

Situational Factors influences on Impulse Buying Behaviour of Working Women in Informal Sector

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ABSTARCT - Impulse buying is one of the most fragmented concepts in consumer behaviour. There are difficult factors researched in relation to study the impulse buying behaviour. This research investigate the relationship between situational factors: money availability, time availability and family influence on Impulse buying behaviour through urge to buy on impulse. Urge to buy on impulse plays a mediator role in impulse buying behaviour.

Respondents for this study are 230 working women in informal sector of employment. They were administrated with structured questionnaire. The findings state that money availability, family influence are positively influencing impulse buying behaviour of women in informal sector whereas time availability is not supporting the hypothesis.

Keywords: Impulse buying behaviour, Situational Factor, Working women and urge to buy on impulse

INTRODUCTION

Impulse buying is a mystery in Marketing. It is a spontaneous purchase. Consumers decides to purchase the object on the spur of the movement not in response to a previously recognized problem. Impulse buying is investigated about more than seven decades in the research paradigm. Research state that situational factors (Rook and Fisher, 1995; Ito and Nakamura, 1998), along with intrinsic factor of consumers' (Kacen and Lee, 2002), extrinsic stimuli as visual merchandizing (Vinamra et al., 2012; Buttle, 1988; Frings, 1999) and shopping environment (Morrison, 2002; A. Ali.ASF Hansu, 2013) and consumers' cultural factors (Muruganandham and Bhakat; 2013) influence the impulse buying behaviour. Moreover, the demographic factors as age, gender, educational qualification, income level and occupation also affect impulse buying.

Women Sri Lanka are very traditional but now there seems to be very different in their buying behaviour especially in dressing including purchasing of apparels. Research found women tend to buy symbolic and self-expressive goods which are associated with their appearances and emotional aspects. Working women in informal sector are not exceptions in expressing their purchasing behaviour in this line. Therefore, apparels are taken as investigating object in finding the relationship between situational factors and impulse buying behaviour of working women in Batticaloa District.

Review of Literature and Hypothesis Development

Impulse Buying Behaviour

The four types impulse purchasing pure, reminder, suggestion or fashion oriented and planned impulse buying are recognized by Stern (1962). Pure impulse buying is when the buyer breaks the usual shopping trend and purchase the products. Reminder impulse is when a consumer reminded about the purchase when she/he sees the products in the store. The other concept of suggestion or fashion-oriented impulse buying is also introduced by Stern (1962) *ie* without any prior experience the buyer suggesting a new product for themselves. Han et al. (1991) described fashion-oriented impulse as a type of suggestion impulse where the purchase is motivated by self-suggestions to buy the new fashion products. Dittmar et al. (1995) found that products bought on impulse can reflect gender identity.

Situational Factors and Urge to buy on Impulse

Situational factors are attributed to person's situation, related to availability of money (Pattipeilohy and Rofiaty, 2013; Beatty and Ferrell, 1998), time (Pattipeilohy and Rofiaty, 2013; Beatty and Ferrell, 1998) and family influences (Lin and Chen, 2012; . Anić and Radas, 2006). The theory of Reasoned Action emphasized human social behaviour follows reasonably and often spontaneously from the information or beliefs people possess about the behaviour under consideration (Fishbein and Ajzen 1995).

Urge to buy on impulse is different from impulse buying behaviour. Beatty and Ferrell, (1998) suggested that as consumers feel stronger urges, their likelihood of buying impulsively goes up. The immediate urge to buy is a state of desire reached through an encounter with a product (Beatty & Ferrell, 1998). Hirschman (1985), forwarded that consumer's own train of thoughts was considered to trigger the desire to make an unanticipated purchase, and once triggered, the urge supposedly becomes so powerful and persistent that it demands immediate action. This finding explains that urge to buy impulsively is the stage prior to and leading towards the actual stage of impulse buying.

Therefore, these literature led to develop the following hypothesis for this study.

H1a: There is a positive relationship between Money availability and Impulse buying behaviour

H1b: There is a positive relationship between Money availability and urge to buy on impulse

H2a: There is a positive relationship between Family Influence and Impulse buying behaviour

H2b: There is a positive relationship between Family Influence and urge to buy on impulse

H3a: There is a positive relationship between Time availability and Impulse buying behaviour

H3b: There is a positive relationship between Time availability and Urge to buy on impulse

H4: There is a positive relationship between Urge to buy on impulse and Impulse buying behaviour

Methodology

Sample and Area

This study concentrates with situational factors through urge influences on impulse buying behaviour of working women in informal sector. This study was carried out with 230 working women of informal sector in Batticaloa, Sri Lanka during the period of March and April, 2017. Stratified random sampling was applied to select working women for this study.

Survey Instrument

Primary data are collected through structured questionnaires with closed statements measured with Likert's scale (1= strongly disagree and 5= strongly agree). The questionnaire was consisting with three main section; impulse buying behaviour, urge to buy on impulse and situational factors.

Statistical tool used

The collected data was analyzed using descriptive, one way ANOVA and correlation analysis and regression analysis.

Results and Discussions

Table 1: Level of Situational Factors in Informal sector

Level	Money Availability		Family Influence		Time Availability	
	No. of Respondents	Percentage	No. of Respondents	Percentage	No. of Respondents	Percentage
Low	54	23.5	34	14.8	110	47.8
Medium	81	35.2	92	40.0	95	41.3
High	95	41.3	104	45.2	25	10.9
Total	230	100	230	100	230	100

Table 1 explains the level perceived by the respondents about the situational dimensions. It is found that 41.3 percent of the respondents have high level in Money Availability, 23.5 percent of the respondents have low level in Money Availability and 35.2 percent of respondents have medium level in Money Availability. This indicate that majority of the respondents are falling in the high level of money availability.

It is also denoted by this Table 1 that Family influences are 45.2 percent and falls in higher level whereas 40.0 percent falls in moderate level influences and 14.8 percent falls in the lower level of family influences. This indicates that high percent of the respondents are expressing higher family influences.

Time availability is 47.8 percent in low level among the respondents and 41.3 percent of the respondents have moderate level of time availability and 10.9 percent of the respondents have high level in time availability. This indicates that high percent of the respondents are expressing lower time availability.

Table 2: Level of urge to buy on impulse in Informal sector

Urge to buy on impulse	No. of Respondents	Percentage
Low	65	28.3
Medium	71	30.9
High	94	40.9
Total	230	100

Table 2 depicts that 40.9 percent of respondents have high level of urge to buy on impulse, 30.9 percent of respondents have medium level of urge to buy on impulse and only 28.3 percent of working women in informal sector have low level of urge to buy on impulse.

Table 3: Level of Impulse Buying Behaviour in Informal sector

Impulse Buying Behaviour	No. of Respondents	Percentage
Low	59	25.7
Medium	80	34.8
High	91	39.6

Total	230	100
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Table 3 stipulates that 39.6 percent of respondents have high level of Impulse Buying Behaviour, 34.8 percent of respondents have medium level of Impulse Buying Behaviour and 25.7 percent of respondents have low level of Impulse Buying Behaviour.

Table 4: Situational Factors and Urge to buy on Impulse of working women in informal sector

Variables	Money Availability		Family Influence		Time Availability	
	r-value	P-value	r-value	P-value	r-value	P-value
Urge to buy	0.320	0.000	0.276	0.000	-0.042	0.527

Table 4 reveals the relationship between the urge to buy on impulse and situational factors of working women in informal sector. It shows there is positive relationship between money availability (r-value 0.320) and family influence (r-value 0.276) on urge to buy on impulse. The r-value is -0.042 between Time availability and urge to buy on impulse in informal sector working women.

Table 5: Situational factors and Impulse Buying Behaviour of working women in informal sector.

Variables	Money Availability		Time Availability		Family Influence	
	r-value	P-value	r-value	P-value	r-value	P-value
Impulse Buying Behaviour	0.485	0.000	0.134	0.042	0.231	0.000

Table 5 signifies that the relationship between Money availability, Time availability and Family Influences are positively influencing Impulse Buying Behaviour. The r-value for these variables are 0.485, 0.134 and 0.231 respectively.

In order to test the hypothesis Regression test is applied.

Table 6: Correlation between Urge to buy on Impulse and Impulse Buying Behaviour of working women in informal sector.

Sector	Variables	Impulse Buying Behaviour	
Informal	Urge to buy	0.711	0.000

Table 6 signifies that the relationship between Urge to buy on Impulse and Impulse Buying Behaviour of working women in informal sector. The r-value 0.711 at the significant level and therefore there is a strong positive relationship between these two variables.

Regression Analysis

Table 7: Multiple Linear Regressions between Situational Variables and Urge to buy on impulse

Model Summary			ANOVA		
Model	R Square	Std. Error of the Estimate	F	Sig.	
1	0.157	1.009	14.052	0.000	
Coefficients					
Model		B	Std. Error	t	Sig.
1	Constant	1.132	0.403	2.808	0.005

Money Availability	0.361	0.289	4.646	0.000
Family Influence	0.286	0.227	3.659	0.000
Time Availability	-0.059	-0.047	-0.766	0.445

Above table 7 summarizes the results of multiple linear regressions and it confirms that specified regression model explains 15.7% (R square) of the total variation in Urge. And P value for F-statistics 0.000, which is less than 0.05, suggests that overall, the model applied can statistically significantly predict the dependent variable. However, when looking into individual significance of the independent variables, Money availability and Family influence have significant influence on Urge (p-value is 0.000). Time availability does not have significant influence on Urge to buy on impulse. Thus, the estimated model can be established as follows:

$$\text{Urge} = 1.132 + 0.361 \text{ Money availability} + 0.286 \text{ Family influence} + \epsilon$$

Table 8: Multiple Linear Regressions between Situational Variables and Impulse Buying Behaviour

Model Summary			ANOVA	
Model	R Square	Std. Error of the Estimate	F	Sig.
1	0.272	0.755	28.178	0.000

Coefficients					
Model		B	Std. Error	t	Sig.
1	Constant	0.930	0.302	3.082	0.002
	Money Availability	0.453	0.058	7.776	0.000
	Family Influence	0.174	0.059	2.965	0.003
	Time Availability	0.110	0.057	1.913	0.047

Above table 8 summarizes the results of multiple linear regressions and it confirms that specified regression model explains 27.2% (R square) of the total variation in Impulse Buying Behaviour. And P value for F-statistics 0.000, which is less than 0.05, suggests that overall, the model applied can statistically significantly predict the dependent variable. However, when looking into individual significance of the independent variables, only Money Availability has significant influence on Impulse Buying Behaviour (p-value is 0.000). Both Family Influence and Time Availability do not have significant influence on Impulse Buying Behaviour. Thus, the estimated model can be established as follows:

$$\text{Impulse buying behaviour} = 0.930 + 0.453 \text{ Money availability} + 0.174 \text{ Family influence} + 0.110 \text{ Time availability} + \epsilon$$

Accordingly, one unit increase in Money Availability will increase Impulse Buying Behaviour by 0.453 when the other variables are constant. And one unit increase in Family influence will increase Impulse Buying Behaviour by 0.174 whereas the other variables are constant. Further, one unit increase in Time availability will increase Impulse Buying Behaviour by 0.110 where other variables are not changing.

Table 9: Simple Linear Regression between Urge and Impulse Buying Behaviour of working women in informal sector

Model Summary			ANOVA	
Model	R Square	Std. Error of the Estimate	F	Sig.
1	0.505	0.620	232.705	0.000

Coefficients					
Model		B	Std. Error	t	Sig.
1	Constant	1.483	0.124	11.954	0.000
	Urge	0.573	0.038	15.255	0.000

Above table 9 summarizes the results of simple linear regressions and it confirms that specified regression model explains 50.5% (R square) of the total variation in Impulse Buying Behaviour. And P value for F-statistics 0.000, which is less than 0.05, suggests that overall, the model applied can statistically significantly predict the dependent variable. Thus, the estimated model can be established as follows:

$$\text{Impulse buying behaviour} = 1.483 + 0.573 \text{ Urge} + \epsilon$$

Accordingly, one unit increase in urge will increase Impulse buying Behaviour by 0.573 when other variables are not changing.

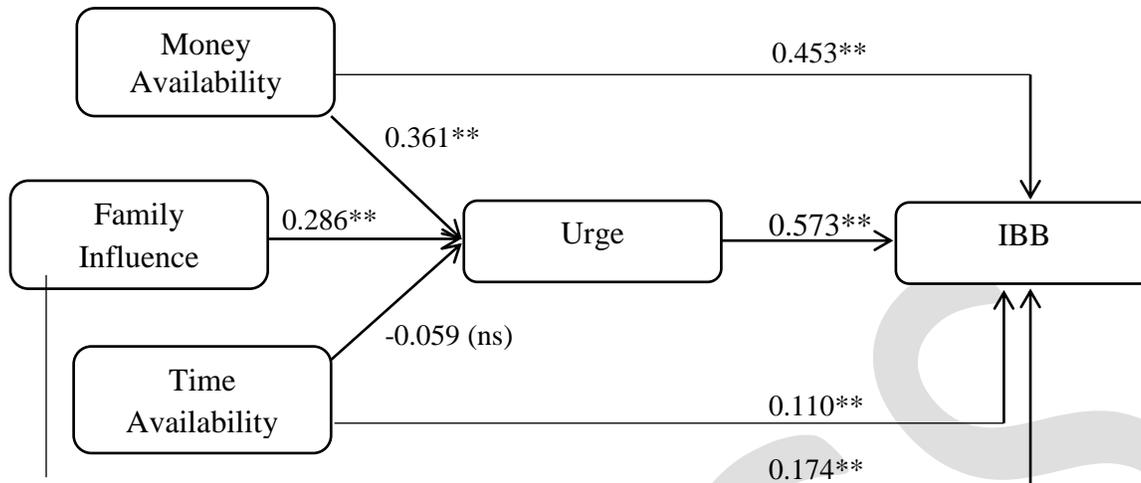


Figure 1:

CONCLUSION:

It is concluded that situational factors as money availability and family influences influencing the impulse buying behaviour through urge to buy on impulse in informal sector working women. But Time availability is not influencing on urge to buy on impulse, but influencing Impulse Buying Behaviour directly. Therefore, hypotheses H1a, H1b, H2a, H2b, H3a, H4 are accepted and H3b only not accepted in this study.

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