

## **PRAGMATIC EVIDENCE ON IMPULSIVE BUYING: A CASE OF SHOE BRAND**

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***ABSTRACT-**The study examines the fundamental factors that drive the impulsive purchasing behavior of the customers. Primary data has been collected through online questionnaire by means of Google form and internet based media like face book and emails. Additional data has been collected from various shopping centers, company's outlets and educational institutions of Multan. The sample of study was 500 and it was selected randomly. Statistical analysis was carried out through SPSS software. The empirical findings show that the impulsive purchasing behavior is most essential aspect when customers make their purchasing choice during purchasing shoes. The emotional attachment, income and festival session have positive and statistically significant effect on the impulsive buying behavior of the shoes' customers.*

**Key words:** *Customer Behavior, Fashion Oriented Impulse, Hedonic Need, Cultural perspective, Rapid purchase.*

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## 1. INTRODUCTION

The behavior of consumer related to the impulsive buying is reflected as an imperative form of the consumer buying action (Cobb & Hoyer, 1986). It is important to understand the numerous factors that are triggering these purchases such as nine out of ten shoppers are buying on impulse sporadically (e.g. Silvera et al., 2008; Cobb & Hoyer, 1986). Muruganatham and Bhakat (2013) reviewed the factors influencing the consumer impulsive behavior and categorized the factors into; external stimuli and store environment, internal stimuli, situational and product related factors, and demographic and socio-cultural factors. The researchers have concluded that impulsive buying might be a growing research area in the near future.

In the present day, outlets or selling points are the buying choices for approximately 70% of consumers (Heilman et al, 2002). So, this is reported that huge quantity of products is selling by impulse buying under an inclusive series of the product categories (Weinberg & Gottawald, 1982). An impulse buying is exactly describing that the cogent decision making is based on the intentional buying behavior which is more time consuming as compared to unplanned and cogent decision making which is based on the unplanned buying purchases that includes the impulse buying. The impulse buying is characterized as a spontaneous behavior that includes the hasty decision-making and inclination for prompt product.

It is suggested by the scholars that the speed is the most important factors in buying decisions that separate planned and impulse buying. It is considered that impulsive behavior is depicted the “lifestyle trait” of the consumers (Rook, 1987). Some consumer is experienced that the impulse purchases having the resilient feelings than the planned buying (Gardner & Rook, 1988). The culture of the country having several features is interacting with the impulsiveness of the shoppers (Kacen & Lee, 2002). That’s why, the impact of impulsive buying on brand especially shoe brand is imperative for us to investigate from different perspective of culture.

This paper is to explore how consumer will respond on the impulsive buying in shoes market in Pakistan and can craving for this impulse buying behavior through the shoe brands which works as a competitive tool to increase the sales performance of the shoe companies. The style and design of the shoe brand is getting changed according to the season and festivals and the purchase cycle is relatively diminutive as compared to the other brands.

The Pakistani marketers will gain the valuable insights by this research in the various aspects. To encourage the behavior of impulse buying in the consumers, the promotional activities will have to offer fun, playfulness, excitement and diversity by the marketing managers. Furthermore, to transfigure the behavior of the consumer into impulse buying intention and also to confiscate the deleterious assessment, it is important for the marketers to encourage customer self-esteem by impulse buying and identify the impulse purchasers as up-to-date and pioneers.

The objective of this paper is to explore the responses of the customers about impulse buying behavior related to shoe brand and to investigate the relationship among dependent variable such as impulse buying behavior and five independent variables such as Price and Discount, Advertisement and Sales Promotion, Emotional Attachment, Income and Festival Session in Shoe industry of Pakistan.

The broad objectives for our study are:

1. To examine the consumers' impulsive response buying of shoes brand in Pakistan;
2. To analyze the foremost aspects that explained the impulsive shopping motivations among the consumers.

This study is based on hypothetical investigation of shoes brands module and their effect on purchaser's impulsive decision of purchasing the shoes in their choices making. This empirical study proposes the dimensions that how the purchaser of customers becomes impulsive in their choices when they are purchasing any branded shoe. This study has conducted through a survey for the inquiry of our research. So, for this purpose the data obtaining through online and hard form of questionnaire.

This research is conducted on specific famous shoes brands in Multan region and the sample size consists of 500 respondent based on different shopping malls, companies' outlets and educational institutions of Multan.

## **2. LITERATURE REVIEW**

Impulse purchasing has taken an exceptionally fascinated around sixty years back by researchers (Clover, 1950; Stern, 1962; Rook, 1987; Peck and Childers, 2006). The manufacturer and retailer have much interest for the impulse buying (Abratt and Goodey, 1990). The impulse purchasing is assessed by the past research works and revealed that it is fundamentally the same as spontaneous purchasing (Piron, 1991). The researchers have recommended that impulse buying is additionally characterized by relying upon the buyer's emotional, subjective responses and or cognitive reactions. Buyers vary in their general inclination to buy products on the impulse (Puri, 1996; Weun et al., 1998). The impulsive purchasing may incorporate the capacity of shopping that upgrade the cognitive impulsive purchasing (Sohn and Lee, 2016). The brand image, brand attachment and natural influences are affected by the purchasing choice of customer (Lodhi et al., 2013). As Deliya and Parmar (2012) stated that the buying behavior of customer is also linked with the packaging and its features. Packaging material, image, color, wrapper design, font style, and information printed and innovations predict the consumer buying behavior. The impulse purchasing is a hedonic need prevalently driven by the accomplishment of higher order needs assembled around the hierarchy of needs (Hausman, 2000). The struggle to fulfill the higher order needs in this chain of command leads to the distinctive kinds of impulse purchasing behaviour (Sharma et al., 2010). He has classified that impulse purchasing is related to emotions and psychosocial inspirations rather than practical and thinking advantages. It is recommended that impulse purchasing is related to hedonic inspiration and sensory stimulation (Beatty and Ferrell, 1998).

The attributes of buyers and socioeconomics is impacted by the impulsive buying. The economic situations and different social powers could also affect the way

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purchasers go for impulse buying (Vohs and Faber, 2007). Dittmar et al., (1996) surveyed that impulse purchasing is influenced by the gender, as a social class. Males may have a tendency to include in impulse purchasing which extends their autonomy and action. Females may have a tendency to purchase the self-expressive and representative products that are related with the appearance and passion of her. Tine (2011) explored the factors that affect the impulsive buying and found that impulsive buying of products or commodities is increased due to strategies of pricing, characteristics of the stores, promotional activities and the situational factors. The increase in individual income and credit accessibility have made impulse purchasing in the retail conditions (Dittmar et al., 1996). The financial perspective, the people with generally low levels of family income has a tendency to appreciate quick indulgence (for example, the everyday saving funds and sensory stimulation) instead of the delay-of-gratification. The individual factor such as the scholastic experience is impacted by the impulse purchasing (Wood, 1998). In a cultural setting, the customer's impulsive conduct gives the imperative experiences in the theory of individualism and collectivism. The Cultural aspect's investigation is additionally helped both of the scholastics and professionals and builds the better comprehension of the impulsive purchasing phenomena. The individuals are autonomous and engage themselves in more conspicuous impulse-purchase conduct than the individuals who are reliant in self-concept. The collectivist customers are found to connect with less impulse buying conduct than the individualist purchasers.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Description of variables:**

##### **3.1.1. Individual's Factors**

Age, Gender and Occupation involves in this section we considered these factors in order to check out the level of conscious sensitivity level.

### **3.1.2 Situational Factors**

Situational factors are those which depend upon situation, psychology of human behavior, Income Level, Favorite Brands and willingness to Spend.

### **3.1.3 Independent Variable:**

#### **3.3.1 Price and Discount**

Price and Discount is imperative component for shopping. At whatever point and brand gives some concession on their items and considered customer's belongings decision-making process and can upgrade to build up their consideration.

#### **3.3.2 Advertisement and Sales Promotion**

The advertisement and sales promotional techniques used to attract the clients towards their brands. This technique isn't particular just for the shoe brand in-reality. All brands are utilizing this procedure for some reasons. Advertisement influences the brand image and additionally makes an impact to buy this one shoe brand. For advertisement and sale promotions, the organizations have different channels now daily, so they can advance their image through online life i.e. WhatsApp, messaging, email, Face book and so on and furthermore by bill boards, handouts, broacher's will be utilized.

#### **3.3.3 Emotional Attachment**

Here likewise noticed that the people groups are additionally connected with any brand and do buys from just through somebody particular brand due to passionate connection or Emotional Attachment behind. This passionate connection has numerous elements like if their predecessors are utilizing this brand with the goal that's the reason the cutting edge has additionally trust on this brand and being faithful to that brand or it might be any religious connection. In this manner, the Emotional Attachment is likewise engaged with doing impulsive shopping of any shoe brand.

#### **3.3.4 Income**

Income assumes an exceptionally real part in impulsive conduct of buying the shoes brand. As the buyers buying capacity increases then they will more moves towards brands.

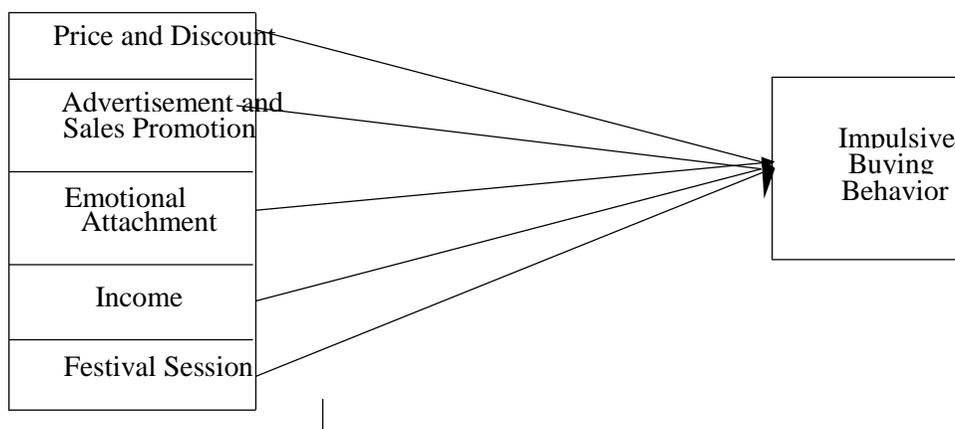
### 3.3.5. Festival Session

All the festivals like Eid ul Fitar, Eid ul Azha, Christmas and many other events not only religious but also the family functions encourage to do shopping.

### 3.4 Dependent Variable

Impulsive Buying Behavior.

**Figure 1: Conceptual Model**



### 3.5. Econometric Model:

$$\text{Impulse Buying}_i = \alpha_i + \beta_1 \text{PD}_i + \beta_2 \text{ADSP}_i + \beta_3 \text{EA}_i + \beta_4 \text{Income}_i + \beta_5 \text{Festival Session}_i + \epsilon_i$$

In above equation;

“i” shows cross sectional data in this study,  $\epsilon_i$  is error term.  $\beta$  indicates the slope coefficients of variables and the dependent variable is Impulse buying behavior of shoe brands as well as 5 explanatory variables i.e. Price and Discount (PD), Advertisement and sales promotion (ADSP), emotional attachment (EA), Income and Festival session of the people in the society.

### 3.6. Tools of Data Collection:

This research is conducted on specific famous shoes brands in Multan region and the sample size consists of 500 respondent based on different malls area, companies’ outlets and educational institutions of Multan. In order to check the effect of impulsive buying behavior towards shoes brand, data was collected for the

variables considered in this study. So, first of all take advantage of using questionnaire.

### **3.7. Sample and technique:**

Total 500 samples have been collected through online questionnaires and through personal contacts with the customers coming for shopping of the said brands. The population of this study is based on different malls area, their outlets and scholastic institutions of Multan.

### **3.8. Measures:**

The questionnaire consists of 30 questions regarding to our ambiguity. The variables that are used for the measurement of the impact of impulsive buying behavior through asking the several questions by assigning the 5-points likert scale in order to give rating to those items. It is the type of scaling that varies from (1) very strongly to (5) little.

### **2.9 Hypothesis Formulation:**

The below are hypothesis of the study according to our objectives:

H1: Price & Discount influences Impulsive Buying Behavior for Shoes Brands.

H2: Advertisement & Sales Promotion influences Impulsive Buying Behavior for Shoes Brands.

H3: Emotional Attachment Influences Impulsive Buying Behavior for Shoes Brands.

H4: Income Influences Impulsive Buying Behavior for Shoes Brands.

H5: Festival Season Influences Impulsive Buying Behavior for Shoes Brands. **4.**

### **DATA ANALYSIS:**

#### **4.1 Descriptive Analysis:**

Table 1 depicts the demographic statistics of the sample. According to responses, males as compared to female showed greater impulse buying behavior for shoe brands i.e. 55% are male respondent and 45% are females. According to age group, 23-32 years shows more impulse behavior to shoe brands as compare to others. According to occupation, students are using brands consciously more impulsive as compare to other groups. The family group whose income level is greater than PKR

30000 showed greater impulse buying behavior to use shoe brands. Due to large share of Borjan in the market, the customers are also using large amount of brands as others i.e. Hush Puppies, Stylo and Ecs. The expensive shoes are more attractive to larger income level family group but due to income level, majority of the people are price conscious so they are purchasing more branded shoes which have prices up to PKR 7000.

**Table 1: Demographics Statistics**

<b>Demographic Information</b>	<b>Respondents by category</b>	<b>% age</b>
<b>Gender (M/F)</b>		
Male	273	55%
Female	227	45%
<b>Age (years)</b>		
18-22	129	26%
23-32	226	45%
33 and above	145	29%
<b>Occupation</b>		
Student	296	59%
Employee	130	26%
Businessmen	74	15%
<b>Family income level (in PKR)</b>		
20000	75	15%
20001 to 30000	86	17%

Between 30001 and more	339	68%
<b>Favorite shoe brand</b>		
Borjan	201	40%
Ecs	84	17%
Hush puppies	134	27%
Stylo	81	16%
<b>Willingness to spend (in PKR)</b>		
Up to 7000	377	75%
7001 to 10000	79	16%
More than 10000	44	9%

**4.2 Correlation Matrix:****Table 2: Correlation**

<b>Variables</b>	<b>PD</b>	<b>ADSP</b>	<b>EA</b>	<b>Income</b>	<b>Festival season</b>	<b>Impulsive buying</b>
<b>PD</b>	1.00					
<b>ADSP</b>	0.16	1.00				
<b>EA</b>	0.01	0.46	1.00			
<b>Income</b>	0.06	0.28	0.34	1.00		
<b>Festival season</b>	0.08	0.27	0.39	0.39	1.00	
<b>Impulsive buying</b>	0.03	0.23	0.50	0.38	0.37	1.00

Table 2 shows pair wise correlation matrix of all variables. 'PD' is the price and discount. 'ADSP' is the advertisement and selling promotion. 'EA' is the emotional attachment. 'In' is the income. 'FEST' session is the festival session. Impulsive buying' is the impulsive buying behavior of the consumer.

#### 4.3 Regression Analysis:

The results of regression analysis are shown in Table 3:-

**Table: 3 Regression analyses**

<b>Variables</b>	<b>Coefficients</b>	<b>Standard Error</b>	<b>t Stat</b>	<b>P-value</b>
<b>Intercept</b>	1.209	0.181	6.65	0.00
<b>PD</b>	0.006	0.022	0.29	0.77
<b>ADSP</b>	-0.035	0.034	-1.05	0.29
<b>EA</b>	0.335	0.038	8.65	0.00
<b>INCOME</b>	0.171	0.034	4.95	0.00
<b>FESTI</b>	0.130	0.038	3.44	0.00
<b>Multiple R</b>	<b>0.56</b>			
<b>R Square</b>	<b>0.32</b>			
<b>Adjusted R Square</b>	<b>0.31</b>			
<b>F</b>	<b>45.60129</b>			
<b>Significance F</b>	<b>1.03371E-38</b>			
<b>Observation</b>	<b>500</b>			

Table 3, shows the results of regression analysis. According to the results, the PD influences impulsive buying behavior positively but very insignificant. In other words, it has no effect on the dependent factor. ADSP also has very insignificant influence on the dependent factor and it has negative relationship. EA influences

impulsive buying behavior positively and very significantly that means if EA will increase then the impulsive buying will also rise up. Income has significant relationship with impulsive buying decisions which means that if the income rises then it will enhance impulsive buying decisions and it is also much significant. FEST has very significant and positive relationship with impulsive buying decisions which means, if the occurrence of festivals session is increased then the impulsive buying decisions will also increase.

#### 4.4 Proved Model:

$$\text{Impulse Buying}_i = 1.209 + 0.006 (\text{PD}_i) - 0.035 (\text{ADSP}_i) + 0.335 (\text{EA}_i) + 0.171 (\text{INCOME}_i) + 0.130 (\text{FESTI}_i) + \varepsilon_i$$

Table 4 shows the hypothesis and conclusion of the hypothesis. It was concluded that all hypothesis is accepted except PD (price and discount) and ADSP (Advertisement and Sales Promotion), the reason for rejection is that impulse buying is based on spot decision making but these factor pre- decision making by a consumer not on the spot.

**Table 4: Hypothesis and conclusion**

Sr. #	Hypothesis	Results	Accepted or Rejected
H1	Price & Discount influences impulsive buying behavior for Shoes Brands	Significance level (p=0.77) beta=-0.006 SD=0.022 T value= 0.29	Rejected
H2	Advertisement & Sales Promotion Influences Impulsive buying behavior for Shoes Brands	Significance level (p=0.29) beta=-0.035 SD=0.034 T value= -1.05	Rejected

H3	Emotional Attachment influences impulsive Buying Behavior for Shoes Brands	Significance level (p=0.00) $\beta$ =-0.335 SD=0.038	Accepted
		T value= 8.65	
H4	Income influences Impulsive Buying Behavior for Shoes Brands	Significance level (p=0.00) $\beta$ =-0.171 SD=0.034 T value= 4.95	Accepted
H5	Festival Season influences Impulsive Buying Behavior for Shoes Brands	Significance level (p=0.00) $\beta$ =0.130 SD=0.038 T value= 3.44	Accepted

## 5. FINDINGS

We used five hypotheses in our study out of which two hypotheses were rejected while three were accepted. It means that emotional attachment, increase in income and festival season have positive and significant impact on impulse buying behavior. Whereas advertisement and sales promotion, price reduction and discount have insignificant impact on impulse buying behavior of customers. Our results are consistent with the results of Hausma (2000), Bayley and Nancarrow, 1998, Kacen and Lee, 2002 and Abrattand Goodey, 1990.

The general idea of impulse buying can be promoted by retailers to earn profit for their particular organizations. The advertisers and retailers can get benefit with the help of prompt and greater sale turnover by the best possible blend and synergistic impact of the different components affecting impulse purchasing. The changing pattern of the market in the developing economies is conceived to deduce that the

growing zone of research and different types of retailing may be transformed by the impulse purchasing.

## **6. RECOMMENDATIONS**

The factors which are analyzed in this research have greater impact on impulsive buying. The empirical evidence shows that price & discount, advertisement & selling promotion has no significant impact on the impulsive buying behavior. Therefore, the marketers should work on other factors like emotional attachment, income and festival session. The society is becoming trendier and status conscious. Therefore, the shoe companies should consider these factors when making and launching the product. It is to be recommended that the marketing and business units should pay proper attention on impulsive buying behavior of the consumers and make strategies in respect of Price and Discount, Advertisement & Selling Promotion and Emotional Attachment. Researcher believes that cultural difference has an impact on impulsive buying behavior of the consumers because festival session has a strong impact on it. Therefore, the companies should launch the product in this session. Thus, it is important for the international companies to focus on the culture differences while designing the product and make it accessible in different parts of the World. The marketers of the industry should have to consider the earning power of consumer so the income factor has an impact on impulsive buying behavior.

## **7. FUTURE DIRECTION OF RESEARCH:**

The future researchers should work on this topic in different aspects like adding more factors (packaging, design, value-addition, availability of product in shopping malls, low price). The sample size can be increased by adding more cities. Additionally, there are different variables affecting the impulse purchasing and some moderating qualities, for example, perception and attributes. This demonstrates that impulse purchasing is the consequence to interact with the different inner and outer stimuli. The personal characteristics and socio-social attributes could be contemplated in detail to better comprehend the impulsiveness of the consumers. The

future investigations ought to be more extensive as far as other product-specific settings.

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## CONTRIBUTION OF AUTHORS AND CONFLICT OF INTEREST

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This research work was carried out in collaboration between two authors.

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