

**Impact of Fashion, Self Esteem and Country of Brand origin on Impulse buying  
with moderating role of External Factors**



**Supervised by:**

*Mr. Amir Khan Khattak*

**Submitted by:**

Muhammad Moavia

Reg. # MM133085

**Department of Management Sciences  
Capital University of Science and Technology  
Islamabad-Pakistan**

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**By**

**Muhammad Moavia  
(MM133085)**

**MASTER OF SCIENCE IN MANAGEMENT SCIENCES  
(MARKETING)**



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(MM133085)**

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**C.U.S.T.**

**CAPITAL UNIVERSITY OF SCIENCE & TECHNOLOGY  
ISLAMABAD**

**CERTIFICATE OF APPROVAL**

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by  
Muhammad Moavia  
MM133085

**THESIS EXAMINING COMMITTEE**

<b>S No</b>	<b>Examiner</b>	<b>Name</b>	<b>Organization</b>
(a)	External Examiner	Dr. Amir Gulzar	Foundation University, Islamabad
(b)	Internal Examiner	Dr. Ishfaq Khan	CUST, Islamabad
(c)	Supervisor	Mr. Amir Khan Khattak	CUST, Islamabad

---

Mr. Amir Khan Khattak

**Thesis Supervisor**

26 July, 2017

---

Dr. Sajid Bashir  
Head of Department  
Department of Management Sciences  
Dated : 26 July, 2017

---

Dr. Arshad Hassan  
Dean  
Faculty of Management and Social Sciences  
Dated : 26 July, 2017

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## **Certificate**

This is to certify that **Mr. Muhammad Moavia** has incorporated all observations, suggestions and comments made by the external evaluators as well as the internal examiners and thesis supervisor. The title of his Thesis is: Impact of Fashion, Self Esteem and Country of Brand origin on Impulse buying with moderating role of External Factors (A cross culture study in Pakistan)

Forwarded for necessary action

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**Mr. Aamir Khan  
Khattak**  
(Thesis Supervisor)

## DEDICATION

I dedicated this work

to

SYEDNA HAZOOR  
ALAEY HE SALAH TU  
WASSALAM

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“In the name of Allah, the most Gracious and ever Merciful.”

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## **Abstract**

*“The current study examines the impact of fashion, self esteem and country of brand origin on impulse buying with moderating role of external factors. The study is quantitative in nature and data were collected from 284 respondents that include students, customers and employees. Result recommended that Fashion and Country of origin are associated with impulse buying whereas self-esteem was not associated. Meanwhile both external factors (promotional approaches as well as store appearances) have moderated the relationships between fashion, self-esteem and country of origin and impulse buying excluding the store appearance whose effect was not found as moderator among fashion and impulse buying. The study has some limitations that have not been address due to time and few other constraints. At the end, study has some implications for managers as well as recommendations for future research.”*

**Key words:** Impulse Buying, Fashion, Self Esteem, Country of Origin, External Factors

# CHAPTER 1

## INTRODUCTION

### Background

In everyday life buying is one of the routine part (Billieux, Rochat, Rebetez & Linden 2008). With the passage of time buying behavior of consumer changes vigorously, therefore marketers focus significantly upon marketing that leads to rising of profitability of firms. Slater and Narver(2000) reported that marketing has positive relation to business profitability. The findings of Narver and Slater (1990) shows that market orientation are prime factor of profitability for commodity as well as non-commodity business. Many authors discuss this concept very deeply in their books (Kotler, 1984). Improve in market performance is result of increases in market orientation of business (Webster, 1988).

Many researchers show in their researches that behavior of consumer regarding purchasing is either planned or unplanned (Wood 2005; Kelly, Smith & Hunt, 2000) and also the same concept were presented by Lee and Kacen (2008). Unplanned buying includes all purchases made without such advance planning and includes impulse buying (Harmancioglu, Finney & Joseph 2009). With few changing of words it was also reported by Liao (2009). Impulsive buying behavior is market behavior of consumers that shows spontaneous and unplanned buying. Impulse buying is one of the most fragmented concepts in the marketing and consumer literature and one of the highly effective marketing tact is Impulse buying that can be used to increase a company's market share and revenue (Nicholason, 2003).

Since 1950, researchers identify many factors influencing impulse buying. It is motivated by a number of determinants that vary from individual to cultural factors. Situational as well as personal factors contribute to impulsive buying behavior. Other factors includes shopping behavior, self regulatory resources, motivation, fashion, personality traits & cues, fashion involvement, sales promotions, shopping malls & super markets, external and internal factors, environment, visuals, self esteem, socio-economic status, delay of gratification, country of brand origin and much more. Herabadi (2009) reported that unplanned buying includes all purchases made without such advance planning and includes impulse buying. Impulse buying that is related to fashion and it has powerful relation to fashion (Park, Kim & Forney, 2006). Silvera, Lavack and Kropp (2008) reveal the association between tendency of impulsive buying and less self-



esteem. Mburu (2010) point out the huge opportunities that emigrant marketplace create in country of origin (COO) and the domicile nations. External factors are serving as cues to accelerate their behavior of impulsiveness (Beatty & Ferrell, 1998). Still there is huge gap in it. Over recent years consumers are getting more conscious and a greater awareness of life styles is changing the shopping habits of consumers. However who are paying more attention to the brand labels & country origin as well. Because social status and self- esteem in the process of purchase decision are directly affecting the consumers as well as fashion is influencing equally the unplanned purchases.

### **1.1 Problem Statement**

Different researchers have used different combinations of variable varying from very few variables or even single to many. But up to my study on impulse buying, very limited study have gone on country of brand origin generally in world and specifically in Pakistan. Also use of Fashion and self-esteem along with country of brand origin has not undergone to see the impact on impulse buying. Furthermore, no one has use the combination of Fashion, Self-Esteem and country of brand origin to check the impact on impulse buying by taking external factors as moderator.

### **1.2 Research questions**

Research questions of this study are i) what is the relationship between impulse buying behavior and fashion ii) what is the relationship between impulse buying behavior and self esteemiii) what is the relationship between impulse buying behavior and country of brand origin iv) Does the external factors(windows display/store appearance as well as promotional approaches (cash & discounts)) moderate the relationship between dependent and independent variable.

### **1.3 Research Objective**

There is need to investigate impact of Fashion, self-esteem and Country of brand origin on impulse buying behavior with external factors ((windows display/store appearance as well as promotional approaches (cash & discounts)) as moderator.

The objectives of the study are to,

1. Find whether there is combine significant relationship that exist between Fashion, Self Esteem and country of brand origin to impulse buying.

2. Find is there any significant relationship exist between Fashion and impulse buying with external factors as moderator.
3. Find is there any significant relationship exist between self-esteem and impulse buying with external factor as moderator.
4. Find is there any significant relationship exist between country of origin and impulse buying with external factors as moderator.

#### **1.4 Significance of Study**

As discussed above many researchers have studied separately the impact of Fashion, self-esteem and country of brand origin on impulsive buying but to my limited study, their impact of fashion, self-esteem and country of brand origin together with external factors acting as moderate has not been under study by any researcher. The significance of this study is that it deals collectively with fashion, self-esteem and country of brand origin as independent variables to determine impulsive buying behavior with external factors as a moderate. External factors have not been used as moderator with fashion, self-esteem as well as country of origin. So, there is theoretical gap in this area and it adds more significance to the study.

External factor which is taken as moderator includes further windows display/store appearance as well as promotional approaches (cash & discounts) add more worth to this study. This study will help the stores/super stores/ cash & carry so that they consider these factors to excel their sales and potential customers. Specifically when this combination of external factors moderates the relationship of independent and dependent variable, it enhances its significance. Particularly in Pakistan, market is growing and hypermalls/cash & carries etc. are trending at fast rate so, it will help them more. It adds more significance to this study practically. Moreover Limited work on impulsive buying behavior in Pakistan in general and in relation to these variables specifically adds more significance to this study.

#### **1.5 Theories supporting the Impulse buying along with other variables**

This thesis will address the research questions (RQ) by applying the radical behaviourism theory and further looking it as tendency that are related to other factors. Skinner (1985) reported that behavior emphasizes the significance of strengthening and the relationships among stimuli and responses.

This thesis addresses Impulse buying as deeds going on under the power of contingencies, a behavioral option that consumers construct under the influence of definite situations. The purpose of thesis is to show impulse buying from radical behaviourism perspective and in order to explain how every component may participate as a role in impulse buying choice of consumer. It is particularly significant as the impulse behavior of consumer has not studied in various situations simultaneously (Jones, Reynolds, Weun & Beatty, 2003). Ajzen and Sexton (1999) reported that if the intent could forecast the actual behaviour, it will differ across different situations. Supporting Ajzen argument, this thesis will also disclose other possible contributions to the literature of impulse buying. Theory of radical behaviourism mostly discuss impulse buying tendency within a culture but this study will extend cross cultural impulsive tendency. Berger and Lambert (1968) also discuss the same concept of psychology in theory of Stimulus Response regarding the interplay of stimulus and response that it is result of belief that manifests behavior. As the impulse buying is unplanned behavior of consumer and is result of sudden response. So, in light of theory of Stimulus Response, this thesis will address the research questions in a better way.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter reviews the literature comprehensively regarding impulsive buying, Fashion, self-esteem, and Country of origin; afterwards the impact of fashion, Self-esteem and country of origin on impulsive buying and moderating role of external factors.

#### **2.1 Impulse Buying**

Impulse buying is one of the most fragmented concepts in the marketing and Consumer literature and one of the highly effective marketing tact is Impulse buying that can be used to increase a company's market share and revenue (Nicholson, 2013). Vohs and Faber (2007) suggested that in the context of impulse buying purchase behavior cannot be predetermined by intentions. The successful application of the impulse buying model to the promotion of services through digital media has been proved; Buying impulse is an instant, unplanned decision to buy, just before a purchase (Lin & Lin, 2012).

Impulsive buying behavior is market behavior of consumers that shows spontaneous and unplanned buying. It is motivated by a number of determinants that vary from individual to cultural factors. Situational as well as personal factors contribute to impulsive buying behavior.

Rook (1987) findings show that whenever consumer experiences unexpectedly, Impulse buying occurs and furthermore it is frequently powerful and continual push for to buy something instantly.

Behavior regarding impulsive buying is a sudden, complex & compelling in which buying decision is intentional (Weinberg & Gottwald, 1982). The impulse buying in the literature of consumer behavior refers to as emotion-saturated & astonishing buying that takes position mostly without regard to monetary and/or other consequences. Past research findings reveals that considerable sales across wide-range of goods is the outcome of impulse buying (Bellenger, Robertson & Hirschman, 1978). Youn and Faber (2000) reported that Impulse buying is considered as distinctive and pervasive phenomenon in household and is getting more and more attention to not only researchers but also theorists.

##### **2.1.1 Negative aspects**

At very early stage when the impulse buying was added to literature, researchers comment negative upon impulse buying. Ainslie (1975) call it as irrational and risky behavior. Levy

(1976) discusses impulse buying as behavior that is not normal; Impulsive behavior as a symptom of silliness resulting in a shortage of behavioral control. Behavior regarding impulse buying is illogical and wasteful (Solnick, Kannenberg, Eckerman, & Waller, 1980). Solnick et al., (1980) further reported that buying impulse is due to shortage of behavioral control. Impulsive buying is consequences of judgmental error (Halpern, 1989). Johnson-Laird (1988) points out impulse buying as outcome of decision error.

Result of study show that store purchases among all department lies between 27% and 62% belongs to impulse purchases (Bellenger et al., 1978). Rook and Hoch (1985) reveal that most of community has practiced impulse buying. Result of another study show that buyers between 30% and 50% classified themselves as impulse buyers (Cobb & Hoyer, 1986). Rook (1987) discuss that IB rather a response to offering cheaper products, is inherent trait as consumers are also persuading for costly product.

Puri (1996) reported that consumers show a discrepancy in their tendency regarding impulse-buying. Recent researchers like Hausman (2000) suggested that behavior of impulse buying getting more and more complex than earlier conceptualized.

Rook (1987) recognized impulse buying with descriptors like exciting, intense, spontaneous and insists on to buy with the consumer frequently ignoring the cost. Rook's and Fisher's (1995) finding reveal that only 20% respondents buying impulse feel bad about it and considered it as wrong where as 41% respondents buying impulse feel good about it and considered it right.

### **2.1.2 Chronological Review**

Up to my limited study on literature, Clover (1950) was the first researcher who impulse buying. Clover (1950) findings show that few categories of product are sold more due to impulse buying. Three types of impulse buying behavior are unplanned, impulse or planned; furthermore there are few factors that may expect impulse buying (Stern, 1962).

Kollat and Willett (1967) discuss that buyer personality and demographics persuade the Impulse buying. Weinberg and Gottwald (1982) focus that consumers involving Impulse buying prove superior emotions such as enjoyment, enthusiasm, delight and gladness when compared to the consumers involving planned buyers. Impulsive buyers enjoy shopping more and the impulsiveness is outcome of consumer's feeling and perception determined by the ecological stimulus (Rook and Hoch, 1985)

Rook (1987) introduced the idea of buyer's impulsiveness as an attribute of way of life that can be connected to materialism, looking for sensation and recreational part of shopping. Unplanned purchasing is a special case of impulse buying (Iyer, 1989). The finding of Abratt and Goodey (1990) proves in-store stimulus (like point of purchase banners) can enlarge behavior of impulse buying. For purchasing of fresh fashion stuff, model of fashion oriented impulse buying was introduced by many other researchers (Han, Morgan, Kotsiopoulos & Park 1991).

Impulse buying can be measure in four ways; determined at the spot, unplanned, cognitive and/or emotional reaction and result of response to a stimulus (Piron 1991). Consumers experience the urge to use on impulse behavior but not the product; furthermore, purchasing more is results of less self control (Hoch & Loewenstein 1991).

According to Rook and Gardner (1993) the unplanned buying's that are featured by relatively quick decision-making and a slanted bias in support of instant possession is known as impulse buying; he also reported that impulse purchase is result of people mood . Impulsiveness is an individual trait and impulse buying is buyer's tendency to get immediately, spontaneously, kinetically and non-effectively (Rook and Fisher, 1995).

The result of Dittmar, Beattie and Friese (1995) shows that gender has impact on the impulse buying; also self concept motivates the impulsiveness. Impulse buying is abrupt and instant reaction to purchase particular product or fulfills a particular buying assignment with not at all any pre-shopping intention (Beatty and Ferrell, 1998).

Wood (1998) reported that less household income or other socio-economic factor allow impulse buying. Bayley and Nancarrow (1998) findings show that that impulse buying is a rapid & complex buying process through shopping; it prevents conscious consideration of different choices and information. Hausman (2000) reveal that experience of shopping may support emotions such as sensation, uplifted or thrilled; people do shopping for buying as well as fulfilling various needs.

Positive as well as negative sensation states of buyer are prospective motivators regarding impulse buying (Youn & Faber, 2000). Kacen and Lee 2002 depict that cultural forces might impact impulse buying of customers; furthermore customers having self concept (independent) engage additional in impulse buying. Zhou and Wong (2003) argue that environment of stores like point of purchase may affect impulse buying.

Jones et. al. (2003) reported after testing empirically that impulse buying related to products specifically is influencing appreciably by involvement of product; they also reveal that its key factor behind tendency impulse buying. The result of Luo (2005) show that company of peer enhances urges to acquire product/goods; also he found interesting fact that family member's presence reduces it.

It was propose that instead of positive affect, there's positive affect that's driving force following impulse buying; furthermore impulse buying(IB) can further consequence in curing non-positive condition of mind (Verplanken, Herabadi, Perry & Silvera, 2005) .

Park et .al (2006) considered that hedonic as well as fashion aspects belongs to impulse buying. Hedonic consumption is having indirect cause on impulse buying related to fashion-oriented; they also discuss that Fashion oriented people are seeking for enjoyment as well as pleasure.

Findings of Peck and Childers (2006) reveals that touch enhances impulsive purchasing because the space among product and shoppers decreases (proximity); also it suggest that signs at POP(point-of-purchase), packaging and display encourage the product/goods touch possibly will raise impulse purchasing.

Kaur and Singh (2007) proposed in their study the aspects related to the impulsive buying of Indian youngster and show that sensory stimulants and enjoyment while shopping influence impulse purchasing.

Mattila and Wirtz (2008) proposed that stimuli related to environment of store like social factors (perceived friendliness of staff member) have positive affect on impulsive buying. Impact of emotions was study and it was inferred that 'affect' and/or emotions of the shoppers influence impulsive purchasing(Silvera et al. 2008).

Affective-cognitive facets were study and it was found that there is considerable relationship among cognitive state and person's affective as well as theirs behavior related to online impulsive-buying (Dawson & Kim, 2009).

Harmancioglu et.al, (2009) were 1<sup>st</sup> to discuss impulsive buying related to specifically fresh products and proposed that in case the product is new/fresh: consumer esteem, consumer excitement as well as product knowledge drive behavior belongs to impulsive buying. Yu and Bastin (2010) proposed that hedonic shopping worth of a person may lead to impulsive purchasing and be inextricably linked among each other.

The study of Sharma, Sivakumaran and Marshall (2010) shows the multiple looking behavior of impulsive purchasing; they also found that variety seeking persons are additional prone towards impulsive purchases. Chang, Eckman & Yan (2011) proposed that responses related to positive emotions of buyer towards retail environment lead towards impulse purchasing.

At early stage, it (impulse buying) was more concerned through issues related to definitions that distinguish it (impulse buying) from other sort of buying and attempt to categorize the different types of impulsive buying into single or numerous sub-categories instead of understanding impulsive buying as a trait belongs to buying behavior of consumer (Bellenger et al., 1978).

Researchers begin toward re-focusing concentration on impulsive purchasing behavior as well as to examine motivations (behavioral) regarding impulsive purchasing (Weun, Jones & Betty, 1998).

At very early stage of the impulsive buying literature, the idea regarding suggestion impulse buying as the buying of fresh product on self suggestion base was introduced but it was without any earlier experience (Stern, 1962). Underhill (2000) reported that all purchases (unplanned) are the outcome of the customer seeing, smelling, tasting, touching or wearing something which promises pleasure as well as fulfillment.

## **2.2 Fashion**

Many researchers in 21<sup>st</sup> century have focus on impulse buying related to fashion. Phau and Lo, (2004) study on impulse buying and made major focus on fashion related impulse buying. Almost same concept was presented by Park and Burns (2005) as he discuss impulse buying and more particularly focus on fashion in it.

At a general level, the word '*fashion*' is frequently used to signify tendency in consumerism (Bakewell & Mitchell, 2003). The impression of fashion in addition involves spending behavior that exhibit an person's tastes and principles to others, known that fashion approaches are frequently accepted in a large assembly of people at a specific time and indicate both distinction as well as social identification (Gronow, 1997).

This term additionally pass on to wears and additional physical plus material stuff put on body of humans (Kaiser, 1997). Taking the viewpoint put further by researchers like Schindler & Holbrook (1993), they recognize fashion as squeezing all of the components mention earlier as well as the complete variety of visual elements that possibly will lead towards perception of fashion/style (e.g. hairstyle, clothing, jewellery and accessories).



The '*fashion*' term can be useful to every facet of someone's own appearance that offers hedonic as well as utilitarian value toward consumers (Bannister & Hogg, 2004). The definition of fashion involvement basically relates to apparel associated with fashionable outfits.

Impulse buying that is related to fashion and it has powerful relation to fashion (Park et al., 2006). Impulse buying based on fashion is related powerfully with fashion involvement of customers. In impulse buying literature, relationship of involvement with fashion and impulse buying has been studied by many researchers (Han, et al., 1991). The same concept was tested after two decades (Pentecost & Andrews, 2010). Tirmizi, Rehman and Saif (2009) reported that fashion involvement influences more, on positive emotion and customers' impulse buying.

Positive emotion has direct effect on fashion-oriented impulse buying (Park, 2006). Research and anecdotal evidence suggests that shopping is an important experience for tourists (Lia, 2014).

According to Karbasivar and Yarahmadi (2011), Fashion has great impact on the impulse buying. "Fashion" plays a very important part impulsively because of its changing style every day; Fashionability are high in value, in impulse purchase is context-free (Chen, 2008). According to Hadjali, Salimi, Nazari and Ardestani (2012) some of efforts emphasized on fashion orientation, cultural and psychological factors, self-esteem, individualism, lack of control over the desire to buy and some others have focused the demographic factors. Especially in the society our women, have become slaves to fashion and debt now a days (Ceballos, 2010).

Park (2005) suggests that fashion involvement and hedonic consumption play important roles in triggering impulse buying of both U.S. and Korean consumers and all over the world. Fashion involvement influences more, on positive emotion and customers' impulse buying (Amiri, Jasour, Shirpour & Tohid Alizadeh, 2012). The key drivers of behaviour, such as the frequency of fashion purchases and their influence on expenditures in daily life (Pentecost & Andrews, 2009)

Fashionability are high in value, in impulse purchase is context-free (Chen, 2008). Especially in the society our women, have become slaves to fashion and debt now a days (Ceballos, 2010).

Chen (2008) reported that due to always changing in style, fashion is bought in a huge part impulsively.

A few aspects of utilization like fashionability are higher in hedonic value; buying impulse is context-free. Kacen and Lee (2002) reported that orientation of fashion is little efforts and is emphasized on factors like psychological as well as cultural.

Findings of Ceballos (2010) mostly propose that impulse purchasing of fashion-oriented can influence the wide range of stimuli/responses in a related way just like as non-impulsive buying. The same researcher also discuss that material, color, pricing (costly & low-priced), complementary goods searching for the right product and consent provided by others are the very important stimuli's related to fashion orientation.

Quantitative study was done by Park *et al.*, (2006) on students in US and the findings reveals that involvement of fashion has positive effect on impulse buying. The results of survey in Australian conducted by Phauandlo (2004) prove that fashion is usually exhibit impulse behavior.

Han *et al.*, (1991) conducted research and show that impulse buying related to products of fashion are linked among patterns similar to repeated emotions and chaste; also impulse behavior of fashion-oriented goods. More less, Park *et al.*, (2006) also quoted same concept with bit changes in wordings.

The results of Han *et al.*, (1991) reveal that in reaction to fashion interests related to consumers, it may boost impulse behaviors of fashion-oriented to those who always wear fashion garments.

It was found that there is direct relationship between fashion involvement and buying of clothes (Seo, Hathcote & Sweaney, 2001).

Park (2006) reported that there is positive linkage of fashion involvement, positive emotions and impulse purchasing related to fashion-oriented goods among the entire impulse behavior of the customers. There is direct relationship between purchasing of apparels and fashion involvement (Fairhurst, Good & Gentry, 1989).

Emotions when Positive is define as mood and affect that determines strengthen of decision-making belong to consumer (Watson & Tellegen, 1985). An experimental Study of customer Impulse Buying in home Market show that fashion related impulse purchasing is the result to positive emotions (Ko, 1993).

Upto my limited study the concept of fashion-oriented impulsive buying for having latest fashion products was introduced by Han et al. (1991). Mattila and Enz (2002) afterward argue that during shopping, positive emotions of buyer influenced the impulse buying related to fashion-oriented.

According to study by Park et al. (2006) consumers involve in fashion oriented are seeking enjoyment as well as pleasure; further same study discuss the hedonic and fashion aspect of impulse buying and show that Hedonic consumption have not direct effect on impulse buying

related to fashion-oriented. Same researchers also found in their study that during shopping impulse buying of fashion-oriented is affected by fashion involvement

Impulsiveness related to fashion-oriented is stimulated by brands and novel fashion style that drive people to impulse buying.

Amiri et al., (2012) reveals that involvement of fashion influenced in direct way to the impulsive buying; furthermore impulse buying is outcome of positive emotions. Both studies conducted by Park (2005a, 2005b) suggested that Fashion involvement is found to effect impulse buying of products related to fashion by mediation of consumers' emotion and in the store browsing.

Park et al, (2006) argue in cross cultural study conducted in US and Korea that people with more involvement in fashion were more likely to buy products related to fashion on impulse basis; furthermore Y generation in both countries can predicted through attitudinal components like involvement of fashion. Purchasing done on fashion basis vary from country to country and it may be higher in one country to other like Park et al, (2006)also reported that consumers in US are more involve in buying impulsively related to the fashion as compared to Koreans.

Sharma and Nanda (2012) indicated that youth involve in impulsive buying may be encouraged due to tendency of hedonic consumption like curiosity & innovation as well as positive state of emotions like pleasure and proud; furthermore browsing In-store has indirect impact on impulse buying related to fashion-oriented.

Park et al, (2006) reported that involvement of fashion exaggerated fashion-oriented impulsive buying while shopping.

Han et.al, (1991) illustrate impulse belongs to fashion oriented as a category of suggestion impulse where the buying is motivated via self-suggestion to purchase the latest fashion products.

Han, et al., (1991) study the association of taking part between fashion and impulsive buying; after almost two decades, many other researchers like Tirmizi et al., (2009) also made study on the relationship among fashion and IB and suggested that impulsive buying is effectively related with involvement of fashion to customers. Same result were presented by other researchers (Pentecost & Andrews, 2010)

(Trimizi et al,2009) reported that impulse purchase related to fashion is the outcome of positive emotions. Park et al (2006) findings reveal that a positive relationship exists among fashion involvement, positive emotions and fashion-oriented impulsive purchasing; furthermore buyers

with fashion involvement as high will more possibility to purchase impulse more. They reveal in the same study that with involvement of fashion as higher, the chances to buy modern garments without any prior planning.

Phau and Io, (2004) in their research show that If impulsive purchases are attempting to enhance self-worth particularly through fashion stuff like clothes, subsequently the extremely impulse buyers possibly will be influenced through emotional attraction (illogical) relatively than rational finding (like price).

Hedonic spending tendency and involvement of fashion have influence by positive sensation on purchase amount of people both in direct and indirect way, by positive emotion. Findings reveal that involvement of fashion has more influence on positive feeling and it results in impulse buying. If it is discuss about impulse buying of fashion oriented goods, people have no past experience regarding fashionable and new product.

**H1: There is a significant positive relationship exist between Fashion and impulse buying**

### **2.3 Self Esteem**

Self-esteem has also significant influence on consumer's buying behavior. People who have low self-esteem tend to escape depression and feeling of self-emptiness through engaging in impulsive buying behavior as it has pleasant effect on them. Zhang and Shrum (2008) investigated that impulsive consumption has impact of self-construal. Independents exhibited more impulsive consumption tendencies than did interdependent. Participants who suppressed their thoughts in an initial task later spent more money in a mock store unplanned buying situation, Studies add to this viewpoint by focusing on the internal state of the consumer that is determined by situational factors in concert with the consumer's generalized propensity to engage in impulse buying (Faber, 2007). Esteem promotes impulse buying intention and behavior (Liao 2009). Traditionally self-esteem has been defined as a global, personal judgment of one's own worth (Shafii, 2008).

Conventionally, self-esteem is defined as personal and/or global judgment of individual importance; it was classify as uni-dimensional construct (Rosenberg, 1965). Later on, researchers challenged the concept of uni-dimensional construct and proposed that there are two(2)

factors (correlated but different) that are surrounded by global construct of self-esteem (Owens, 1993).

According to researchers, self-esteem in individuals by integrating them into a collective society in such a way that promotes feeling of self-worth in individuals as they consider themselves socially useful beings. The study investigated whether and how three characteristics (i.e. ambient, design, and social) of the retail environment influenced consumers' positive emotional responses which, in turn, affected impulse buying behaviour (Hyo-Jung Chang, 2011). Empirical evidence suggests that those people with CB represent a heterogeneous group. The findings of several investigations indicate disparate clusters with unique dispositional tendencies and maintaining psychological factors that lead to CB (Müller et al., 2013).

Self-control failures are an important cause of impulsive buying and self-control is a promising concept for consumer research and also an important cause of impulsive purchasing (Baumeister, 2002).

Verplanken and Sato (2011) proposed that impulsive buying is usually related with pleasure and joy but the result of same study found that it is related to low self-esteem. Verplanken et al. (2005) reported that tendency of impulsive buying is correlated with low self-esteem and durable negative moods.

In many other studies like study conducted by Silvera et al. (2008) also reveals the association between tendency of impulsive buying and less self-esteem. It is found in study that tendency of impulsive buying is correlated to less self-esteem as well as negative affect (Rook and Gardner, 1993).

The result of Verplanken and Sato (2011) proves that major prevention tactic is represented by the correlation between less self-esteem and negative affect with that of impulsive buying. d'Astous and Tremblay (1989) reported that there is high significant but negative relationship among self-esteem and buying impulsive.

Rook and Hoch (1985) proposed that behavior related to impulsiveness has linked negatively to self-esteem as a whole along with other consequences in various areas; furthermore Rook (1987) also reveals the same finding along with other components.

The findings of Verplanken et al. (2005) show that tendency of impulse buying is correlated to less self-esteem after mediating dispositional mood. Impulsive behavior may perform function as mechanism of arousal regulation for impulsive people, where the experience intensity is

improved to liking in favor of a more emotional arousal point due to their spirit (Moore & Homer, 2000).

Silvera et al. (2008) reported that buying impulsive has a compelling element and may function as type of escape to depression, state of negative affective as well as low self-esteem. It is found that the basic function of impulsive buying may serve as regulatory means that aimed to reduce feelings that are negative, particularly when the feelings have some structural foundation like as fail to live up with standard or less self-esteem (Verplanken et al. 2005).

In the literature of marketing Arndt, Solomon, Kasser and Sheldon (2004) suggested that the need to sustain or increase self-esteem is linked to materialism, with purchasing in particular esteem-enhancing categories of product like those that accelerate physical appearance. The result of O'Guinn and Fabers (1989) show that impulse buying may be cause due to less self-esteem. It is proposed that less self-esteem is possibly a major & powerful source of negative emotional state that leads to impulsive buying as a way of emotional relief (Verplanken et al. 2005).

Baumeister, Heatherton, and Tice (1994) reveal that insufficient self-control is associated to behavioral problems as well as problem related to impulsiveness. After a decade same concept was tested by Tangney, Baumeister, and Boon (2004) show that lack of self-control is associated to problem related to impulsiveness.

Luo (2005) discuss that Chinese people experience improved self-esteem as well as increasing the probability of impulsive buying in result of going into stores/shopping mall along with family/Friends; the same phenomenon was discussed in peer pressure group.

According to Dittmar and Drury (2000) self-esteem is a slight problem; Self-esteem is one of the many features of impulse buying. Impulsive buying related to individuals is correlated with desires to fulfill esteem, as calculated by fashion consciousness.

In last few years, researchers scrutinize how various particular factors relate to impulsive spending (Podoshen & Andrzejewski, 2012). Zhang and Shrum (2009) proposed that range of negative nature traits that includes immaturity, low self-esteem as well as financial problems are resulting in Impulsive buying as well as its linkage towards instant satisfaction

Many researchers advocate that small self-esteem expected to be dominant source of types of unconstructive psychological situation that will lead towards impulsive purchasing as a way of psychological relaxation Verplanken et al. (2005). It was study that self-esteem into context of

unplanned (impulse) buying and originate it negatively linked towards other buying (compulsive) behavior (O'Guinn & Faber 1989).

Study done by Harmancioglu et.al, (2009) prove that esteem of Consumer is linked positively to intention to impulsive buying; furthermore same study reveals that esteem of Consumer was not linked negatively to behavior of impulsive buying.

Result of study reveals psychological variables(like depression & less self-esteem) have general propensity towards impulsiveness as being vital aspect in numerous form of compulsive utilization (de Zwaan & Mitchell, 1992). The same concept was tested by many other researchers (Christenson et al. 1994).

Rook and Hoch, (1985) argue that in conditions of spending, impulse behavior is associated to 'being bad'. Whereas Rook (1987) appeal towards negative outcome in personal finance area, satisfaction after purchase, common reactions as well as the whole self-esteem.

Verplanken et al. (2005) reported that significant relationship is found among dispositional negative effect, less self-esteem, trend of impulsive buying and eating disorder propensity; in the same study they reveals that Impulsive purchasing fits to this specific pattern, as the affinity to purchase on impulsive might as well to be fuelled via harmful(negative) affect and less self-esteem.

Luo (2005) reported that praising from others like salesperson working in store/mall, somebody passing by and/or friends may lead people in China to practice increased chances of impulsive purchase as a result of more self-esteem; this is related to the observable fact that is discussed in 'peer-group pressure'.

Verplanken and Herabadi (2001) proposed factors of IB(impulse buying) can be either internal or external; they also suggest the examples that influences upon environmental are playback music as well as appearance related to the product. Beatty and Ferrell (1998) proposed that the non-personal as well as external related influence might contain perceived or actual, spending power as well as time available buying.

**H2: There is a significant positive relationship exist between and Self Esteem and impulse buying**

## 2.4 Country of Origin

Country of origin(COO) as defined in literature as a country/nation where manufacturer/firm/company assemble or make goods/products (Al-Sulaiti & Baker, 1998). With little changing, Al-Sulaiti and Baker, (1998) discuss the same concept.

Other writers have affirmed that nation-of-origin symbolize the stereotype which most patrons comprise of a specific nation (Nagashima, 1970).

Ashill and Sinha (2004) reported that patrons also have a propensity to classify brands of product with nations; consequently nation of origin can be also recognized as nation where it(brand) is located. Ahmed, Johnson, Yang, Fatt, Teng & Boon (2004) proposed that in few cases perception of the consumer belongs to a country's +ive image related to products' trait have shown to not harm to other traits for the similar product.

It include hotels & clubs and brands which are directed to particular culture related to (COO)country of origin like Nigerian, Indian or Chinese hotels leading towards ethnic marketing Mburu (2010). Rose, Rose and Shoham (2009) reported that country of brand origin have a considerable position in the customer behavior of a consumer base on fact that consumers process of decision making has been influenced much more by societal as well as cultural factors Mburu (2010) proposed that the level of nationalism in the direction of country of brands origin is a huge factor which influences what emigrant people buy and the way they made purchase; furthermore emigrant in bundle of countries argue over have a propensity to maintain cohesion among group, tendencies observe cultural and social capital that lead towards country of brand origin while way of preservation as well as self-identity.

Bermanand Evans (2007) suggested that country of origin(COO) has considerable role to the people behavior regarding buying having the reality that it supports process of decision making related to customers. Mburu (2010) point out the huge opportunities that emigrant marketplace create in country of origin (COO) and the domicile nations.

The findings of You (2004) reveal that most people in China are not much conscious to the country of brand origin(COO) in garments; the study further show that in comparison to Europe, Japan or USA the Chinese people prefer apparel belongs to China more.

A interesting study made by Vileekova and Sabo (2013) show that youth preferred foreign brand and for them country of origin(COO) has more worth than to aged consumers. It is vital that where products have been made, people acquire time to search out some info regarding



(COO)country of origin and they regularly prefer Slovak products, however they also go for brands that support their past incidents (Vileekova & Sabo, 2013).

The result of the same study also prove that there is sturdy negative correlation among Foreign brands & foreign brands & age and is superior and it don't care for the brands and is moving towards country of origin(CBO).

It is indicated that there is some uniformity in assessment made by consumers regarding price cues, nation of origin & brand in the assessment of Western, Croatian & European (Eastern) food product like chocolates (Dosen, Skare & Krupka, 2007).

The findings of Dosen et al. (2007) reveals that Croatian youth consumers recognize to be important in the consumption process of those food products that took less involvement.

Few researchers give so much importance to state of origin that they proposed that state of origin may be represent as 5<sup>th</sup> 'P' of marketing mix (Al-Sulaiti & Baker, 1998). The results Goldstein Almenberg, Dreber, Emerson, HerschkowitschandKatz(2008) of proposed that those wine consumers who are non-expert don't favor wine that is expensive or imported and that is consumed by experts.

Process of shopper decision-making is influenced by many attributes(both verbal and/or non verbal) and includes country.of.origin related to the brand (Butkeviciene, Stravinskiene & Rutelione, 2008). According to Kuvykaite, Dovaliene and Navickiene (2009) the brand itself as well as its origin/country is treated as major feature of wrapping to show that it has impact on purchase choice of consumers.

Researcher like Roth and Romeo (1992) focused the image belongs to product of country with more emphasizing on features of country's product. Japanese electronics are famous due to excellent quality as perceived by a large number of consumers as witness in superior technological capability of Japan as whole (Hong, Robert& Wyer, 1989).

Insch and Florek (2009) presented in their study that on New Zealand's shelf in superstore, 84 brands among 100 indicates country of origin is fairly usual.

Dogan and Özkara (2013) reported that public is having extra favorable stance towards products/goods manufactured inside developed nations as compared to that of un-developed nations; furthermore the same study reveals that People mostly prefer those products with brand name of Turkey as well as Turkey as state of origin, chase by those products with brand name of France and France as the state of origin.

One of the two very important factors is country -of- origin; in addition it's worthwhile to include brand as well as producer and both cannot be undervalue too, as the significance of these both factors is treated among patrons over average (Mitul, Deliya & Parmar, 2012).

Major elements of packaging like color, graphic, form, size, and packaging material, design of wrapper, information printed on it and innovation are identified whereas brand, country-of-origin, information of product & producer are regard as key ones( Kuvykaite *et al.* 2009).The results of study made by researchers show that in case of product where high involvement is required; customers of Malaysia prefer *European brands whereas* case of product where low involvement is requires, they favor *home-based products upon products made in foreign. Therefore, COO influence preferences of people in a different way in case of low as well as high involvement related to products* (Tabassi, Esmaeilzadeh & Sambasivan, 2013)

The majority of decisions linking to purchasing have been base on numerous factors like name of brand, manufacturer's name, graphics as well as land of origin (Peters-Teixeira and Badrie, 2007).

**H3: There is a significant positive relationship exist between Country of brand origin and impulse buying**

## **2.5 External factors**

External factors are serving as cues to accelerate their behavior of impulsiveness (Beatty & Ferrell, 1998). Choudhary (2014) proposed that factors(external) triggers impulsive purchasing. People are affected via external as well as internal factors in impulse buying (Wansink, 1994). Iyer (1989) found that as result of likelihood related to impulsive purchases, there is increase in exposure belongs to certain externally stimuli's.

Youn and Faber (2000) reveal that External causes of impulsive purchasing refers to cues/stimuli belongs to marketing with the aim of are placing and controlling by marketers in effort to attract patrons into buying behavior

External cues belongs to marketing attract new patrons interested in retail web site as well as to promoting it upward along with cross-selling to existing (also new) consumers/customers through encouraging impulsive buying of complimentary or better stuff (Shop.org, 2005).

Karbasivar and Yarahmadi (2011) presented in their study that a pivotal association is there among credit card, window display, promotional activities (free product/discount etc) and consumers impulsive buying.

Patrons are affected as a result of both external as well as internal factors of impulsive purchasing (Wansink, 1994). Enlarged exposure toward certain external cues/stimuli enhances the chances of impulsive buying (Iyer, 1989).

Youn and Faber (2000) reported that External reasons decipher that consumers involve in behavior of impulse-purchasing, and the way, the retailers take part in encouraging the behavior of impulsive-buying.

Chicago's E-tailing Group Inc. proposed that a increasing digit of online retailers implements cross as well as up-selling brand/product recommendations like external marketing stimuli/cues is pushing online impulse buying.

Dawson and Kim (2009) results are opposite to as of many other researchers as they reported that there is no considerable differences found for the cause of various sort of external impulsive trigger signal on point of impulsive purchasing made; in same study they discuss that patrons affected factors(internal & environmental).

External factors in impulse buying are stimuli in marketing that are conducted & controlled by marketers for the reason to attract customer's attention (Youn & Faber, 2000)

Levy and Weitz (2007) proposed that in shop/store etc. decoration, light, activities related to marketing, integrated techniques to sell are features of External factors. Wansink (1994) study reveals that external and internal both of the factors related to impulse purchasing affect the Consumers.

The findings suggested that price of trigger cues(external) related to impulsive purchasing may possibly a factor which affects success of retailer in pushing online impulsive purchases, therefore it will drive sales; A positive correlation was found among web sales of retailer and amount of cues (external) (Dawson & Kim, 2009).

Brohan (1999) argue that its vital retailers(working online) to execute marketing tact's as cues(external) on website retailer can enhance impulsive buying and it will lead towards more profits.

Weun, Jones and Beatty (1998) reported that internal circumstances and external/environmental factors may serve as indication to trigger behavior of impulsiveness. The same concept at the

same time was also presented Beatty & Ferrell (1998) in which they found that not only external as well as environmental factor can be a cue that lead towards IB(impulse buying) but also the internal factors.

Researchers like Cobb and Hoyer (1986) prove in their study that factors related to various situations have not theoretical but also practical significance in those various assessments that made at POP (point-of-purchase).

### **2.5.1 Promotional Approach**

The result of Karbasivar and Yarahmadi (2011) study shows positive relationship among cash discount in promotional approaches and impulse buying tendency; same study also proves that there exist significant relationship among free products in promotional approaches and impulse buying tendency.

Rook (1987) reported that people may experience an urge towards buying impulsively while visually encountering signal like promotional incentives. After more than a decade Dholakia (2000) presented the same concept. Zhou and Wong (2004) reported that promotional effect is one of the two factors that consist of cheaper prices as well as stimuli like promotional discounts(gifts/coupons/multiple-item discounts).

Many researchers like Janakiraman, Meyer and Morales (2006) found that consumer's widespread affective effect is cause of discount in prices that are unexpected. This concept is same as discussed two decades earlier by Millman (1986) that unexpected drop in prices may enhance spending through increasing concern of further goods.

Researchers recognized that sudden discount in prices result in high level of expressions of compliance towards paying for not related discretionary stuff. It was found that activities related to promotion would influence more to the behavior of impulse buying (Peck & childers, 2006).

Hadjali et al (2012) reported that by using properly promotion as tool having considerable effect on garments purchase while viewing behavior of impulsive buying.

Researchers in their study proposed that promotional activity lead towards more impulsive buying (Mihic & Kursan 2010). Dholakia (2000) suggested that a visual encountering cue that includes promotional incentive can lead towards urge to impulse buying.

One-third of annual sales (approx. \$175 million) of store(Miami-based offering specialty fragrance) are result of impulsive purchases; the major reason behind this were distributing free

gifts on purchasing, sales offering regularly, featured stuff on web site as well as free samples (Brohan, 1999).

Maymand and Ahmadinejad (2011) reveals that store's promotion environments as well as examining goods/products are related to impulsive buying. In same study it was reported that advertisement as well as promotion are effecting tendency of customers IB.

Space and environment of store influence impulse buying (Maymand & Ahmadinejad, 2011).

Maymand and Ahmadinejad (2011) reported that advertisement and promotion are dominant factors on impulsive buying.

Piron, (1991) Buying impulsively can induce as consumer come across to related visual stimulus in not only retail environment but also few promotional stimuli (Piron, 1991). Impulsive purchasing is judge as related shopping scenario along with novel sales promotions, suitable usage of technology, inspired messages in the stores of retailing (Schiffman, 2010).

Rook (1987) recommended that promotional incentives as well as Visual encounters are capable to induce an urge towards buying impulsively.

### **2.5.2 Store appearance/Windows display**

Many past Researches have suggested the variety of aspects of retailing environments and it may leads to influence behavior consumer. The results of Kim (2003) prove that a significant relationship exist between impulse buying of college graduates and in-store form/display as well as promotion. Kim (2003) also reported that there is significantly relation between visual merchandising and impulse buying.

At early stage, Kotler (1973-1974) assert the important role of many retailing atmospherics. Visual merchandising in retail setting influences behavior of consumer (Yalch & Spangenberg, 1990). Hausman (2000) reported that particular situations and settings related to retail persuade both responses in store and future store option decisions. This is because of the change in adoptive nature of preferences and behavior. Darden, Erdemand Darden(1983) show that beliefs of consumers about the attractiveness & physical exterior of a store had a high correlation to the choice of a mall than quality of merchandise and price level.

In the same study, finding of Beatty and Ferrell (1998) shows that experiencing an urge to buy is the outcome of behavior and such behavior leads to influenced by external or environmental factors. Anglin, Morgan and Stoltman (1999) reported that people either leave or avoid retail those settings that are obstructive or stressful.

Researcher recommended that a variety of facet in retail environment can persuade behavior of consumer. Researchers like Eroglu and Machleit (1993) proposed that the cues related to atmosphere in retailing environment (sound, sights & odor) are chief triggers which can influence the desire of buying impulsively.

Mitchell (1994) reported that cue belongs to ambiance in retail environment (smell, music etc) are vital factors that lead towards purchase impulsively. Past literature on attractiveness related to retail stores has principally focus on critical impact of image of the store, size and the location importance (Carter & Vandell, 2005)

Eppli and Benjamin (1994) discuss the importance of image and location of store. The effects of collection of various physical facets of retail stores/outlets were presented (Eppli & Shilling, 1996). Growing significance related to convenience orientation as well as store patronage was observed in people purchasing behavior (Fitch, 2004)

Diamond and Diamond (1996) proposed that a lot of retailers are placing increased significance towards window display for attracting attention of passerby's and in due course to convert prospect into consumers.

In order to generate more profits and pushing revenue upwards, marketers (most of) are trying to influence decisions inside the store related to prospects via creating attractiveness, updated state of the art environment, ventilation (favorable), attractive store/retail layout, playback music, persuasive sales staff and so on. Karbasivar and Yarahmadi (2011) indicated that window display (inside store form display) play vital role to attract prospects to buy impulsive.

Zhou and Wong (2004) reported in their study that shopping environment inside the store like poster at point-of-purchase (POP) assist shoppers' and it lead towards impulsive buying in settings of store/supermarket; furthermore engagement effect related to atmosphere (like enjoyment, attractiveness) communicates by the P-O-P posters.

Karbasivar and Yarahmadi (2011) reported that there is key relationship among promotional activities (free product and/or discount), credit card as well as window display and impulsive buying (IB) behavior; same study also reveals that window display is having strongest impact on behavior of impulse buying related to apparel industry.

Mihic and Kursan (2010) reported that environmental factors while purchasing includes coloring, music, internal decoration, odor, display mode, locating the utensils/goods & commodities and being suitable of their related set reason to strengthen the behavior of impulsive purchasing.

Mattila and Wirtz (2001) found in their study that elements belong to environment are factors that motivate customer to purchase goods on impulsively basis; In the same study, they investigate that due to attractive conditions & motivation in buying environment leads to diminish self management belongs to consumers and as a result there is increase in impulsive buying.

Hadjali et al (2012) proposed that appropriated environment has considerable effect on impulse buying related to garments specifically.

Youn and Faber (2000) reported that few people referred towards situational factors that includes store decoration, arrangement, mode of display of products and the guidance/ help of seller and numerous individuals in addition have point out the it as part of marketing mix

Atmospheric cues in retail environment (like as sounds, sights as well as smells etc), innovations in marketing (lik as 24/7 retailing, cash machines, credit cards etc.), and/or marketing mix signal (like as “point-of purchase(POP) displays, advertisements & promotions) are all external signal which can trigger impulsive purchasing (Youn & Faber, 2000).

Hoyer and Macinner (1999) suggested that pleasant as well as highly stimulating environment in store enhances towards impulsive buying behavior. Appearance of goods/Products and playback music are significant external factors that leave impression on customer (Verplanken & Herabadi, 2001).

Hausman (2000) result of study show that future store/shop choice assessment as well as in side store responses are influenced by not only the retail settings but also particular situations and this is due to altering & adoptive nature related to preferences, expectations, and behavior.

It was tested that belief of consumers regarding physical pleasant appearance of the store is having higher level of correlation to store choice than quality of merchandise and/or common price level (Darden et al. 1983). Stern (1962) reported that extensive advertisement and stunning showcases are extremely effective for impulsive buying.

Han, 1987 argued that the greater the stimuli in store/shop (like visual merchandising that help in shopping) the more possibility of need arising/desire that lead towards generating of impulsive purchases. After few years he along with some other researchers test the same concept and results were same in a different scenario (Han et al., 1991).

Jarboe and McDaniel (1987) reveal that prospects that browsed in shop /store have done more un-planned (Impulsive) buying than those who are non-browsers and this concept was tested in

regional shopping center settings. Rook (1987) proposed that prospects may go for planning inside the store to make decision regarding their intentions.

Darden et al. (1983) shows in their study that choice of people related to the store has been affected by the physical prettiness of mall/store. Beatty & Ferrell (1998) reported in his study that consumers' tendency of impulsive buying (IB) has positive effect on Inside the store browsing.

Bloch, Ridgway and Sharrell (1989) reveal that browsing instore is actually the in-store inspection of merchant's commodities/products from not only the informational point of view but also for entertaining purpose with no immediate aim to buy.

Visual presentation/Visual merchandising is a source to communicate fashion value related to company/store as well as quality image towards potential customers. Frings (1999) reported that the objective of visual merchandising (VM) is to aware the people, to boost the image of store/company as well as to encourage manifold sales by presenting clothing simultaneously with accessories.

Mills, Paul and Moorman (1995) Visual merchandising/Store appearance related to appearance of merchandise/goods in store/brand for shopper via teamwork regarding store's display, advertising, fashion coordination, special events as well as department of merchandising for selling the goods/services that are offered by shop/store.

**H4a: There is a significant relationship exist between Fashion and impulse buying with promotional approach as moderator**

**H4b: There is a significant positive relationship exist between Fashion and impulse buying with window display as moderator**

**H5a: There is a significant positive relationship exist between Self Esteem and impulse buying with promotional approach as moderator**

**H5b: There is a significant positive relationship exist between Self Esteem and impulse buying with window display as moderator**

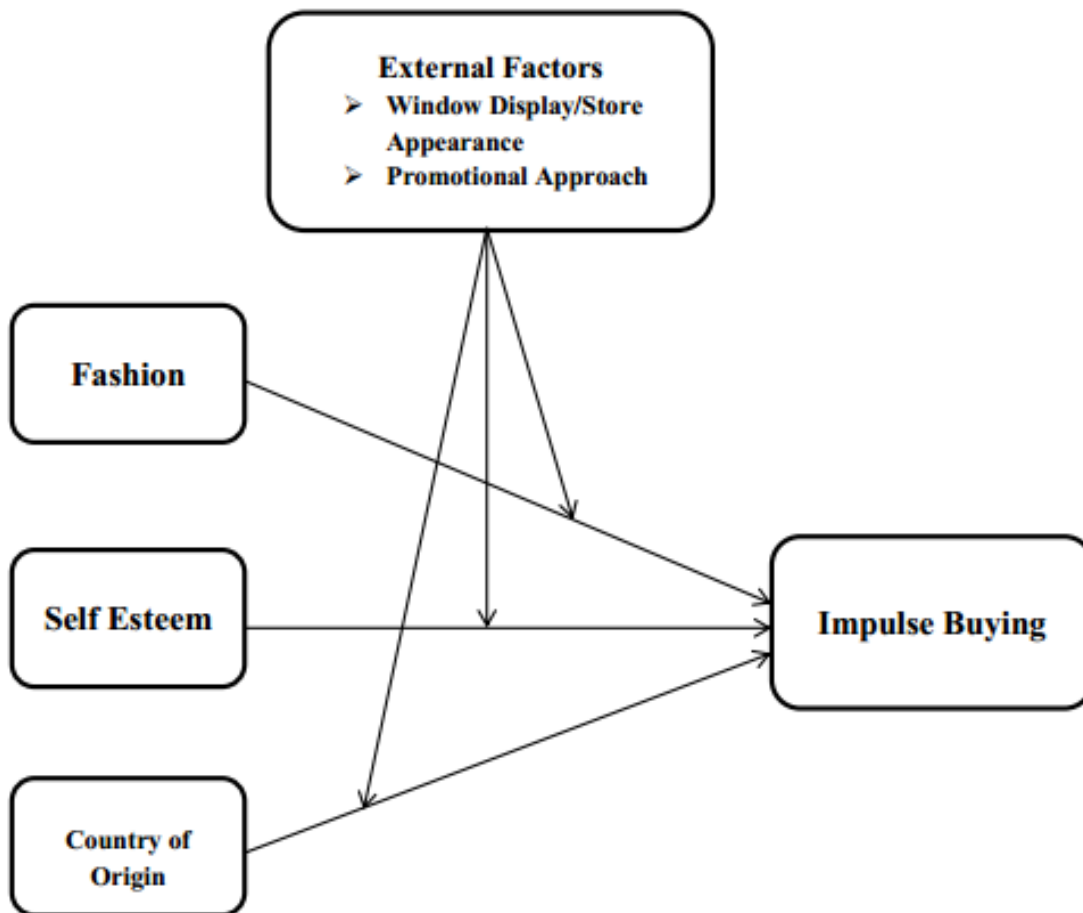
**H6a: There is a significant positive relationship exist between COO and impulse buying with promotional approach as moderator**

**H6b: There is a significant positive relationship exist between COO and impulse buying with window display as moderator**



## 2.6 Conceptual Model

Figure 1



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The study type, technique to collect response, design of questionnaire, unit of analysis, instrumentation, distribution as well as analyzing of data is discussed in methodology.

#### **3.1 Type of Study**

Current study is empirical in nature because results are entirely relying on collected data from respondents via questionnaires. Park and Lennon (2006) in their study show that impulsive behaviors are influenced by testing hypothesis with quantitative methods be regularly used. The data thus collected was analyzed through SPSS software.

##### **3.1.1 Cross Sectional Study**

The current research is conducted using cross-sectional study as data collection is done one time due to constraint of time.

##### **3.1.2 Data Collection technique**

In current research, the technique that is used is convenience sampling(non-probability). The reason for using this technique is ease of use. Probability technique can also be used but major issue was restriction of time. The reason to use convenient is also that it's reasonable to have assumption that all consumers are having same chances to keep in impulsive purchasing choice. So, the convenient sampling technique for the collection of data has been used.

#### **3.2 Unit of Analysis**

The unit of analysis is the individual students, faculty members and the consumers of different markets.

##### **3.2.1 Sample & Population**

The target populations are the consumers of Rawalpindi, Islamabad, Gujar khan, Lahore, Sargodha and D.G Khan. The sampled population from Rawalpindi and Islamabad are the students from CUST, PMAS UAAR, FJWU, UCP-RWP as well as the customers of Jinnah Super, Commercial market and Saddar. The sampled population from Gujar khan city is the students and faculty members of PGC & Customers of City super market. The sampled population from Lahore is the students of Minhaj University & Customers of International

market model town. The sampled population from Sargodha city is students of ILM. The sampled population from D.G Khan City is the faculty members of PAEC College. The reason behind collecting data from above mentioned areas is that the link of researcher is there. Siblings, colleagues and students of researcher are there who collect data from their respective areas.

An attempt has been made to identify the factors that influence the buying of goods by the consumers in the study area. Researchers revealed that 300-500 sample size can be of good standard (Comfrey & Lee, 1992). For this purpose a field survey method has employed and 424 plus questionnaires have distributed to collect first hand information. 342 were returned from respondents. Among 342, 284 responses were used for analysis. The respondents have been chosen randomly from the different parts of the study area from Pakistan.

### **3.3 Instrumentation**

The detail of data collected via questionnaire is as follow. Medium of questionnaire was English. Three major reasons for using English language were; 1<sup>st</sup> English is international language, 2<sup>nd</sup> all the items were borrowed from different researchers (original questionnaire) and 3<sup>rd</sup> reason was that all the respondents were at least intermediate and were aware of English language. All the respondents have fill questionnaire by their will.

#### **3.3.1 Impulse Buying**

Dependent variable Impulse Buying contains 9 items pertaining to impulse buying adopted from Rook and Fisher (1995).

#### **3.3.2 Fashion**

Second variable taken was Fashion(Independent variable) which consists of 3 items same scale was used. It was adopted by Park *et al.*, (2006).

#### **3.3.3 Self- Esteem**

In the same way as Fashion, the 3<sup>rd</sup> variable Self- Esteem consists of 3 items and it was modified version of Flynn *et al.* (1994)

#### **3.3.4 Country of Origin**

4<sup>th</sup> variable comprises 2 items about Country of Origin and the scale was developed Zhou, Yang and Hui (2010).

### 3.3.5 External Factors

5<sup>th</sup> variable (Moderator) external factors that further includes windows display/store appearance as well as promotional approaches (cash & discounts) contains 4 items each adopted from previous researchers (can't find the exact source) Karbasivar and Yarahmadi (2011) used it in their research paper.

*Table 1 Measurement items and respective reliability*

<b>Construct</b>	<b>Author</b>	<b>No. of Items</b>	<b>Cronbach's' Alpha</b>
<b>Impulse Buying</b>	Rook and Fisher (1995)	9	0.81
<b>Fashion</b>	Park, Kim & Forney (2006)	3	0.76
<b>Self Esteem</b>	Flynn et al. (1994)	3	0.86
<b>Country of Origin</b>	Zhou, Yang & Hui (2010)	2	0.74
<b>Store Appearance</b>	Karbasivar & Yarahmadi (2011)	4	0.85
<b>Promotional Approaches</b>	Karbasivar & Yarahmadi (2011)	4	0.82

### 3.4 Response Scale

For any study, measurement is as compulsory as its objectives. Due to control settings, measuring is up to somehow easy in physical sciences as compared to social sciences. So, the social sciences researchers rely on scales developed by renowned researchers that have capability to detain behaviors to max. extent they can but not usually 100% as there is always room for improvement.

The data collection followed in quantitative manner based on the questionnaire in answering method using 5 point **likert scale**. SPSS software has used in the research process to check the quality of questionnaire material.

It is acknowledged by researchers that focus issue may openly be observed or made in the course of several types of version like response of questionnaire so, It was proposed in this research to apply method that is quantitative in nature named as questionnaire survey. Bryman (1984) revealed that Questionnaire is among huge sample survey as is considered as preferred method for research that is quantitative in nature.

*1= Strongly Disagree(S A), 2= Disagree(D), 3= Neither Agree/Nor Disagree(N), 4= Agree(A), 5= Strongly Agree(S A)*

### **3.5 Data Analysis Techniques**

The data has analyzed by using statistical tools. From the total questionnaires received back only completely filled have analyzed for further study (incomplete have rejected). The data thus collected has arranged and each questionnaire after coding was punched in MS excel into simple tabular form and further it was copied to SPSS software.

The proper treatment for data was made as follows. At the beginning, missing values were treated. Afterwards, the treatment was made for outliers and uni-variate as well multi-variate and for that purpose MAHALANOBIS test was made. It was followed by checking multi-collinearity. After that, data normality test were performed followed by testing Heteroskedacity/Homoskedacity and Levene's test were done. Thereafter cross tabulation was done followed by reverse coding. To check the reliability, CRONEBACH ALPHA was calculated. Correlation is used to locate relationships among variables. Regression analysis has done to find link among variables address in conceptual model.

Fashion, self esteem and Country of brand origin are the Independent variables selected for the study. On the other hand Impulse buying I've taken as Dependent variable with the moderating role of external factors.

It was first priority that questions should be seen as quality measure and contributes to research outcomes in the research model. This study is based on a deductive method which allowed the creation of hypothesis with measurement items adopted from theory. All results have justified keeping in view the Pakistani context.

## CHAPTER 4

### DATA ANALYSIS AND RESULTS

In this section the results are presented.

#### 4.1 Reliability analysis

Analysis related to Reliability refers towards ability of a scale to provide the identical results constantly when tested number of times. The Coefficient of Cronbach Alpha (also referred to as inner consistency reliability) value ranges between zero and one. If its value is “0.7”, its considered as very reliable, though value under 0.7 is considered as less reliable (Nunnally & Bernstein 1994). Table 2 illustrate the value of Coefficient of Cronbach Alpha for impulse buying was 0.734, for Fashion was 0.807, for Self-esteem was 0.797, for COO was 0.727, for Promotional approach was 0.771 and for Store appearance it was 0.792.

**Table 2, Reliability of Variables**

<b>Variables</b>	<b>No. of Items</b>	<b>Cronbach's alpha (<math>\alpha</math>)</b>
Impulse Buying	09	.734
Fashion	03	.807
Self-Esteem	03	.797
Country of Origin	02	.727
Promotional Approach	04	.771
Store Appearance	04	.792

**Table 3 Demographics**

---

<b>Characteristics</b>	<b>Percentage</b>
Gender	
Male	45.4
Female	54.6
Age	
18-25	72.2
26-33	18.3
34-41	6
42-49	2.1
50-above	1.4
Province	
Punjab	81.1
KPK	1.7
Sindh	5.2
Baluchistan	0.6
AJK	2.1
ICT	9.2
Region	
Urban	73.9
Rural	26.1
Profession	
Businessman	3.9
Employee	23.2
Student	69.7
Other	3.17
Monthly Income	
< 25,000	12
25,000-35,000	6.3
35,000-50,000	8.8
>50,000	10.2
N/A	62.7

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## 4.2 Demographics

Table 3 explains the demographics of study. Among whole valid respondents (n = 284), 129 (45.4%) were male and 155 (54.6%) were female. It means that male respondents less contributed as compared to female respondents in this research.

205 (72.2%) respondents belongs to the age group of 18-25. 52 (18.3%) respondents belongs to the age group of 26-33. 17(6%) respondents belongs to the age group of 34-41. 6 (2.1%) respondents belongs to the age group of 42-49. Among the whole respondents only 4(1.4%) respondents belongs to the age group of 50-above.

The respondents of our study were from the all over the Pakistan among them 230(81%) people belongs to Punjab, 2 (1.7%) respondents were from KPK, 15(5.28%) were from Sindh, the respondents who belongs to Baluchistan were 2(0.7%), 6(2.17%) were from AJK and among the whole respondents 26 (9.15%) were from ICT. Among the whole respondents 210(73.9%) and 74(26.1%) were from Urban and Rural regions respectively.

By profession 11(3.9%) respondents were Businessman, 66(23.2%) respondents were employees, 198(69.7%) respondents were students and 9(3.17%) respondents belong to other. Among 284 respondents 34(12%) respondents were those whose income was less than 25000, the table shows there were 19(6.3%) respondents whose income lie between 25,000-35,000. 25 (8.8%) respondent's income lie up to 50,000 and more than 35,000. In this study 29(10.2%) respondents were those whose income was greater than 50,000. Among the whole respondents 178(62.7%) were those who were not earning.



### 4.3 Covariates

After going through past literature on impulse buying, several facets were found that are having significant differences in buying impulsive of consumers. A glut of researches found momentous differences in IB thru age, gender, academics, states & regions, income, and professions(Puri, 1996). Results shown in table no. 4, express insignificant differences in IB across gender ( $F=3.40$ ,  $P> .05$ ), non-significant differences in IB across age ( $F=.601$ ,  $P> .05$ ), insignificant differences trendy IB across provinces ( $F=.224$ ,  $P> .05$ ), minor differences in IB across region ( $F=.026$ ,  $P> .05$ ), insignificant differences in IB across gender ( $F=3.40$ ,  $P> .05$ ), significant differences is there in IB across Monthly Income in IB across gender ( $F=2.42$ ,  $P<.05$ ).

**Table 4 One Way ANOVA**

<b>Covariates</b>	<b><i>F Value</i></b>	<b><i>Sig.</i></b>
Gender	3.40	>.05
Age	.601	>.05
Province	.224	>.05
Region	.026	>.05
Profession	.995	>.05
Monthly Income	2.42	<.05

## 4.4 Correlations Analysis

Table 5 presents the correlations regarding all hypothetical variables.

### 4.4.1 Interpretation

FS was correlated significantly with SE ( $r=.441$ ,  $p<0.01$ ), CO( $r=.443$ ,  $p<0.01$ ), PA( $r=.432$ ,  $p<0.01$ ), SA( $r=.335$ ,  $p<0.01$ ) as well a IB( $r=.391$ ,  $p<0.01$ ) and in the expected direction. SE was as expected significantly correlated with CO( $r=.422$ ,  $p<0.01$ ), PA( $r=.335$ ,  $p<0.01$ ), SA( $r=.286$ ,  $p<0.01$ ) along with IB( $r=.319$ ,  $p<0.01$ ). CO was significantly correlated with PA( $r=.413$ ,  $p<0.01$ ), SA( $r=.400$ ,  $p<0.01$ ) with IB( $r=.300$ ,  $p<0.01$ ). PA was found correlated with SA( $r=.431$ ,  $p<0.01$ ) along with IB( $r=.316$ ,  $p<0.01$ ). SA is correlated to IB( $r=.270$ ,  $p<0.01$ ).

**TABLE 5 Correlations**

Variables	1	2	3	4	5	6
1. FS	1					
2. SE	.441**	1				
3. CO	.443**	.422**	1			
4. PA	.432**	.355**	.413**	1		
5. SA	.335**	.286**	.400**	.431**	1	
6. IB	.391**	.319**	.300**	.316**	.270**	1

$N=284$ , \* $p < 0.05$  \*\* $p < 0.01$ . Correlation is significant at 0.01 levels (2-tailed); Correlation is significant at 0.05 levels (2-tailed); alpha reliabilities are given in parentheses.

## RESULTS FOR HYPOTHEZED VARIABLES

### 4.5 Descriptive Analysis

**Table 6 Descriptive Statistics**

<b>Variables</b>	<b>N</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>SD</b>
Fashion	284	1.00	5.00	3.68	1.04
Self Esteem	284	1.00	5.00	3.96	.97
Country of Origin	284	1.00	5.00	3.39	1.04
Promotional Approach	284	1.00	5.00	3.29	.96
Store Appearance	284	1.00	5.00	3.33	.98
Impulse Buying	284	1.00	5.00	3.09	.702

#### 4.5.1 Interpretation

Table 6 illustrates the descriptive statistics. The sample size was 284 for all six variables. Mean values of IB were 3.09 and S.D were 0.702 that shows the respondents agree and are experiencing impulsive behavior. Parallel to it; mean values of fashion were 3.68 as well as S.D were 1.04 which shows people experience unplanned buying. Furthermore the self-esteem shows mean values as 3.96 along with S.D as 0.97 that shows customers undergoing for impulsiveness behavior. Country of brand origin shows mean values as 3.39 with S.D as 1.04 showing customers gone for buying impulsive. promotional approaches have the mean values as 3.29 with S.D as 0.96 and finally Store appearance having 3.33 as mean values along with 0.98 as S.D so, both promotional approaches & Store appearance also shows trend of consumers towards purchasing impulse.

## 4.6 Tests of Hypotheses

### 4.6.1 Interpretation of Hypotheses Testing

Regression analysis that is multiple in nature has been tested for the hypothesis of the current study. Results have been shown below in table no. 7. Aiken and West (1991) procedure has been followed. As start, control variable has entered in 1<sup>st</sup> step (Model 1). Monthly income was only control variable. After that, at step 2 (Model 2), independents and moderators i.e. FS, SE & SE as well as PA & SA were entered. In 2<sup>nd</sup> step, FS & COO were significant predictors of IB ( $\beta = .26, p < .05$  as well as  $.13, P < .05$  respectively) whereas the SE was insignificant predictor of IB ( $\beta = .00, p > .05$ ). On this statistical data it is concluded that H1 & H3 are supported whereas H2 is not supported.

Moving further towards the 3<sup>rd</sup> step, interaction terms were entered. Total there were six interaction terms. Among those five were found significant. FSxPA ( $\beta = .20^{**}, p < .05$ ), SExPA ( $\beta = .22^{***}, p < .05$ ), SExSA ( $\beta = .16^{**}, p < .05$ ), COxPA ( $\beta = .17^{**}, p < .05$ ), COxSA ( $\beta = .12^{**}, p < .05$ ). So, hypothesis 4a, 5a, 5b, 6a & 6b were also supported. One interaction term FSxSA was insignificant ( $\beta = .12, p < .05$ ) so, the hypothesis 4b was not supported.

**Table No. 7 (Multiple regression analysis)**

Variables	Impulsive Buying								
	Model 1			Model 2			Model 3		
	$\beta$	SE	t	$\beta$	SE	t	$\beta$	SE	t
<i>Step 1</i>									
Monthly Income	.16**	.04	3.46	.14*	.03	2.43	.12*	.08	2.10
<i>Step 2</i>									
FS				.26**	.04	4.00			
SE				.00	.04	.11			
CO				.13*	.04	2.11			
<i>Step 3</i>									
FSxPA							.20**	.03	3.30
FSxSA							.05	.04	.83
SExPA							.22***	.03	3.87
SExSA							.16**	.03	2.75
COxPA							.17**	.03	2.98
COxSA							.12*	.03	2

\*  $p \leq .05$ . \*\*  $p \leq .01$ .

Note. N=284. Values are standardized betas.

**Table 8: Results of Standard Error and t Tests for Simple Slopes of Two-way Interactions**

Promotional Approaches		Impluse Buying		
		$\beta$	<i>SE</i>	<i>t</i>
FS	High	.22***	.04	4.99
	Low	.15**	.06	2.61
SE	High	.12**	.04	2.70
	Low	.04	.07	.53
COO	High	.15***	.04	3.36
	Low	.11*	.05	2.00

\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$ .

**Table 9: Results of Standard Error and t Tests for Simple Slopes of Two-way Interactions**

Store Appearance		Impluse Buying		
		$\beta$	<i>SE</i>	<i>t</i>
FS	High	.23***	.04	4.64
	Low	.21***	.05	3.97
FS	High	.13**	.04	2.80
	Low	.05	.06	.75
COO	High	.17***	.05	3.47
	Low	.14*	.05	2.53

\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$ .

## 4.7 Slopes of Moderations

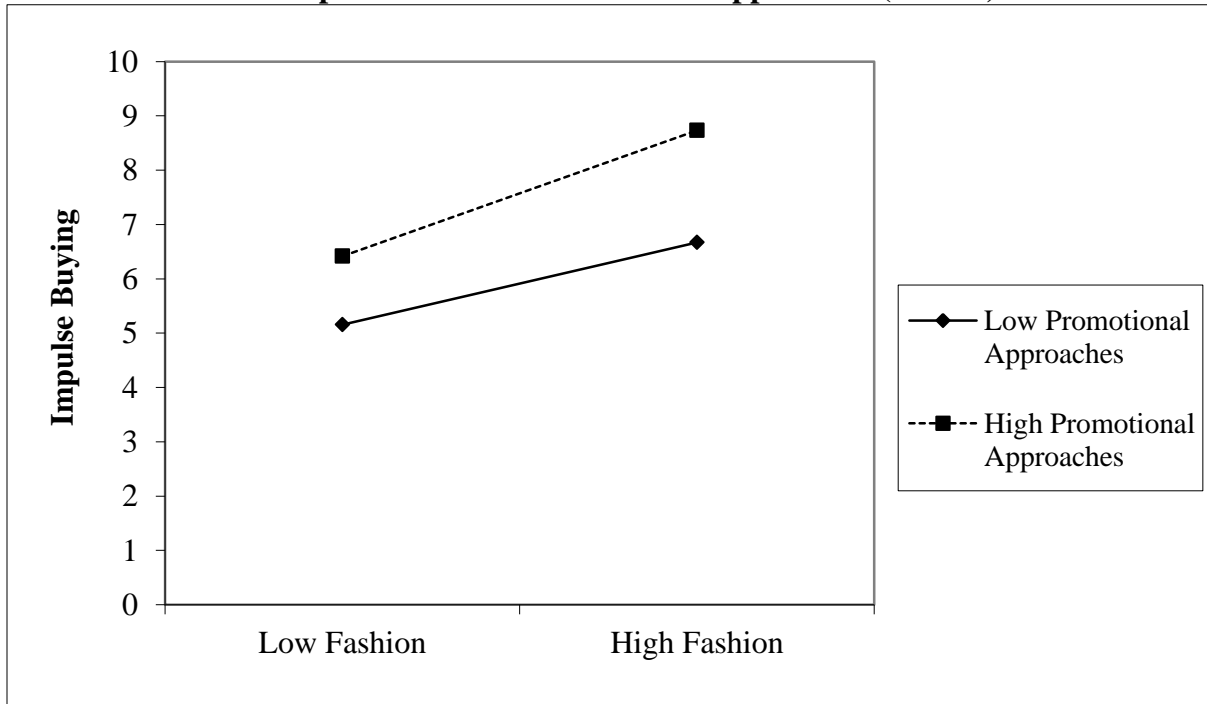
Graph number 2 to 6 shows the moderation effects. As FSxSA has not moderated the dependent variable, so its graph is not shown.

### 4.7.1 Fashion x Promotional approaches

#### 4.7.1.1 Interpretation

In 2<sup>nd</sup> graph, as IB is Dependent variable so it's taken along y-axis whereas FSxPA have taken along x-axis. Moderator PA is illustrated in and high form along with high and low Fashion The graph shows that moderation (PA) exist between IV and DV. Low Promotional approaches have been shown by solid line where as high promotional approaches have shown by dotted line.

**Graph 2: Fashion x Promotional approaches (FSxPA)**

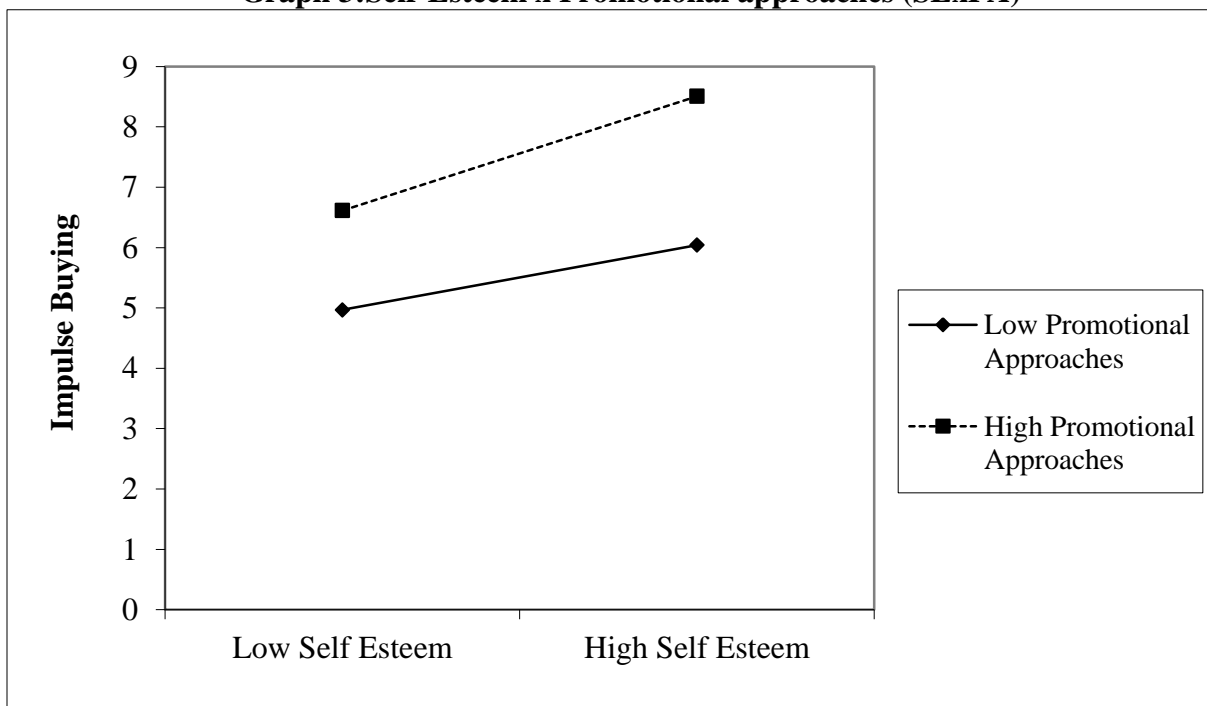


## 4.7.2 Self Esteem x Promotional approaches

### 4.7.2.1 Interpretation

In graph 3, as IB is Dependent variable, so it's taken along y-axis whereas SExPA have taken along x-axis. Moderator PA is illustrated in low and high form along with high and low Self-esteem. The graph shows that moderation PA exists between IV and DV. Low Promotional approaches have been shown by solid line where as high promotional approaches have shown by dotted line.

**Graph 3:Self-Esteem x Promotional approaches (SExPA)**



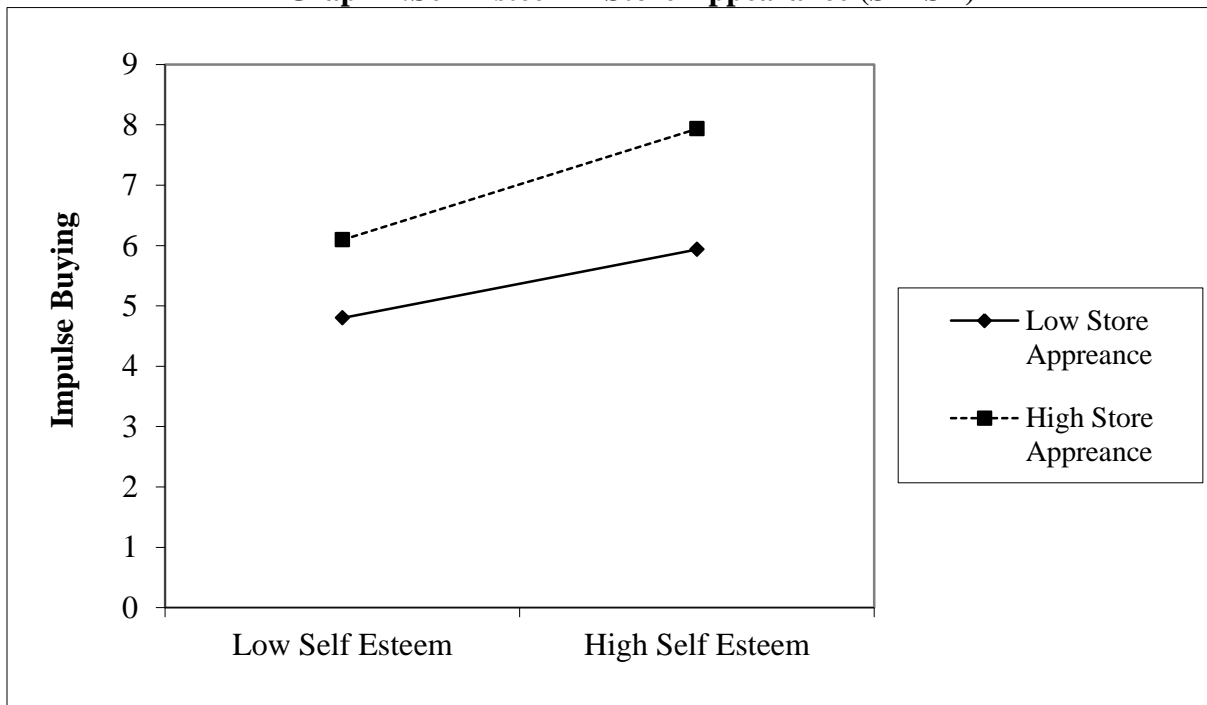


### 4.7.3 Self-Esteem x Store Appearance

#### 4.7.3.1 Interpretation

In graph number 4, as IB is Dependent variable so it's taken along y-axis whereas SExSA have taken along x-axis. Moderator SA is illustrated in low and high forms along with high and low Self-esteem. The graph shows that moderation SA exists between IV and DV. Low appearance has been shown by solid line whereas high store appearances have shown by dotted line.

**Graph 4:Self-Esteem x Store Appearance (SExSA)**

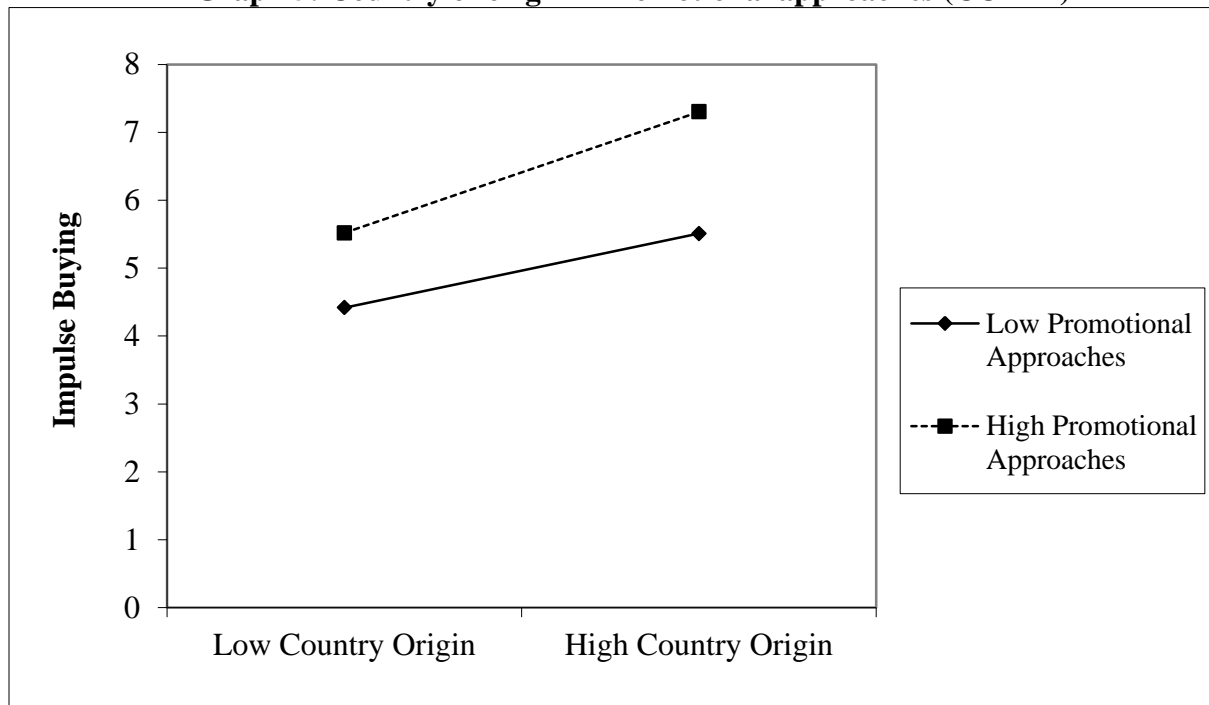


#### 4.7.4 Country of Origin x Promotional approaches

##### 4.7.4.1 Interpretation

In graph no. 5, as IB is Dependent variable so it's taken along y-axis whereas COxPA have taken along x-axis. Moderator PA is illustrated in low and high form along with high and low CO. The graph shows that moderation PA exists between IV and DV. Low Promotional approaches have been shown by solid line where as high promotional approaches have shown by dotted line.

**Graph 5: Country of origin x Promotional approaches (COxPA)**

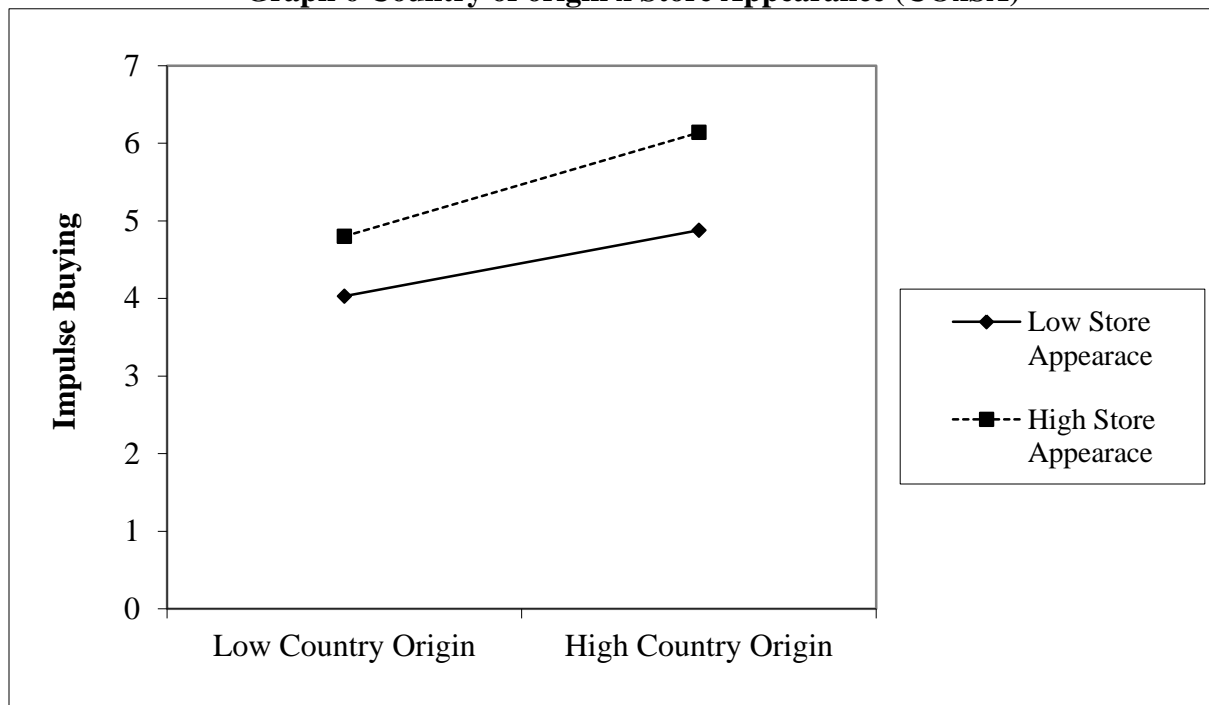


#### 4.7.5 Country of origin x Store Appearance

##### 4.7.5.1 Interpretation

In graph 6, as IB is Dependent variable so, it's taken along y-axis whereas COxSA have taken along x-axis. Moderator SA is illustrated in low and high forms along with high and low CO. The graph shows that moderation SA exists between IV and DV. Low Store Appearances have been shown by solid line where as high Store Appearance have shown by dotted line

**Graph 6 Country of origin x Store Appearance (COxSA)**



## CHAPTER 5

### DISCUSSION

#### 5.1 Purpose

The purpose of this chapter is to discuss the logical reasoning behind the results. It is very necessary to develop arguments for the result that have been extracted from the study. It is compulsory that the research questions of study should be answer in logical manner. The current study was having four research questions. The 1<sup>st</sup> hypothesis (there is significant +ive relationship among fashion & impulse buying) was developed to answer 1<sup>st</sup> research question. The 2<sup>nd</sup> hypothesis (there is significant +ive relationship among self-esteem & impulse buying) was developed to answer 2<sup>st</sup> research question meanwhile 3<sup>rd</sup> hypothesis (there is significant +ive relationship among country of origin & impulse buying) was developed to answer 3<sup>rd</sup> research question and the 4<sup>th</sup> (there is significant +ive relationship among fashion & impulse buying with store appearance as moderator as well as there is significant relationship among fashion & impulse buying with promotional approach as moderator), 5<sup>th</sup> ((there is significant +ive relationship among self esteem & impulse buying with store appearance as moderator as well as there is significant relationship among self esteem & impulse buying with promotional approach as moderator)) & 6<sup>th</sup> ((there is significant +ive relationship among country of origin & impulse buying with store appearance as moderator as well as there is significant relationship among country of origin & impulse buying with promotional approach as moderator)) hypothesis were developed to answer 4<sup>th</sup> research question of the study.

#### 5.2 Results

The findings reveal that there is significant +ive relationship exists between fashion and impulse buying. It was also found that there is no significant relation exists between self esteem and impulse buying where as the country of origin has significantly affecting the impulse buying. The study results reveal that there is significant +ive relationship among fashion & impulse buying with promotional approach as moderator as well as there is no significance relationship among fashion & impulse buying with store appearance as moderator. Findings show that there is significant +ive relationship among self esteem & impulse buying with store appearance as moderator as well as there is significant relationship among self esteem & impulse buying with promotional approach as moderator. The results also reveal that there is significant

+ive relationship among country of origin & impulse buying with store appearance as moderator as well as there is significant +ive relationship among country of origin & impulse buying with promotional approach as moderator.

### **5.2.1 Relationship between Fashion and impulse buying**

Fashion indicates positive relationship with impulsive buying. The result of current study is as same as the many studies made by previous researchers. Pentecost and Andrews (2010) reported that fashion influence on impulsive buying is significant. The same concept was tested by Park, et al. (2006) and there study also reveals the positive relationship among fashion and impulse buying. The reason behind the relationship is people prefer fashion products more. Furthermore, if the consumers are even on routine shopping, they go for purchasing at the moment if they see fashionable/latest products in the market.

### **5.2.2 Relationship among Self Esteem and impulse buying**

Self-esteem shows insignificant relationship with impulsive buying. The finding is similar to the findings of past researchers. Romal and Kaplan (1995) reported in their study that people having self-esteem accomplish their resources (Money) in a better way than other individuals. They also reported that such people have more tendencies to save and fewer trends to spend. The finding of Baumeister (2002) shows that such people are more possibly involve in purchasing that is based upon being convinced towards the benefits and values in long term. The reasoning behind this is these types of people may have more control upon them and they after being convinced go for purchasing. In case they are not being convinced, they control their habit of spending without this. On the other hand, such people planned their most of buying and go for compulsive buying instead of impulsive.

### **5.2.3 Relationship between Country of brand origin and impulse buying**

Country of origin indicates significance +ive relationship with impulse buying. The finding of current study has matched to studies of previous researches. Kuvykaite *et al.* (2009) reported that the origin (country) is treated as major feature of wrapping to show that it has impact on urge to purchase choice of consumers. Foroughi et. al (2013) have also same results as in this research. The logic behind this significance is that many customers are too much conscious about the products manufacturer and they feel confidence in using foreign products. It's Often that while doing window shopping customer go for the product that is made by the country they likes. Even

many people prefer electronics that are made in Japan and do many impulse purchases related to this.

#### **5.2.4 Relationship for Fashion and impulse buying with promotional approach as moderator**

Fashion shows significantly positive relation with impulsive buying with promotional approach as moderator. The sense behind this is as discussed above that fashionable products are purchased by window shoppers as a whole. Many studies shows that fashion is affecting the impulsive behavior with external factor (promotion) as moderator (Dawson & Kim, 2010).

Now, the customer is when offered some promotional offer will go for more buying fashion oriented products. The promotional offers are further divided in to sub categories in this study and those are discounts and cash. So the major reason behind positive relation is that customers prefer fashion oriented products but in case of less income the middle and lower income group goes for the products while moving in the market that are in trend and are offering some promotions in cash or discount form.

#### **5.2.5 Relationship between Fashion and impulse buying with window display as moderator**

Fashion shows non significant relation with buying impulsive with window display as moderator. Logic behind the insignificance is that fashion itself is a powerful tool for increasing sales and buying impulse. So, windows display will not further strengthen this relationship of fashion and impulse buying as in presence of style/fashion the customer will not possibly get attracted from appearance of store. The ambient, aroma and other attractive look of store/shop/mall will have of no need in presence of very powerful tool known as fashion. It is also commonly seen element that what ever the product is in (means in fashion), particularly the adult generation go for it blindly and no matter from where they get it (they may buy it even from the odd places like footpath).

#### **5.2.6 Relationship among Self Esteem and impulse buying with promotional approach as moderator**

Results show that self esteem and impulse buying are significantly related when promotions act as moderator. Literature related to these facets shows strong relations exist between self esteem as buying that is impulsive in nature with the support of discounts(promotions) supporting the relationship.

The cause behind the findings are when people having more worth of themselves in their mind, they tend to buying more as there are also promotions in the market. People feel relax and their sensation is more when they go to market with family or friends and do shopping even that is not in their minds. It is also common phenomenon that when some guest are there in cities come from rural areas they go to markets for visits and feel pride to have some products and are self-appraised and give value to themselves and when discounts are their they go for some more purchasing that is impulsive in nature.

### **5.2.7 Relationship between Self Esteem and impulse buying with window display as moderator**

Self-esteem indicates the significant positive relationship with buying behavior related to impulse. This finding is aligned with the concept tested by different researchers. The reason behind this relationship is this that person having more self-esteem tends towards more shopping that is not planned in nature. As these buying are not planned due to self confidence and appearance of store/mall will also attract them, so people will go for more buying and it will make them happy. Also when shoppers enter into store/shop that is attractive/colorful/beautiful display the self-respect that is already high, the customer will go for more purchasing. Window display can be improved in number of ways and is lead towards more shopping behavior in presence of more self-worth of customers. The people having more self worth enjoy shopping and feel pleasure while buying and this is even more when the ambient is cool and attractive in nature; moreover the people may pass few more minutes at such places due to this phenomenon.

### **5.2.8 Relationship between COO and impulse buying with promotional approach as moderator**

The study reveals that significant positive relationship is there between CO & Impulse buying along with approaches related to promotions as moderator. Literature related to buying behavior of consumers concludes the similar findings. There is key relation among these variables.

Logical reasoning behind the findings is consumers prefer branded products or those that are made by some advance nations due to its quality. More over those branded products are usually expensive so these are not in access of low income group. Such group while doing shopping or while visiting market when see the products are being offered at promotional price and these is off on its actual price like discounts are there(quantitative or cash), such people immediately purchase these as they may can't afford actual price. It is also observed that branded stores that

offered imported products go for clearing stocks or at the end of season they go for some days off on annually or semiannually basis. “Buy one, get one free” or “upto 50% cash discount” and so on are few examples of the promotions made. In these cases, many people even wait for such offers and they prefer it over local products.

#### **5.2.9 Relationship between CO and impulse buying with window display as moderator**

Considerable positive relationship was found among CO & impulsive buying with store appearance/windows display as moderator. Literature of consumer behavior also suggests the same findings. Lopez and Fan (2009) also reported that CO has significantly effecting interior design/layout of store. Alice (2006) revealed that key relationship exist among these variables. The reasons behind this are plenty of consumers are cognizant regarding manufacturing nation and it excels when product/brand is displayed in a wonderful manner. Shoppers are attracted by colors/lights/modern style and they fell relax in a environment that is cool. The appearance matters a lot. The Islamic concept is that cleanliness is half faith. So, if store and shops etc are good looking, shelf setting are decent and even more space is there the customers will spend more money. As a result, unplanned buying has been rising due to these factors reasonably.



## **CHAPTER 6**

### **CONCLUSION**

#### **6.1 Conclusion**

From all above discussion, it is concluded that consumers in Pakistan are involve in impulsive buying behavior. This behavior is due to the fashion and country of brand origin. Also external factors (Store display & Promotional approach) strengthen this relationship of fashion as well as country of brand origin with impulsiveness. This study also concludes that self-esteem has no relation to impulsive buying individually but external factors also moderated its relationship. More over this study show that Pakistani consumers are very conscious about the fashionable as well as the imported products. People feel pride to use imported products and spend huge amount on branded products despite Pakistan is developing economy. Meanwhile this study also shows how important the external factors are for shopping malls, stores, shops and so on. The unplanned behavior of buying also concluded that customers of the studied area are more emotional and do shopping at with less planning.

#### **6.2 Theoretical Implications**

Current study had few theoretical implications that show its prominence. The research in conducted in Pakistan and consumers of a country that is disturbed most in war and terror. Furthermore as Pakistan is developing economy, so this study add more value as more nations in world are developing as compared to developed nations.

Current study has used the combination of fashion, self-esteem and country of origin as independent variable whereas impulse buying as dependent variable. The major contribution of this study in existing body of knowledge is that the moderators have not been used with this combination of Independent variables in the past. The external factors were further sub divided into two categories that are promotional approaches that includes cash as well as discount whereas the other category is windows display that is also known as appearance of the store. These factors that are outer in nature have also not used in south Asian culture So, this gap has addressed in this study.

#### **6.3 Managerial Implications**

This research has much more implications for Marketing managers, Sales managers, brand managers, retailers and so on. This study can help them in accelerating their revenue that results

in growth of company and more returns to stakeholders as well. This study helps the managers in making or even reconsidering their strategies in the 21<sup>st</sup> century where there is new product/brand even every day. So, its very difficult to compete and successful in this era. The managers according to this research should focus on latest trends. They should be aware of fashion products and make strategies accordingly. As this is 21<sup>st</sup> century and customers are getting more rational these days, so this should be done wisely. The manager should monitors day to day activities of celebrities and launch and offers fashionable products according. This definitely will lead towards more buying by customers that is unplanned in nature.

Similarly the human behavior must be considered by managers for their success. Happiness and sadness should be deal very carefully. The people having self-esteem should guide properly and in this manner the managers can cash their situations. The managers planned in such a manner that their staff should attract them and convince them about the product offering so that he can do impulsive buying, otherwise the desired results will not achieve.

Branded products are very famous these days as most of the people focus on shop from renowned brands. Similarly if these branded products are belonging to some specialized country, it worth more. Many customers particularly prefer those products that are imported and are made in some developed countries or those who are specialized in making products. Implications for managers here is that they should identify this and offer product related to those country that people call them “made in Japan” and this and that. While doing so, their sale will increased as people when see the country of origin, they will go for it.

The marketing staff also understands the importance of promotions in the form of cash discounts as well as quantity discount. Public got attracted when they come to know about discounts. They happily shop the products that are available on discounts. This phenomenon when applied in a smart way will be beneficial.

Managers should consider in their mind that display is very important and it matters a lot but in case of fashionable products, the importance of appearance of store is not alike as in non-fashionable products. When fashion of any product is in, the shoppers purchase it regardless from where they get it.

Shoppers having self-esteem visits the markets and if they found concessions in price, it can be high tendency that they will buy at the spot. As they are confident, so it will make them happy and feel proud to shop at reduced price.

Customers having self-worthiness do more shopping on instance when the mall/store/shop is having beautiful and organized window display. It is common phenomenon that decent shelf attract more and in a condition when person is happy and enjoying in himself, he will be more attracted that lead towards more at the spot purchases.

Managers should keep in mind that people favor the products that are originated by some specific country and when such products are being promoted and discounts are offered, people will more buy it. Also as the branded products are expensive when compared to local products and meanwhile these products are when offered at discount, low and middle income group consider it specifically and others in general. Similarly the country of brand origin is having its importance given by customers but when also appearance of mall/store/shop etc. is added, the shoppers will get more attractive toward it that results in more impulsive buying than in normal circumstances. Also, if store is looking pretty well, the audience will attracted more towards it and when people found that products offered are related to specific nations they will made purchase.

#### **6.4 Limitations & Future Directions**

This thesis has fewer limitations that are as follows. The major limitation was sample size. It was difficult due to constraint of time to collect data from more respondents although it was tried to gather data in reasonable range, but still gap exists. Also, convenient sampling technique was used. Furthermore study was conducted in Pakistani environment, so it could also be conducted in other regions of the world as well as study can also be done in more than one country parallel. Also as it was cross sectional study, so the longitudinal can also be done that will represents some more facts.

Another constraint of the study is that this study use only three independent variables and a moderator. More I.V's can also be added in future researches to make detailed model on Impulse buying that will have more value. Similarly more dimensions can also be study in future like the mediation may also exist as well as some other moderators. One more limitation of study is that data is collected from literate audience. In future this limitation may also be addressed.

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## Research Survey Questionnaire

Dear Respondent,

I am collecting data for my research thesis. The questionnaire will take your 10-15 minutes to tick the responses. To ensure anonymity, you are not supposed to write your name or name of organization anywhere in the questionnaire. I assure you that data will be strictly kept confidential and will only be used for academic purposes.

Thanks a lot for your help and support.

Sincerely,

**Muhammad Moavia**

**MS (Marketing) Research Scholar**

**Faculty of Management and Social Sciences**

**Capital University of Science & Technology-Islamabad-Pakistan**

### Demographics Section

Gender 

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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Age 

18 - 25	26 - 33	34 - 41	42 - 49	50 and above
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Country: \_\_\_\_\_

State/Province: \_\_\_\_\_

City: \_\_\_\_\_

Region 

Urban	<input type="checkbox"/>	Rural	<input type="checkbox"/>
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Profession 

Businessman	Employee	Student	Other (Please Specify)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Monthly Income

< 25,000	25,000-35,000	35,000-50,000	>50,000	N/A

For each item of the statements below, please indicate the extent of your agreement & disagreement by ticking (☐) the appropriate number.

**1= Strongly Disagree 2= Disagree 3= Neither Agree/Nor Disagree 4= Agree 5= Strongly Agree**

<b>Impulse Buying</b>						
S. No	Item Description	S D (1)	D (2)	N (3)	A (4)	S A (5)
1	I often buy things spontaneously.	1	2	3	4	5
2	“Just do it” describes the way I buy things.	1	2	3	4	5
3	I often buy things without thinking.	1	2	3	4	5
4	“I see it, I buy it” describes me.	1	2	3	4	5
5	“Buy now, think about it later” describes me.	1	2	3	4	5
6	Sometimes I feel like buying things on the spur of the moment.	1	2	3	4	5
7	I buy things according to how I feel at the moment.	1	2	3	4	5
8	I carefully plan most of my purchases.	1	2	3	4	5
9	Sometimes I am a bit reckless about what I buy.	1	2	3	4	5
<b>Fashion</b>						
S. No	Item Description	S D (1)	D (2)	N (3)	A (4)	SA (5)
1	I buy clothing with a new style if I see it.	1	2	3	4	5
2	I buy to try out a garment with a new feature.	1	2	3	4	5
3	I like to buy new clothing that just came out.	1	2	3	4	5
<b>Self-Esteem</b>						
<b>(1= never 2= very few 3= few 4= Often 5= Very often)</b>						
S. NO	Item Description	N (1)	V.F (2)	F (3)	O (4)	V.O (5)
1	Please rate how important being well respected is to you in your daily life.	1	2	3	4	5
2	Please rate how important self-respect is to you in your daily life.	1	2	3	4	5
3	Please rate how important relationship with others is to you in	1	2	3	4	5

	your daily life.					
<b>CBO (Country of brands origin)</b>						
<b>S. NO</b>	<b>Item Description</b>	<b>S D (1)</b>	<b>D (2)</b>	<b>N (3)</b>	<b>A (4)</b>	<b>SA (5)</b>
1	I am of high level of confidence in my identification of this brand's country of origin.	1	2	3	4	5
2	I'm very certain about my identification of this brand's country of origin.	1	2	3	4	5
<b>Promotional Approaches(Cash&amp;Discount)</b>						
<b>S. NO</b>	<b>Item Description</b>	<b>S D (1)</b>	<b>D (2)</b>	<b>N (3)</b>	<b>A (4)</b>	<b>SA (5)</b>
1	I buy clothing if I can get free product.	1	2	3	4	5
2	Free product can be reason for me to buy clothing impulse.	1	2	3	4	5
3	I buy clothing in shops with discount price.	1	2	3	4	5
4	If I see discount price, I tend to buy impulse.	1	2	3	4	5
<b>Window Display/Store appearance</b>						
<b>S. NO</b>	<b>Item Description</b>	<b>S D (1)</b>	<b>D (2)</b>	<b>N (3)</b>	<b>A (4)</b>	<b>SA (5)</b>
1	Sometimes I only visit shops because there window displays are beautiful.	1	2	3	4	5
2	I pay attention to shop's window display.	1	2	3	4	5
3	I am interested in shopping at well designed window shops.	1	2	3	4	5
4	Sometimes I buy clothing in effect of shop's window display.	1	2	3	4	5

**Thank You Very Much**

## List of Acronyms

<b>IB</b>	<b>Impulse Buying</b>
<b>SE</b>	Self Esteem
<b>COO</b>	Country of origin
<b>FS</b>	Fashion
<b>SA</b>	Store Appearance
<b>PA</b>	Promotional appearance