

Effects of External Cues on Impulse Buying in Pret Market

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ABSTRACT

Impulse buying is an exciting topic within the context of consumer behavior. It is an often occurring phenomenon which is unplanned and results from self-control, sudden urges and external & internal influences (Sharma & Shukla, 2015). Several studies have shown that the most common business industries where impulse buying occurs are clothing stores and grocery stores (Ek & Mattson, 2006; Newnham, 2003; Vidlund & Svardskrona, 2007). However, current theories in economics, marketing and psychology do not fully explain key reasons for impulse buying and are restricted to western business environment whereas eastern retail environment has remained unexplored until present (Kalla & Arora, 2011). This research provides detailed understanding of impact of selected external cues on impulse buying in pret market. Structured questionnaire on five point Likert scale is designed to collect primary data. Two hundred and fifty questionnaires are administered in various shopping malls of Karachi city using stratified probability sampling technique. Target population is divided in subgroups or strata on the basis of shopping malls at different locations to serve questionnaires. Multiple regression analysis is applied to find out the relationship between the dependent and independent variables. Regression is applied on overall model as well as on individual variables to observe the contrast between the results of the relationships. According to findings of regression analysis, all four independent variables which include window display ($M = 3.72$, $SD = 0.90$), mannequin display ($M = 3.73$, $SD = 0.91$), floor merchandising ($M = 3.55$, $SD = 0.98$) and promotional signage ($M = 3.54$, $SD = 0.94$) significantly ($p < 0.05$) influence impulse buying ($M = 3.053$, $SD = 1.736$). Promotional signage followed by floor merchandising and mannequin display are found to be strong predictors/cause of impulse buying with total variance explained 82.7%, 80.6% and 78.3% respectively. Window display is comparatively least predictor of impulse buying with variance explained 60.9% however it is still in acceptable range of minimum 40%. Findings reveal retailers must put in place these external cues within retail setting because they trigger impulse buying.

Keywords: *Impulse buying, external cues, window display, mannequin display, floor merchandising, promotional signage.*

INTRODUCTION

Impulse buying is an exciting topic within the context of consumer behavior. Several definitions of impulse buying can be found in existing literature. However there are some aspects on which general consensus can be observed that impulse buying is an often occurring phenomenon which is unplanned and results from self-control, sudden urges and external & internal influences (Sharma & Shukla, 2015). It is an instant purchase which is without any pre-planned shopping objective to buy specific product rather it results after feeling a desire to buy (Beatty & Ferrell, 1998). This urge can be a result of consumers' internal motivation or external cues which marketers or retailers put in place to stimulate consumer buy on impulse (Youn and Faber, 2000). These factors can be anything from promotional signage to the in-store displays (Kalla & Arora, 2011).

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Several studies have revealed that the most of impulse buying take place in grocery stores and clothes stores (Ek & Mattson, 2006; Newnham, 2003; Vidlund & Svardskrona, 2007). However, current theories in marketing, economics, and psychology do not completely clarify key reasons for impulse buying and are restricted to western business environment whereas eastern retail environment has remained unexplored until present (Kalla & Arora, 2011).

Today's retailing environment is characterized by stiff competition and undifferentiated products at almost every retail store. In such aggressively competitive environment, retailers cannot compete on the basis of offerings alone. They must take into consideration various marketing techniques to differentiate their offerings from rival in order to achieve competitive edge.

This research aims to determine impact of external cues including floor merchandising, window display, mannequin display, and promotional signage on impulse buying. It is worthwhile for retailers to know factors within associated with retail environment that stimulate consumers' impulsive buying. Armed with in-depth understanding of environmental factors apparel retailers can improve the prominence and appeal of their products in order to achieve differential advantage (Park & Forney, 2012).

Research Problem

Several studies have revealed that the most of impulse buying take place in grocery stores and clothes stores (Ek & Mattson, 2006; Newnham, 2003; Vidlund & Svardskrona, 2007). Furthermore, there is not much literature available on factors stimulating impulsive buying in apparel market. Clothes retailing stores today are characterized by cut-throat competition and similar products on sale. Due to similarities of offerings and rising competition, retailers cannot achieve differential advantage based on offerings alone. Clothes retailers are required to pay special attention on various marketing techniques to differentiate their offering from rivals in order to achieve competitive edge (Latif & Bhatti, 2014). Retailers can create need for their products, attract store browsing leading to impulse purchase through provocations sent by external cues (Hubrechts & Kokturk, 2012). Armed with in-depth understanding of environmental factors apparel retailers can improve the prominence and appeal of their products in order to achieve differential advantage as well as increased level of sale.

Research Question

Research questions are designed to obtain sufficient information about selected external variables (i.e. window display, in-store form/mannequin display, floor merchandising & promotional signage) that encourage impulse buying decisions in clothes market. The following research questions are designed for this study:

1. Does window display encourage impulse buying in clothes market?
2. Does in-store form / mannequin display of clothes stimulate impulse buying?
3. Does floor merchandising trigger impulse buying in clothes market?
4. Does promotional signage induce impulse buying in clothes market?

Research objectives

The objective of this research is to ascertain the impact of environmental factors including window display, in-store form/mannequin display, floor merchandising and promotional signage on impulse buying in the context of clothes market. Numerous researchers found positive impact of external cues on impulse buying decision. Retail store environment increases consumer's positive response to environment which in turn stimulates impulse buying (Chang, Eckman & Yan, 2011). Retailers can escalate the chances for impulse purchases by boosting consumers' positive feeling by means of store design, mannequin displays, sales events and packaging (Park & Forney, 2012). It is worthwhile for retailers to know factors associated with retail environment that stimulate impulse buying.

Gaps

Today's retailing scenario is characterized by stiff competition and similar products at almost every retail stores. It requires retailers to pay special attention on various marketing techniques to differentiate their offering from rivals in order to achieve competitive edge. A few researches are conducted in this field that explains the reasons which cause consumers' impulsive buying (Latif & Bhatti, 2014) but still there is much to be determined. Jamnani & Daddikar (2015) stated visual merchandising is the science and art of selling through displays on sales floors and on windows. It creates positive image of store, reinforces store efforts and encourages impulse buying. However, visual merchandising is often unnoticed in the success/failure of a retailers and is neglected when describing determinants of impulse buying. Kacen, Hess & Walker (2012) stated that retailers e.g. P&G spends excessively on marketing within store under believes that first 3 to 7 seconds when a buyer look at a product on shelf is important for buying decision. However how and why these activities drive impulse purchase is still vague.

Kalla & Arora (2011) conducted extensive literature review with the objective of understanding phenomenon of impulsive buying and various internal and external factors that stimulate impulse buying. They concluded from literature that the key internal motivators of impulse buying are mood state, self-discrepancy, resource availability, social status, autistic stimuli and well-being. Key external factors are shopping format, visual stimuli, self-service, store ambiance, discount offers, shelf space, social factors, perceived crowding, and ownership of credit card.

Past studies have focused mainly on examining differences in individual variables to understand impulse buying however factors that are external to individuals (e.g. characteristics of the retail environment) have not been widely studied in the context of impulse buying behavior (Chang, Eckman & Yan, 2011). According to Law, Wong & Yip (2012) literature to date examines impulse buying with emphasis on dealings between environmental elements and consumers. However, nature and symbolic meaning of product have not been given due consideration. Furthermore, most of the theories related to impulse buying are developed in the West which may not be appropriate for the East because of difference in consumer behaviors.

Marketing products using visual merchandising is an age-old practice but with growing growth of retail industry, the ways of visual merchandising has started entering new dimensions. There is a growing recognition of the need for an effective visual merchandising. However the understanding of visual merchandising impact and effectiveness is still remained unexplored. The shopping behavior which governs the decision to buy is a function of three stimuli viz., visual, auditory and kinesthetic; the visual stimulus is the easiest and most widely

used tool for attracting customers. There is substantial amount of research on each of the components of visual merchandising, however visual merchandising involving the consumers' perceptions has not attracted much of research attention. This is the vital gap in the current research and this has prompted to take up research investigation in this field (Sharma & Shukla, 2015).

RESEARCH METHODOLOGY

Research Philosophy

A research project usually suitable for one of the four main categories of research philosophies i.e. Positivist / Post-Positivist, Social constructivist, Pragmatic and advocacy/participatory. Positivist attempts to seek absolute truth & Post-positivist attempt to look for describing association as well as cause and effects (rather than absolute truth). Social constructivist believe in multiple realities rather than a single reality and attempt to develop understanding and meaning of their experience within a specific social, political, cultural and historical context. Pragmatic researcher believes that each research philosophy has its strengths and weaknesses, that is neither right nor wrong and different philosophies can be mixed in same study. Advocacy/participatory researcher attempts to critique and challenge prevailing theories in order to transform and empower.

This study is based primarily on constructivist perspective which attempts to determine impulsive buying behavior through social interaction (Primary data from customers) and historical constructs (Literature review). This study also takes into consideration multiple factors causing impulsive buying behavior rather than a single factor, which is also consistent with constructivist philosophy.

Research Approach

Two key approaches of a research project are deductive reasoning and inductive reasoning. Deductive reasoning approach starts with an existing theory, researcher then develops hypothesis, conducts research and confirm or reject that theory. In inductive reasoning researcher identifies patterns based on observation, develop hypothesis based on those observed patterns, conducts research and develop theory. This research uses deductive reasoning approach to determine the effect of external cues on impulse buying.

Measures & Scales

Structured questionnaire on five point Likert scale is designed and administered in shopping mall at different areas of Karachi city.

Validity & Reliability

Reliability is the ability of a questionnaire to measure consistently (Tavakol & Dennick, 2011). Cronbach alpha is widely used to measure reliability and internal consistency of response of a questionnaire (Sekaran, 1992). 0.6 to 0.7 coefficient reliabilities are considered acceptable whereas reliabilities more than 0.8 are considered good (Sekaran, 1992). Since the questionnaire is designed for the study, therefore its reliability is established through Cronbach alpha. Validity is the extent to which a questionnaire measures what it is intended to measure (Tavakol & Dennick, 2011). Construct validity is essential if the constructs are chosen from one culture and are served in other cultures. Since the independent variables used in this research were developed in western culture therefore it was necessary to ascertain its validity. Validity is ascertained through convergent and discriminant validity.

Target Population

Target population of this research is all those buyers in Karachi city who have bought readymade cloths at least once without prior planning to buy specific clothes. For the purpose of sampling, it is assumed that out of 23.5 million population of Karachi, 11.75 million use readymade clothes.

Sample Size & Sampling Technique

Sample size it determined through Roasoft Sample Size Calculator for population 11.75 million population at confidence level of 95% and 6.20% margin of error. Sample size for the research is 250 respondents from different shopping malls in Karachi city. Stratified probability sampling technique is used to collect primary data. Target population is divided in subgroups or strata on the basis of shopping malls at different locations. From those subgroups buyers are approached randomly to collect primary data.

Data Analysis

Quantitative research methods are used to analyze primary data through SPSS-22. Analysis includes reliability test, validity test including convergent and discriminant validity, Exploratory Factor Analysis (EFA), bivariate correlation, and multiple regression analysis.

LITERATURE REVIEW

Jamnani (2015) undertook a study in Belgaum at INMARK retail store to determine the effects of visual merchandising on impulse buying. The results show significant role of visual merchandising marketing program on impulse buying decision in apparel market. While making visual presentation, apparel retailers must study a number of factors such as store design, store layout, store forward-facing, display themes, lightings and music etc. He stated that customers expectation change over time. Realizing the importance of customers' expectations, retailers must offer friendly environment to attract and retain customers.

Asuquo & Igbongidi (2015) examine the impact of in-store merchandise assortment and display on impulse buying decision. They found that both the variables positively influence impulse buying decision. Impact of merchandise assortment on impulse buying includes merchandise stocked to satisfy general and specific group of customers, the quality of merchandise, mixture of products with complimentary goods and varieties of color, model, size, brand and styles. Display also has strong impact of impulse purchase decision. Consumers are easily disposed to buy on impulse when they enter a retail store that has a good display pattern, clear categories of merchandises, window display that provide visual image of product and self-service counter to examine merchandise.

Sharma & Shukla (2015) studied the impact of various aspects of visual merchandising on apparel consumers' impulsive buying in Bilaspur. Findings reveal that to enhance store atmosphere, to differentiate offering from rivals and to entice customers, retailers devise and implement different strategies such as arranging the products on the shelf in an eye catching manner or decorating the apparels on walls or on the glass doors.

Chang, Yan & Eckman (2014) investigated the direct and indirect impacts of apparel store environmental features & female consumers' positive response on impulsive buying in retail store of western region of USA. They found direct effects of apparel store environment on female consumes' positive emotional response which in turn induces impulsive buying. Availability of money and definition of task manipulates the connection between female consumers' positive responses and impulsive buying. Money readiness positively influences

the relationship between consumer response and impulse buying i.e. the more money consumers have to make purchase the more they influenced by environmental factors which trigger impulse buying. Task definition negatively influence the relationship between consumer emotion and impulse buying i.e. if consumer visit store for specific job he/she may make rational decision more whereas less impulse buying.

Latif & Bhatti (2014) investigated the connection between visual merchandising and impulse buying at different consumer outlets in Rawalpindi, Pakistan. Four aspects of visual merchandising are considered for the study which include window display, form/mannequin display, floor merchandising and shop brand name. Findings reveal that window display, floor merchandising and brand name positively stimulate impulse buying behavior whereas form display is negatively associated with impulse buying. Window displays help to attract customers' attention which in turn arise an urge to buy on impulse. Floor merchandising allows consumer to easily browse products interest them & make purchase without any interruption. Consumers often feel offended when interrupted during shopping and even avoid listening sales-person because it distract their concentration. Shop brand name has a strong connection with impulse purchase because when a consumer trust specific brand, he/she buys that brand without evaluation.

Sumeisey (2014) analyzed the effects of visual merchandising on impulsive buying behavior in executive stores. Key variables of visual merchandising studied include window displays, form displays, floor merchandising, and promotional signage. She found that impulsive buying is influences mainly by window display, form display and promotional signage however no significant impact of floor merchandising is found on impulse buying. Attractive widow display stimulate consumer to buy on impulse as a first touch point. Form display enhances consumer experience of the store which in turn results impulse buying. Promotional signage communicate product with customer to help them decide about buying. It should be clear enough that consumer does not require sales person help to reach buying decision.

Liu, Li & Hu (2013) studied impact of website cues (including product availability, website ease to use and visual appeal) on affect personality qualities (including instant gratification, normative evaluation and impulsiveness) which urge consumers to impulsively buy online. They concluded that ease to use website, visual appeal and product availability are important online factors of stimulating impulse buying online. Ease to use online store website and product availability are the most important factors among these three because they mediate perceived visual appeal of consumers e.g. when a consumer finds an online store exhibiting a range of products and is user friendly, the store will be perceived as more visually appealing. Online retailers should pay special attention to make their online stores easy to use, offer an eye catching mixture of products and include visually appealing elements to promote online impulse buying.

Cant & Hefer (2012) conducted a research in South Africa to investigate and evaluate the consumers' perceptions about visual merchandising in order to determine whether it induce impulse buying or not. Focused group was interviewed and findings reveal that buyers' perceptions of visual merchandising are intense enough to influence consumer behavior in order to create interest and desire to further buy merchandise. Perfectly designed and spatially oriented visual merchandising displays are basis theme tune that affect consumers' opinion of an apparel retail store. Consumers' perceive visual merchandising as a tool to portray store brand and to establish purchasing environment. Visual merchandising aspects that consumers notice are influenced by personal favorites, background aspects (e.g. type of store/brand), gender, display quality and sensory and cognitive aspects.

Law, Wong & Yip (2012) studied the relationship between various visual factors and female consumers' impulsive response in apparel market. Research reveals that hedonic aspects such as similarity between the consumers' supposed image of fashion and images presented in stores serves as an arbitrator that influence the actual purchase decision. Therefore, having the right perceived female image is important in inducing impulse buying. The balance between perceived localness and unified cooperation images should also be given consideration while devising visual merchandising strategies. Furthermore, social values and local culture should also be considered when product entails utilitarian and aesthetic concerns because they can affect consumer mood and purchase decision.

Hubrechts & Kokturk (2012) stated that in-store display and floor merchandising have a direct relationship with impulse buying. Consumers likely to make purchase on impulse when he or she is exposed to the provocations from in-store display and floor merchandising. However, there is no sufficient relationship is found between promotional signage and impulse buying.

Kacen, Hess & Walker (2012) investigated the influence of product features & retailing environmental factors on impulsive buying among grocery shoppers. Findings reveal that product characteristics influence impulse buying fifty percent more than retailing factors. Among three product characteristics i.e. hedonic nature, ready-to-use and price, Impulse buying is mainly influenced by hedonic nature of product. Among three retailer factors i.e. in-store environment, sales and merchandising displays, the in-store environment plays significant role in stimulating impulsive buying. By utilizing promotional activities and merchandising tactics, retailers can encourage impulsive buying.

Mehta & Chugan (2012) examined the impact of four dimensions of visual characteristics on impulsive buying among shoppers visiting central malls. Dimensions of visual merchandising taken into consideration include window display, in-store mannequin display, floor merchandising and promotional signage. They found all of these factors are significantly interrelated and this relation serves as stimuli that provoke an urge and ultimately lead consumers' impulsive buying. Retailers can use these visual merchandising tools to stimulate more and more impulsive buying in order to increase overall sale of their retail stores.

Tafesse & Korneliussen (2012) examine variables influencing impulsive buying at trade show. For this reason retailer and customer related variables are taken into consideration. Retailers associated variables comprise of store environmental cues, store atmosphere and product assortment. Customer related variables comprise of impulsive buying tendency and perceived time pressure. They found that all three retailer associated variables and consumers' impulsive buying tendency affect impulsive buying positively whereas consumers' perceived time pressure results in fewer buying. Though customers related variables are beyond retailers' full control, still they can win impulse buying at trade show by manipulating variables associated with retailers. For example, time press consumers can be influenced to buy on impulse through presenting products in a clear, making the booth staff easily available, making product easily accessible and by making shopping activity as easy and quick as possible to be completed.

Chang, Eckman & Yan (2011) explored the direct and indirect impact of retailing traits on impulse buying behavior in the context of an apparel store. They investigated the influence of three environmental characteristics (ambient, design & social) on consumers' positive emotional responses (excited, enthusiastic or inspired) which in turn stimulates impulse buying. Findings reveal direct influence of ambient, design & social traits on consumers' positive reaction to the retail environment and direct influence of emotional reaction on impulsive buying. Positive social interaction with sales people enhances consumers' pleasant

feeling which increases likelihood of impulse buying. Careful planning of ambient/design characteristics of store environment i.e. clean atmosphere & impressive interior design, increases customers' positive emotional response to the shopping ambient which in turn induces impulsive buying.

Virvilaite, Saladiene & Zvinklyte (2011) examine the influence of internal and external stimuli that induce impulse buying in case of outfit goods. Theoretical and empirical researches of impulsive buying reveal that there is no common attitude towards impulse buying and there is no common stimuli that induces impulsive buying. There are indefinite main factors stimulating impulsive buying including emotions, supermarkets, shopping experience, individualism and collectivism, sex, shopping environment, social interaction, hedonic motives, return of goods, involvement into the fashion, age and individual psychology. Shop ambient and hedonic motivations are the key factors, inducing impulsive buying of outfit goods.

Kalla & Arora (2011) reviewed literature on impulsive buying with the objective of understanding impulse buying phenomenon and various internal and external factors that stimulate impulse buying. They concluded from literature that the key internal motivators of impulse buying are self-discrepancy hedonic needs, mood states, self-regulatory resource availability, autistic stimuli, social status, and subjective well-being (or lack of it). Key external factors are visual stimulus, shopping format, self-service, store environment, discounts, display, shelf space, ambient factors, social factors, perceived crowding, and ownership of credit card.

Karbasivar & Yarahmadi (2011) investigated the influence of external variables including window display, credit card, and promotional activity on impulsive buying decision of apparel products. They found positive relationship among all selected variables. According to Friedman test results, window display has stronger influence on impulse buying than promotional activity and credit card availability. Retailers can rise apparel impulse buying through beautifying their stores in modern style through use of good-looking lights and colors.

Ceballos (2010) studied factors influencing fashion oriented impulse buying within physical shopping environment in London. Findings reveal that key stimuli associated with fashion oriented impulse buying are color, complementary products, materials, price (expensive, discounted or affordable), finding the right product, and others' recommendation. Responses to these stimuli can be categorized in two broad categories, first type exhibits rational consumers who leave their emotions behind and make buying decisions on reasoning and justification. Second type exhibits consumers who let their emotions rule the buying decision. Research reveal the relationship between stimuli and consumer responses as every stimuli can lead any or even various emotional and rational responses. However, negative stimuli or response do not necessarily interrupt an impulse purchase.

Tendai & Crispen (2009) concluded that store display, advertisement and promotions, behaviors of shopper, coupons and price are the significant factors that trigger impulse buying. Cheaper price, coupons, shop service and other factors of economic nature are more likely to stimulate impulsive buying among poor people. Conversely, factors of environmental effect like music, fresh scent and ventilation may encourage consumers to stay longer in shop, but they do not directly stimulate impulse purchase.

Conceptual Framework

The conceptual framework is presented in the figure below:

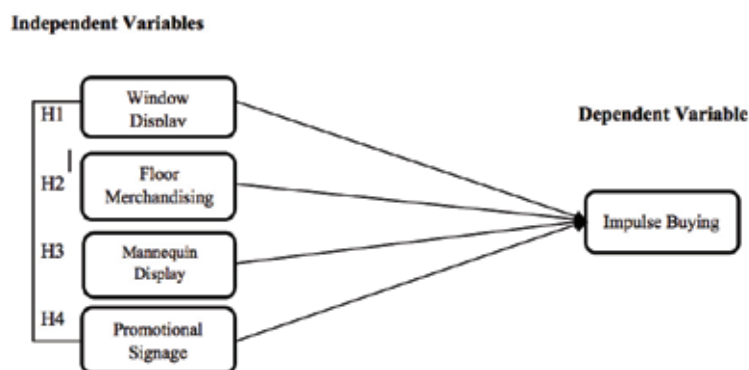


Figure 1: Conceptual Framework

The components of conceptual frame work are discussed as follows: initially impulse buying is described, followed by discussion on effect of external cues on impulse buying. Finally relationship of different external variables with impulse buying is discussed.

Impulse Buying

There are many different definitions of impulse buying given in existing literature. However there are some aspects on which general consensus can be observed that impulse buying is an often occurring phenomenon which is unplanned and results from self-control, sudden urges and external & internal influences (Sharma & Shukla, 2015).

Impulse buying is an unintended buying which involves instant decision-making and quick acquisition of goods (Rook & Gardner, 1993). It is an instant purchase which is without any pre-planned shopping objective to buy specific product rather it results after feeling a desire to buy (Beatty & Ferrell, 1998).

External Cues

Impulse buying is caused by a number of factors some of which are associated with individuals' internal motivation but some factors are related to external environment which can be controlled and manipulated by marketers to stimulate impulse buying.

Impulse buying takes place after a desire to buy which can be a result of consumers' internal motivation or external cues which marketers or retailers put in place to stimulate consumer buy on impulse (Youn and Faber, 2000). These factors can be anything from promotional signage to the in-store displays (Kalla & Arora, 2011). External cues are the in-store and front wall level display linked with situational environment that impacts buying decision (Kim, 2003).

Window Display & Impulse Buying

Window display is façade level presentation of merchandise to catch customer attention, encourage consumer to enter store and make buying decision impulsively (Kim, 2003). Hulten & Vanyushyn (2012) stated that store displays and combo offers catch impulse buyers more than other factors.

Window display stimulates an urge to make impulse buying by displaying the best merchandizes, providing information about new offerings and attracting price sensitive consumer, therefore retailers should put up an attractive and informational displays (Sumeisey, 2014).

The above discussions lead to the following hypothesis:
H1: Window displays positively influence impulse buying.

Floor Merchandising & Impulse Buying

Floor Merchandising is placement of products on shelves according to planning of where and how specific products should be kept or displayed on retail shelves to stimulate impulse buying (Kim, 2003). Product placement on shelves is important factor in stimulating impulse buying (Hubrechts & Kokturk, 2012). In order to enhance store atmosphere, to differentiate offering from rivals and to appeal customers, retailers devise and implement different strategies such as arranging the products on the shelf in an eye catching manner or decorating the apparels on walls or on the glass doors (Sharma & Shukla, 2015).

Floor merchandising allows consumer to easily browse products interest them & make purchase without any interruption. It also affects customers' brand recognition. Customers trust that retailers keep top brands on top positions (Ebster & Garaus, 2011). While customers are browsing products, all shelves locations are not catch equal attention rather product kept at eye level positions are likely to catch more attention and encourage impulse purchase.

In the light of above discussions, the following hypothesis is driven:
H2: Floor merchandising has positive influence on impulsive buying.

Form/Mannequin Display & Impulse Buying

Form/Mannequin display is the demonstration of clothes by means of forms and mannequins to create an urge and provoke customer to buy impulsively (Kim, 2003). Mannequins display can convert window shopper into real buyers by inducing consumers to make an impulse purchase (Sumeisey, 2014).

These discussions lead to the following hypothesis:
H3: Form/mannequin display positively affects impulse purchase.

Promotional Signage & Impulse Buying

Promotional signage is use of wordings, either alone or in connection with in-store display, to communicate and promote merchandise with the objective of informing customer and creating demand (Kim, 2003). In-store advertising e.g. in-store signage results in 53-60 percent impulse buying (Hubrechts & Kokturk, 2012). Innovative promotional signage, creative messages and adequate use of technology trigger impulse buying in today's shopping scenario (Schiffman & Kanuk, 2010).

Appealing store and its promotional signage is also reasons for the consumers to make an impulse buying if the promotional signage is attractive and persuasive enough (Sumeisey, 2014).

On the basis of above discussions, the following hypothesis is driven:
H4: Promotional signage has positive impact on impulse buying behavior.

DATA ANALYSIS

Demographic Statistics

Questionnaires were administered in different shopping malls of Karachi to collect required information. The following Table 1 presents demographic information including gender, age, income & education of respondents:

Table 1 Demographic Statistics

Variable	Category	Frequency	Percentage
Gender	Male	164	65.3
	Female	86	34.3
Age	18-25	87	34.7
	26-30	116	46.2
	31-40	47	18.7
	50& above	0	0
Monthly Income	20000 or Less	25	10
	21000-30000	54	21.5
	31000-40000	26	10.4
	41000-50000	81	32.3
	51000 &Above	64	25.5
Education	Under Graduate	20	8
	Graduate	188	74.9
	Masters	42	16.7
	M. Phil / MS	0	0
	PhD	0	0

Descriptive Statistics

Descriptive statistics is a mean of providing summary of sample used for the research. It is presented differently depending upon the scale used for the research. Normally it contains range, variance and standard deviation but sometimes mean, median and mode are also used to measure central tendency. Skewness and kurtosis are used in descriptive statistics to measure normal tendency of the data (Hair et al, 2010). Descriptive statistics of this research is presented in Table 2 below:

Table 2 Descriptive Statistics

	Mean	Std. Deviation	Skewness	Kurtosis
Impulse Buying	3.69	0.78	-1.06	-0.08
Window Display	3.72	0.90	-1.02	0.14
Mannequin Display	3.73	0.91	-1.03	0.13
Promotional Signage	3.54	0.94	-0.87	-0.60
Floor Merchandising	3.55	0.98	-0.81	-0.71

Reliability of the Construct

Reliability is the ability of an instrument to measure consistently (Tavakol & Dennick, 2011). Cronbach alpha is applied widely to test consistency of response of a questionnaire (Sekaran, 1992). Reliability above 0.6 to 0.7 is considered acceptable whereas reliability above 0.8 is assumed to be good (Sekaran, 1992).

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The questionnaire used for this research comprised of constructs which are earlier used by researcher and therefore has established validity and reliabilities. However, some changes are made in constructs to mold questionnaire according to the needs of this research. Therefore, reliabilities of used constructs are again reestablished as depicted in the table-2 below:

Table 3 Reliability of the Construct

	Cronbach's Alpha	Cronbach's Alpha on standardized item	No of items	Mean	Std. Deviation
Impulse Buying	0.79	0.78	6	3.69	0.78
Window Display	0.70	0.70	3	3.72	0.90
Mannequin Display	0.71	0.71	3	3.73	0.91
Promotional Signage	0.77	0.77	4	3.54	0.94
Floor Merchandising	0.81	0.81	4	3.55	0.98

Table-2 shows that the reliability of floor merchandising is the highest ($\alpha=0.81$, $M=3.55$, $SD=0.98$) followed by impulse buying ($\alpha=0.79$, $M=3.69$, $SD=0.78$), promotional signage ($\alpha=0.77$, $M=3.54$, $SD=0.94$), window display ($\alpha=0.77$, $M=3.72$, $SD=0.90$) and mannequin display ($\alpha=0.70$, $M=3.73$, $SD=0.91$). Since responses lie within acceptable range of minimum 0.6 therefore the items used for the research can be claimed to have reasonable internal consistency and reliability.

Exploratory Factor Analysis (EFA)

Factor analysis is used to reduce the number of independent variables, to determine relationship between variables and construct and to provide construct validity evidence. Exploratory Factor analysis is used when research has no preconceived theory or expectation whereas Confirmatory Factor Analysis is for confirming prior theory. Total variance explained above 40% or 0.40 confirms that the independent variable used by research is a particular factor.

Worthiness of factor analysis is measured through KMO and Bartlett's Test of Sphericity are measures to conclude worthiness of factor analysis. KMO ranges from 0-1 and its value above 0.6 is considered acceptable (Hair et. al., 2010). P value less than 0.05 confirms that the variables used for the research have some relationship.

Table 4 Exploratory Factor Analysis (EFA)

Construct	Original Items	Kaiser-Meyer Olkin	Barley Test of Sphercity	Total Variance Explained	Item Retained
Impulse Buying	6	0.825	445.923	49.44%	6
Window Display	3	0.653	137.749	62.76%	3
Mannequin Display	3	0.659	140.458	63.15%	3
Floor Merchandising	4	0.764	265.615	59.67%	4
Promotional Signage	4	0.781	344.884	64.07%	4

Table 4 shows that total variance explained for all independent variables is greater than 40% which reveals that all independent factors are valid factors. Furthermore, KMO for all variables is greater than 0.6 and Barley test of sphercity for all constructs have $p < 0.05$ which shows that variance results obtained are not by chance rather they are significant.

Bivariate Correlation

Correlation analysis is applied to measure relationship among variables and to check whether multi-co-linearity exists amongst the variables (Bryman & Bell, 2007). If correlation lie between 0.2-0.9, the construct is considered to have relationship with dependent variable. Table 5 shows the summarized results of bivariate correlation:

Table 5 Bivariate Correlation

Construct	IM_T	WD_T	MD_T	FM_T	PS_T
Impulse Buying	1				
Window Display	.78	1			
Mannequin Display	.78	.99	1		
Floor Merchandising	.81	.77	.77	1	
Promotional Signage	.83	.77	.77	.79	1

Table 5 show that for the construct Impulse Buying ($M=3.69$, $SD=0.78$), the correlation is as high as ($R=0.83$) for promotional signage ($M=3.54$, $SD=0.94$) and as low as ($R=0.78$) for widow display ($M=3.72$, $SD=0.90$) and mannequin display ($M=3.73$, $SD=0.91$). The rest of the correlation values are lesser than 0.90 and above 0.20, which indicate that the construct is unique and distinguished.

Construct Validity

Validity is the extent to which questionnaire measures what is intended to measure (Tavakol & Dennick, 2011). Construct validity is essential if the constructs are adopted from one culture and are served in other cultures. Variable of this research are developed in western culture therefore their validity is reestablished through convergent and discriminant validity.

Convergent Validity

Convergent validity refers to the extent to which two theoretically related variables are in fact related. To ensure convergent validity, total variance explained should be greater than 40% or 0.40 and Cronbach alpha should be higher than 0.7 (Hair, 2010). Convergent validity analysis of this research is presented in below table:

Table 6 Convergent Validity

Construct	Original Items	Cronbach's Alpha	Cronbach's Alpha on standardized item	Total Variance Explained	Item Retained
Impulse Buying	6	0.79	0.78	49.44%	6
Window Display	3	0.70	0.70	62.76%	3
Mannequin Display	3	0.71	0.71	63.15%	3
Floor Merchandising	4	0.77	0.77	59.67%	4
Promotional Signage	4	0.81	0.81	64.07%	4

Table 6 shows that the total variance explain for each construct was greater than 40% and Cronbach alpha for each construct is greater than 0.7, which confirms that the data fulfills the requirement of convergent validity.

Discriminate Validity

Discriminant validity tests whether each variable is unique and distinct from other variables (Hair et. al., 2010). Discriminant validity is ascertained when square root of the total variance explained is greater than the square of each pair of correlation. The discriminant validity of this research is presented in the below table:

Table 7 Discriminant Validity

Construct	IM_T	WD_T	MD_T	FM_T	PS_T
Impulse Buying	0.70				
Window Display	0.61	0.79			
Mannequin Display	0.61	0.99	0.79		
Floor Merchandising	0.65	0.59	0.59	0.77	
Promotional Signage	0.68	0.59	0.60	0.62	0.80

Table 7 reveals that square root of the total variance explained is greater than the square of each pair of correlation. Therefore, it can be assumed that each variable is unique and distinct from other variables.

Multiple Regression Analysis

Multiple regression analysis is used the value of dependent variable is predicted through value of independent variables. Multiple regression analysis also determines the overall fit (variance explained) of the model and share of each of the predictors to the total variance explained.

Hypothesis of this research, that external cues (window display, mannequin display, floor merchandising and promotional signage) stimulate impulse buying, is tested through regression analysis. The following table 8 presents results of overall regression model:

Table 8 Summarized Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.89	0.10		8.45	0.00
Window Display	0.22	0.30	0.26	0.75	0.46
Mannequin Display	-0.02	0.30	-0.02	-0.07	0.95
Floor Merchandising	0.24	0.04	0.30	5.51	0.00
Promotional Signage	0.34	0.05	0.41	7.26	0.00

Note: Dependent variable Impulsive Buying, $R^2 = 0.765$, Adjusted $R^2=0.762$, $F(245,4) = 199.80$, $P < 0.05$

The results of the regression analysis for the overall model reveals that the predictors window display, mannequin display, floor merchandising and promotional signage explain 76.2% of the variance ($R^2=0.762$, $F(245, 4)$, $P<0.05$).

Window Display

The hypothesis that window displays positively influence impulse buying, is verified through regression analysis. Table 9 presents summarized results of regression analysis of window display and impulse buying:

Table 9 Summarized Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Window Display	0.67	0.03	0.78	19.67	0.00

Note: Dependent variable Impulsive Buying, $R^2 = 0.781$, Adjusted $R^2 =0.609$, $F(248, 1) = 386.914$, $P<0.05$

Table 9 shows that the regression indicates that the predictor window display explains 60.9% of variance ($R^2 =0.609$, $F(248, 1) = 386.914$, $P<0.05$). Beta value ($\beta = 0.78$, $p<0.05$) shows that window display significantly predicts impulse buying which is a large effect according to Cohen (1998).

Mannequin Display

The hypothesis that form/mannequin display positively affects impulse purchase is verified through regression analysis. Table 10 presents summarized results of regression analysis of mannequin display and impulse buying:

Table 10 Summarized Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Mannequin Display	0.67	0.03	0.78	19.80	0.00

Note: Dependent variable Impulsive Buying, $R^2 = 0.783$, Adjusted $R^2 = 0.613$, $F(248, 1) = 392.167$, $P < 0.05$

Table 10 shows that the regression indicates that the predictor mannequin display explains 78.3% of variance ($R^2 = 0.783$, $F(248, 1) = 392.167$, $P < 0.05$). Beta value ($\beta = 0.78$, $p < 0.05$) shows that form/mannequin display significantly predicts impulse buying which is a large effect according to Cohen (1998).

Floor Merchandising

The hypothesis that floor merchandising has positive influence on impulsive buying, is verified through regression analysis. Table 11 presents summarized results of regression analysis of floor merchandising and impulse buying:

Table 11 Summarized Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Floor Merchandising	0.64	0.03	0.81	21.41	0.00

Note: Dependent variable Impulsive Buying, $R^2 = 0.806$, Adjusted $R^2 = 0.649$, $F(248, 1) = 458.541$, $P < 0.05$

Table 11 shows that the regression indicates that the predictor floor merchandising explains 80.6% of variance ($R^2 = 0.806$, $F(248, 1) = 458.541$, $P < 0.05$). Beta value ($\beta = 0.81$, $p < 0.05$) shows that floor merchandising significantly predicts impulse buying which is a large effect according to Cohen (1998).

Promotional Signage

The hypothesis that floor merchandising has positive influence on impulsive buying, is verified through regression analysis. Table 12 presents summarized results of regression analysis of promotional signage and impulse buying:

Table 12 Summarized Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Promotional Signage	0.68	0.03	0.83	23.15	0.00

Note: Dependent variable Impulsive Buying, $R^2 = 0.827$, Adjusted $R^2 = 0.684$, $F(248, 1) = 535.820$, $P < 0.05$

Table 12 shows that the regression indicates that the predictor promotional signage explains 82.7% of variance ($R^2 = 0.827$, $F(248, 1) = 535.820$, $P < 0.05$). Beta value ($\beta = 0.83$, $p < 0.05$) shows that floor merchandising significantly predicts impulse buying which is a large effect according to Cohen (1998).

DISCUSSION

In the light of analysis of primary data, it is found that all environmental cues selected for this research i.e. window display, mannequin display, floor merchandising and promotional signage positively affect impulse buying.

Hypothesis 1

The hypothesis of positive relationship between window display and impulse buying is verified through analysis of primary data. This answers research question 1, does window display encourage impulse buying in clothes market?

Regression analysis of primary data proves that window display significantly predicts impulse buying. Table 9 of regression analysis indicates that the predictor window display explains 60.9% of variance ($R^2 = 0.609$, $F(248, 1) = 386.914$, $P < 0.05$). Beta value ($\beta = 0.78$, $p < 0.05$) shows that window display significantly predicts impulse buying which is a large effect according to Cohen (1998).

Hypothesis 2

The hypothesis of positive relationship between mannequin display and impulse buying is verified through analysis of primary data. This answers research question, does in-store form/mannequin display of clothes stimulate impulse buying?

Regression analysis of primary data proves that mannequin display significantly predicts impulse buying. Table 10 of regression analysis indicates that the predictor mannequin display explains 78.3% of variance ($R^2 = 0.783$, $F(248, 1) = 392.167$, $P < 0.05$). Beta value ($\beta = 0.78$, $p < 0.05$) shows that form/mannequin display significantly predicts impulse buying which is a large effect according to Cohen (1998).

Hypothesis 3

The hypothesis of positive relationship between floor merchandising and impulse buying is verified through analysis of primary data. This answers research question, does floor merchandising trigger impulse buying in clothes market?

Regression analysis of primary data proves that floor merchandising significantly predicts impulse buying. Table 11 of regression analysis indicates that the predictor floor merchandising explains 80.6% of variance ($R^2 = 0.806$, $F(248, 1) = 458.541$, $P < 0.05$). Beta value ($\beta = 0.81$, $p < 0.05$) shows that floor merchandising significantly predicts impulse buying which is a large effect according to Cohen (1998).

Hypothesis 4

The hypothesis of positive relationship between promotional signage and impulse buying is verified through analysis of primary data. This answers research question, does promotional signage induce impulse buying in clothes market?

Regression analysis of primary data proves that promotional signage significantly predicts impulse buying. Table 12 of regression analysis indicates that the predictor promotional signage explains 82.7% of variance ($R^2 = 0.827$, $F(248, 1) = 535.820$, $P < 0.05$). Beta value ($\beta = 0.83$, $p < 0.05$) shows that promotional signage significantly predicts impulse buying which is a large effect according to Cohen (1998).

CONCLUSION

Findings of this research can be summed up as, bivariate correlation of all four independent variables are within acceptable range of 0.2 to 0.9. This reveals that window display, mannequin display, floor merchandising and promotional signage are correlated with impulse buying. Furthermore, F value in overall regression analysis is far above zero which rejects null hypothesis of no relationship between selected independent variables and impulse buying.

In independent variables regression analysis & effective factor analysis (EFA), total variance explained for all variable is above 40% which shows that all selected external cues are cause/predictor of impulse buying. Furthermore, promotional signage is the key predictor of impulse buying with total variance explained of 82.7%, followed by floor merchandising & mannequin display with variance explained 80.6% and 78.3% respectively. Window display is comparatively least predictor of impulse buying with total variance explained 60.9% however it is within acceptable range of 40% therefore substantiates hypothesis of influence of window display on impulse buying. Furthermore, P-value below 0.05 limit show that there is low probability of by chance occurrence of these results. In other words $P < 0.05$ show that the results are significant.

In the light of above findings its can be concluded that all selected external cues including window display, mannequin display, floor merchandising and promotional signage significantly cause impulse buying. It is worthwhile for retailers to put in place these environmental factors to induce impulse buying.

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Appendix-Az

SAMPLE QUESTIONNAIRE

S. No	Questions	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1	I often go to shop clothes without any list in mind.	1	2	3	4	5
2	"I see it, I buy it:" describes my clothes shopping.	1	2	3	4	5
3	I tend to buy if I like clothes even though it was not planned.	1	2	3	4	5
4	I often plan buying less but end up with lots of clothes.	1	2	3	4	5
5	I tend to buy more than I plan, when much money available.	1	2	3	4	5
6	"Buy now, think about it later" describes my clothes shopping.	1	2	3	4	5
7	While browsing shopping mall, I tend to walk towards visually attractive window displays.	1	2	3	4	5
8	I tend to choose which store to enter depending upon cloths displayed at store window.	1	2	3	4	5
9	I often buy cloths displayed at store window because retailers display only good brands at window.	1	2	3	4	5
10	I get an idea of how will I look like, through in-store form/mannequin displays.	1	2	3	4	5
11	When I see clothing featuring a new style or design on mannequin display, I tend to buy it.	1	2	3	4	5
12	When I see clothing that I like on in-store form / mannequin display, I tend to buy it.	1	2	3	4	5
13	When I enter a store I browse clothes placed on shelves.	1	2	3	4	5
14	When I see clothing that interest me, I tend to try it on without looking through the whole section.	1	2	3	4	5
15	I often buy clothes displayed on shelves rather than relying on salespersons suggestions.	1	2	3	4	5
16	I often leave store without buying in I don't find anything interesting on shelves.	1	2	3	4	5
17	I tend to stop and browse clothes with promotional offers.	1	2	3	4	5
18	Price reductions, discounts, special offers are likely to influence my purchases.	1	2	3	4	5
19	Promotional advertising on sign boards encourages me to go for shopping.	1	2	3	4	5
20	I am more likely to make an unintended purchase of clothes that are on sale.	1	2	3	4	5
21	What is your gender?	Male	Female			
22	What is your age? (In Years)	18-25	26-30	31-40	41-50	51 & above
23	What is your monthly income? (In thousands)	25 or less	26-30	31-40	41-50	51 & above
24	Your Education	Under Graduate	Graduate	Masters	M-Phil /MS	Ph.D.