farther from competing brands.

Free gifts like free vouchers, free shipping, belts, sunglasses, wallets and bags etc are generally offered on fixed amount purchase. These gifts are offered both on in-store purchase and online purchase. Customers buy shoes on impulse to get free gifts. This trend was found highest in customers from Aurangabad (60 %) followed by Nagpur (59 %), Pune (52 %) and Nasik (51 %). 66 % males and 44 % female respondents buy branded shoes for free gifts. 50 % female respondents also admitted that they do not buy branded shoes just for free gifts whereas 6 % remained neutral. This does mean that female buyers are more conscious compared to male and will not be lured away just for the sake of free gifts. They evaluate product more and buy if price and quality are satisfying.

Next question was posed to the respondents to judge most fickle behavior during branded shoes

purchase in store. It was Pune consumers (61 %) which depicted most fickle behavior and are prone to impulse buying. It is well known fact that richer the person, lesser the time available to him and quicker lifestyle. The customer in bigger city is always on run. Puneites are more involved in show-offs and therefore may be more lured by advertisements/ deals as compared to other three cities. It was observed that with the size of city going down this volatile buying behavior also reduces. 59 % consumers from Nagpur, 56 % from Nasik and 55 % from Aurangabad admitted that they try eye catching clothing instantly without looking through the section. Men (59 %) seem to be marginally more mercurial in their buying behaviour compared to women (58%).

Impulse purchases are unplanned purchases. It can be of two types, from the known brands or from unknown brands. If it is from known brands consumer can be called as more cautious, less impulsive, less adventurous and more balanced who cannot be lured away easily specially by monetary/attractive deal. On the other hand customer trying unknown brand for sake of any attractive deal can be termed as adventurous, more impulsive and brand disloyal . Question # 12 was framed to judge such kind of behavior among residents of these non-metro cities of Maharashtra. As observed earlier too, Pune consumers are more brand loyal amongst all cities under consideration. Even if they make unplanned purchases it is from known brands only.

79 % consumers from Pune, 67 % consumers from Nagpur, 62 % consumers from Nasik agreed that even if they make unplanned purchases they are from known brands. Whereas 62 % respondents from Aurangabad admitted that they make unplanned purchases from unknown brands. The residents of Aurangabad which has the least per capita income among the four cities are not that rich enough and so cannot afford to copy the members of the peer group just for the sake of it. They are more logical in their buying where they go for most cost effective deal rather than sticking to brand they know.

If you need to buy something expensive that you can't afford to pay for all at once, a credit card is ideal. If you don't have the cash in hand – or even in your bank account – you can pay with a credit card and then spread the cost over a number of months. Credit cards weaken the impulse control of consumers, making it more difficult for them to buy something that is not a necessary purchase. Credit cards are synonymous with a 'buy now, pay later' mentality. All plastic cards whether debit/cash/credit are gravely responsible for rising impulse buying behavior. As expected Pune consumers (85 %) are highest users of credit card during purchase of branded apparel followed by 73 % in Nagpur, and 56 % each in Nasik and Aurangabad. Also 76 % males and 68 % females use credit card during their branded apparel purchase. Impulse buying behavior may be accelerated by the credit card use (Roberts and Jones, 2001; Kim, 2001a; Kim, 2001b). People who like to shop for fun are more likely to buy on impulse. Impulse buyers are more social, status-conscious, and image-concerned. Three main ingredients that an impulse buyer may bare: Their desire for pleasure, lack of self-control, and need to impress others.

We have seen in earlier part of this discussion importance of aisle display. Placement of product is similar concept. 63 % of Aurangabad respondents, 59 % from Pune, 58 % from Nagpur and 57 % from Nasik feel that placement of product triggers impulse buying in them. Similar trigger of impulse buying is felt by 59 % male and 58 % female respondents. Two or more complementary or related products may be placed together which may trigger impulse buying. For example belts may be placed near shoes or putting the peanut butter next to the bread—will help consumers remember how well those products go together. Placement of key merchandise in a "transition zone" near the door is a sales strategy adopted by many retailers.

An impulse purchase is very much related to marital status. Married people are less impulsive compared to unmarried ones. Married people have more family responsibilities and their purchases are according to household budget. They go less haywire and do not buy the things on impulse

very frequently. An impulse purchase is more frequent in younger adults and marital status is significantly associated with impulse buying behavior. Through next question researcher tried to analyze impulse buying behaviour from marital status point of view. In entire survey, responses to this question were more or less same across all four cities. In all the three cities 59 % respondents felt that their marital status affects impulse buying. 58 % respondents in Nagpur felt so. 58 % female and 59 % male respondents also felt so.

## Conclusion

Impulse buying because of in store promotions like scratch card, lucky draws or some contest is highest among Pune customers. Most of the male shoppers across all four cities go to branded shoes stores/malls to change their mood. Females are less impulsive buyers and make lesser unintended purchase whereas males make more unplanned purchases. Aisle displays are not popular form of sales promotion in Nasik. It is most popular in Aurangabad. Males pay more attention to aisle displays compared to females. Aurangabad consumers are attracted most towards free gifts while buying branded apparel. Male consumers are attracted more towards free gifts than female consumers. Purchasing through plastic cards like credit/debit/cash card is more prevalent in Nagpur and Pune whereas in smaller cities it is comparatively lesser.

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