A Study on Impulse Buying Behavior of Females Towards Cosmetics with Reference to in- Store Environment

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ABSTRACT

In today's scenario cosmetic retailing industry has evoked in more developed phase yielding the revenue to US$2,591m in 2018 and the market is expected to grow annually by 8.4 % (CAGR 2018-2021). From an international perspective it is revealed that most revenue is generated in the United States (US$13,687m in 2018). Among the research studies conducted and resulted are more on influences of the store condition on purchase behavior, and less of the studies examined the overall store environment cues. The objective of this study is to understand the Cosmetic store environment factors which influence impulse buying behavior and secondly on the basis of analysis provide suggestions to attract more customers in cosmetic store. Research Methodology used is Descriptive. 200 females were selected randomly as respondents to collect data. To calculate the significance of the factors, Regression Analysis has been applied to the study after conducting Factor Analysis. Results of survey have shown that Ambience, Convenience and Shelf Positioning have a significant impact on impulse purchase towards cosmetics.

Keywords: In-Store Environment, Impulse buying Behavior, Mood, Display and Merchandising.

INTRODUCTION:

Improvisation in the standard of living has led to improve the purchasing power of customers. Shopping centres and stores have continually proliferated and increased in size; resulting in rigorous competition. In Store Environment is essential as it directly affects customer's overall shopping experience. In- store environment stimuli are definitely related to the level of pleasure experienced in the store. There is no doubt that customers today want to have more delight and pleasure while shopping. The ambient factor which triggers customer's impulse purchase includes element such as temperature, lighting, music. The store design factor like functional elements includes layout, merchandise display, architecture, materials and colors that contribute to customer's impulse purchase decision. The social factor like service manners of sales people as well as number of people in the store is also subsequently important.

LITERATURE REVIEW:

The Indian cosmetics market has seen major changes both in terms of buyer's perception and product availability over the past five years. The steady growth rate in the Indian cosmetic and beauty service market has made the Indian government see it as a source of potential revenue for the country. (Priyanka Bhattacharya, October 10, 2008).
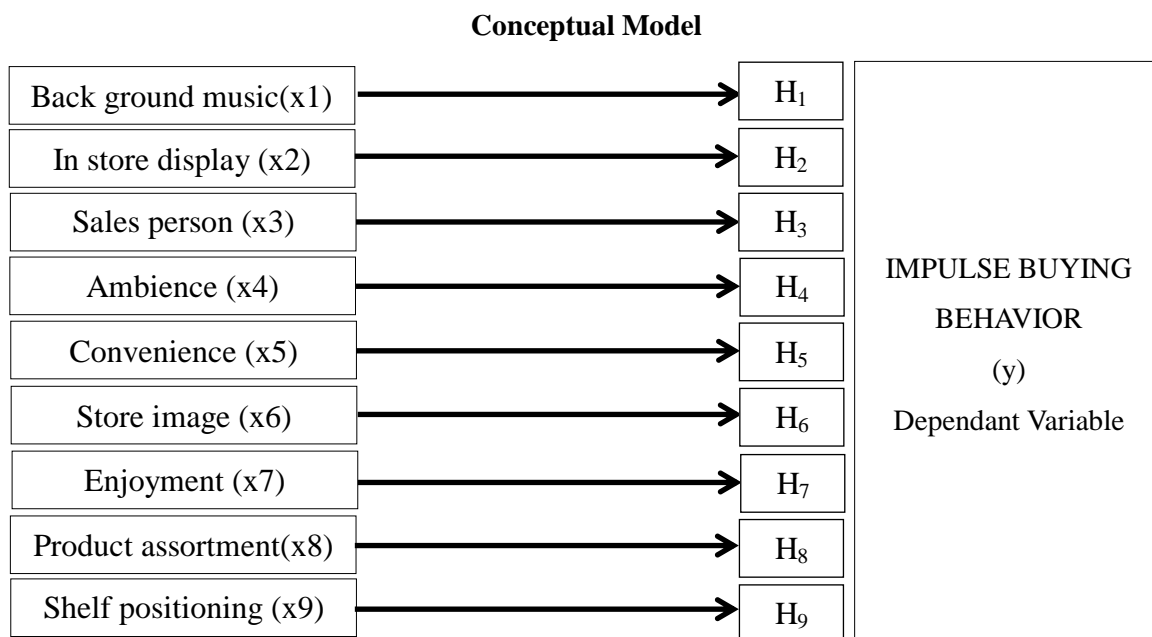
Factors affecting in store environment:

The size of the store, ambience, design, and in-store marketing activities are part of store environment (Muruganantham & Bhakat, 2013). As per the study of (Zhou & Wong, 2013) factors which influence in store environment are background music played in the store, lighting, store display, scent, store promotion and prices. A distinctively designed store environment can persuade a positive feeling for customer's satisfaction while generating a pleasing shopping experience at the same time (Pun & Maya, 2014).

Following are the factors included in the study to understand cosmetic store environment which influences impulse buying behavior towards cosmetics:

1. **Background music -** Music can evoke affective and behavioral reactions in customers, as per study of North and Hargreaves (1998), as cited by Mattila and Wirtz (2001). Music can endure time spent by consumers in a store. Selection of music and tempo selected is though a critical and sensitive part.

2. **In store displays / merchandising -** The most important aspect of successful in-store displays is for retailers to understand their customers and their habits according to Terrazas (2006). This is essential to categorize the commonality of products bought by customers and then attractively display complementary products next to these common products. Displaying the most popular products bought by customer in the back of the shelf of the store could be another strategy which pushes the buyer to stroll and be confronted by as many other items first. To distinct popular items is a strategic display to increase impulse behavior of customer's. Branded Cosmetics, most Popular Demanding Products, Rare and variety of Cosmetics on Display is an impactful strategy.

3. **Sales person –** Customer's relate a satisfactory shopping experience with helpful and welcoming sales person. Peck and Childers (2006) found customers who have more contact with sales person they would increase the option of impulse buying. The awareness of sales person might reduce the negative effect of unplanned purchases (Mattila and Wirtz, 2009). A knowledgeable and understanding salesperson can reduce dissonance by guiding and aiding in the purchase and activate impulse buying behavior (Tinne, 2010). Skills, Willingness, Knowledge, Friendly and Compassionate behavior of sales person influences impulse behavior.

4. **Ambience -** Layout refers to the tactic in which products, shopping carts, and walkways are arranged; the size and the shapes of items and spatial relationships among them (Mohan et al., 2013) are part of ambience of a store. Some more recent works displayed that the variable of the sale atmosphere like sounds, views and odours are vital and can produce the desire to buy impulsively (Graa et al., 2014). According to the Dingfelder (2005), the result of Morrin and her collaborators study revealed that while the pleasant scent and music did not have any effect on the customer's mood, it impacts on how the customers spend their time in a store. A good store layout like Lighting, Ventilation, Temperature and Cleanliness can be improved to prompt impulse purchase behavior.

5. **Convenience - C**ustomer is satisfied when he is easily in reach of the product he wants. Accessibility in shopping makes an influence on impulse buying behavior. Directions set up/Product Labels at the top can be a worthy effort to generate impulse purchase behavior.

6. **Store image/ Crowd -** Store image and crowd are important to stimulate impulse purchase (Crawford and Melewar, 2003). Impulsiveness at times is determined by store type (Wong and Zhou, 2003). It is a natural phenomenon that customer's get attracted towards the store with more crowd. Reputation & Brand, Popularity and crowded stores play a major role to induce impulse buying behavior.

7. **Enjoyment -** Shopping enjoyment is another factor to initiate impulse behavior of customer's. Enjoyment from shopping is a form of recreation for the customers who just don't stick to a shopping list and therefore tend to make impulsive purchases (Sharma and Sivakumaran, 2004). According to the Goyal and Mittal (2007), shopping enjoyment is a customer's own attributes which he displays on time of purchase. Lucky Draw, Coupons and Points Rewarding System work as enjoyment factors to persuade impulse behavior.

8. **Product assortment -** Impulse behavior can be attained by understanding; monitoring and improving store cluster and store levels. So that customer can find a variety of products easily & quickly. (M. Angelou and J. Wirtz 2013) define that in-store environment, lighting design and product assortment impacts impulsive buying decision of the buyer. Studies reveal that impulse buying occurs in the case of hedonic products as they carry symbolic meaning to be delivered. Cosmetics boost and enhance appearance, self-esteem and image (Lucas and Koff, 2014) and give feeling of attractiveness. On The Basis of Variety, On The Basis of Various Skin Type and brands product assortment is made.

9. **Shelf positioning -** The shelf positioning can make a difference to its sales as can increase impulse purchase. Manufacturers not merely book an order; they train their salesmen to ensure that their product is on display

with maximum visibility to the customer. Vertical & Horizontal shelf positioning, Placement near crucial which is highly preferred, Shelf area and prominent placing are pertinent under shelf positioning to increase impulse buying.

Conceptual Model

Back ground music(x1)	H_1	
In store display (x2)	H_2	
Sales person (x3)	H_3	
Ambience (x4)	H_4	IMPULSE BUYING BEHAVIOR (y) Dependant Variable
Convenience (x5)	H_5	
Store image (x6)	H_6	
Enjoyment (x7)	H_7	
Product assortment(x8)	H_8	
Shelf positioning (x9)	H_9	

RESEARCH METHODOLOGY:

The objective of this study is to understand the Cosmetic store environment factors which influence impulse buying behavior and secondly on the basis of analysis provide suggestions to attract more customers in cosmetic store. The research design for the study is descriptive in nature. Data is collected through questionnaire which was randomly distributed among 200 females of Delhi. To know exactly what goes in sub conscious mind of females which may trigger and increase their impulse purchase towards cosmetics, sample was restricted to females only.

Data Collection:

Primary data has been collected by the means of communication with the respondent through questionnaire. Questionnaire consists of 10 different sections consisting of Dependant and Independent variables taken for the study. The sample size taken is of 200 females from Delhi. On the basis of the questionnaire following hypothesis are formed and factors have been identified and analysed. Demographic variables includes question related to name, age, annual income and occupation are asked. Based on Chen's (2001) scale and group interviews, 7 point Likert scale is used where 7 is strongly agree and 1 is strongly disagree.

Hypothesis of the Study:

Based on the discussions in the literature following hypothesis are developed .The research
Hypotheses are proposed as:
H_1: Back Ground Music at the store has a significant impact on impulse buying behavior while purchasing cosmetics.
H_2: In store display has a significant impact on impulse buying behavior while purchasing cosmetics.
H_3: Sales Person has significant impact on impulse buying behavior while purchasing cosmetics.
H_4: Ambience has significant impact on impulse buying behavior while purchasing cosmetics.
H_5: Convenience has significant impact on impulse buying behavior while purchasing cosmetics.
H_6: Store Image has significant impact on impulse buying behavior while purchasing cosmetics.
H_7: Enjoyment has significant impact on impulse buying behavior while purchasing cosmetics.
H_8: Product assortment has significant impact on impulse buying behavior while purchasing cosmetics.
H_9: Shelf positioning has significant impact on impulse buying behavior while purchasing cosmetics.
To calculate the significance of the factors Regression Analysis data tabulation is done using SPSS software. Before regression analysis factor analysis is calculated to minimize the unnecessary bulk of variable and components, checking weak loads, checking reloads and identifying similar variables. Analysis is done to determine that which factor has a greater influence on impulse purchase of cosmetic products.

Table 1

Measure	Range	Number of Respondent
Age	<20	20
	20 – 30	158
	30 – 40	14
	40 and above	8
Income	Upto 2 lac	102
	Upto 4 lac	52
	Upto 6 lac	25
	Upto 8 lac	21
Occupation	Student	120
	Business Person	13
	Service Person	54
	Professional	3
	House maker	3
	Others	7
Total		**200**

Data Analysis and Interpretation:
Descriptive Statistics:

Table 2

	Mean	Std. Deviation
BB	4.4350	1.37668
PB	4.3250	1.37434
PI	4.2850	1.38324
BG	3.8750	1.60068
GM	3.6000	1.56597
SDI	3.2700	1.60936
SDD	5.0650	1.30356
SP	4.9400	1.39504
SPI	4.8100	1.39053
ABB	4.2250	1.48167
AP	4.3200	1.49290
AD	4.3200	1.50296
CBB	4.7200	1.40050
CP	4.7700	1.38444
CD	4.4750	1.46290
SIBB	4.9500	1.30999
CS	4.9600	1.31799
CSI	4.8200	1.32149
SIP	5.0000	1.42836
EBB	5.2550	1.33374
EP	5.1700	1.33793
EDP	4.5400	1.47624
PABB	4.5350	1.47637
PAP	4.4900	1.54005
PADP	4.8400	1.15806
SPBB	4.8550	1.17938
SPP	4.8000	1.21134
SPSP	4.6000	1.39993
SPB	4.5350	1.42087
SPBI	4.4350	1.44089

Table 3

BB, PB, PI	Impulse Buying Behavior
BG, GM, SDI	Back Ground Music
SDD, SP, SPI	In store Display
ABB, AP, AD	Sales Person
CBB, CP, CD	Ambience
SIBB, CS, CSI	Convenience
SIP, EBB, EP	Store Image
EDP, PABB, PAP	Enjoyment
PADP, SPBB, SPP	Product Assortment
SPSP, SPB, SPBI	Shelf Positioning

KMO and Bartlett's Test:

Table 4

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.854**
Bartlett's Test of Sphericity	Approx. Chi-Square	4735.801
	df	435
	Sig.	.000

It is observed that KMO is 0.854 that is more than the required value of 0.50.It indicates that there is no error in 85 % of the sample and in the remaining 15 %, there may be some short of error. Bartlett' test of sphericity indicates that strength of relationship among variable is strong.

Rotated Component Matrix (a):

Table 5

	**Component**								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
BB	.178	.100	.031	.144	.084	.113	.121	.016	.834
PB	.171	.157	.163	.114	.076	.085	.117	.093	.815
PI	.107	.204	.034	.080	.005	.140	.043	.138	.790
BG	.024	.832	.128	.059	.204	.025	.085	.068	.230
GM	.028	.860	.041	.068	.151	.051	.093	.090	.225
SDI	.046	.767	-.046	.089	.143	-.018	.077	.252	.027
SDD	.764	.016	.134	.165	.310	.066	.070	.054	.114
SP	.786	-.058	.020	.123	.229	.169	.145	.058	.263
SPI	.779	.059	.037	.175	.143	.119	.194	.127	.156
ABB	.154	.071	.118	.223	.162	-.026	.090	.767	.208
AP	.078	.204	.182	.140	.085	.059	.107	.843	.115
AD	.064	.170	.107	.125	.092	.079	.044	.866	-.027
CBB	.523	.470	.392	.132	-.029	.323	.102	.107	.088
CP	.513	.407	.333	.123	-.020	.370	.046	.132	.101
CD	.461	.403	.381	.116	-.084	.313	.209	.231	.014
SIBB	.146	.078	.826	.087	.132	.091	.205	.126	.165
CS	.076	.081	.835	.154	.201	.029	.149	.115	.007
CSI	.062	-.004	.761	.058	.117	.246	.094	.134	.060
SIP	.213	.137	.087	.315	.064	.666	.184	.007	.134
EBB	.180	-.051	.152	.005	.115	.824	.167	.011	.103
EP	.084	.055	.142	.145	.145	.875	.149	.080	.141
EDP	.174	.094	.111	.870	.081	.154	.154	.140	.170
PABB	.158	.092	.125	.870	.126	.095	.140	.164	.112
PAP	.156	.081	.097	.810	.112	.138	.180	.210	.091

	Component								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
PADP	.161	.103	.236	.139	.147	.184	.824	.032	.112
SPBB	.120	.112	.163	.174	.114	.203	.842	.069	.106
SPP	.151	.096	.104	.170	.169	.121	.806	.151	.098
SPSP	.190	.131	.195	.097	.841	.122	.180	.072	.103
SPB	.197	.149	.157	.085	.852	.158	.167	.134	.054
SPBI	.153	.221	.100	.132	.843	.044	.083	.146	.028

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 8 iterations.

Model Summary (b):

Table 6

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Change Statistics**							
	R Square Change	F Change	df1	df2	Sig. F Change	R Square Change	F Change	df1	df2
1	.814(a)	.663	.606	.86455	.663	11.538	29	170	.000

a. **Predictors:** (Constant), SPBI, EBB, PI, AD, CS, SDI, EDP, SPP, SDD, CP, CSI, SIP, PB, ABB, BG, SPI, SPBB, CD, SPSP, PAP, SIBB, SP, AP, GM, EP, PADP, CBB, PABB, SPB
b. **Dependent Variable:** BB

ANOVA (b):

Table 7

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	250.089	29	8.624	11.538	.000(a)
	Residual	127.066	170	.747		
	Total	**377.155**	**199**			

a **Predictors:** (Constant), SPBI, EBB, PI, AD, CS, SDI, EDP, SPP, SDD, CP, CSI, SIP, PB, ABB, BG, SPI, SPBB, CD, SPSP, PAP, SIBB, SP, AP, GM, EP, PADP, CBB, PABB, SPB
b **Dependent Variable:** BB

Coefficients (a):

Table 8

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**	**Tolerance**	**VIF**
1	(Constant)	.475	.394		1.204	.230
	PB	.519	.063	.518	8.193	.000
	PI	.290	.064	.291	4.495	.000
	BG	-.053	.076	-.062	-.701	.484
	GM	-.004	.082	-.005	-.055	.956
	SDI	.080	.059	.094	1.362	.175
	SDD	.030	.082	.029	.371	.711
	SP	.041	.084	.041	.483	.629
	SPI	-.023	.078	-.023	-.296	.767
	ABB	-.097	.074	-.105	-1.314	.190
	AP	-.029	.083	-.031	-.351	.726
	AD	.047	.069	.051	.674	.501

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	Tolerance	VIF
	CBB	.213	.101	.217	2.110	.036
	CP	-.021	.087	-.021	-.246	.806
	CD	-.243	.085	-.258	-2.850	.005
	SIBB	.166	.094	.158	1.764	.079
	CS	-.222	.090	-.212	-2.477	.014
	CSI	-.001	.076	-.001	-.013	.990
	SIP	-.033	.068	-.035	-.494	.622
	EBB	.142	.089	.138	1.595	.113
	EP	-.129	.096	-.126	-1.342	.181
	EDP	.146	.104	.157	1.403	.163
	PABB	-.121	.102	-.130	-1.189	.236
	PAP	.112	.079	.125	1.422	.157
	PADP	-.060	.117	-.050	-.511	.610
	SPBB	.023	.107	.019	.211	.833
	SPP	.089	.094	.078	.941	.348
	SPSP	.064	.106	.065	.601	.549
	SPB	.184	.111	.190	1.655	.100
	SPBI	-.205	.087	-.214	-2.357	.020

a Dependent Variable: BB

Residuals Statistics (a):

Table 9

		Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value		1.1539	6.8860	4.4350	1.12104	200
Residual	Predicted	-1.93774	2.61109	.00000	.79908	200
Std. Value		-2.927	2.186	.000	1.000	200
Std. Residual		-2.241	3.020	.000	.924	200

a Dependent Variable: BB

Data Interpretation:

Regression analysis shows buying intentions are positively correlated with impulse buying intention (F=11.538) (p<.000) as stated in Table: 7. As per the survey and analysis to the data collected interpretation drawn through Table: 8, Ambience (H$_4$) has significant impact on impulse buying behavior while purchasing cosmetics. Sounds, views and odours are important stimulants that can produce the desire to buy impulsively, previous researches also shows ambience impact on impulse buying behavior. Convenience (H$_5$) can change impulse purchase of consumers. Shelf positioning (H$_9$) is considered while impulse buying behavior towards cosmetics. Back ground music (H$_1$), in store display (H$_2$), Sales person (H$_3$), Store Image (H$_6$), Enjoyment (H$_7$) and Product assortment (H$_8$) has no significant impact on impulse buying behavior while purchasing cosmetics. Mattila and Wirtz, 2009 and Tinne, 2010 as stated in literature review highlighted that skills, knowledgeable and understanding of salesperson can help by guiding in the purchase and motivate impulse buying behavior.

Recommendation from the Study:

On the Basis of Survey it is recommended that stores of cosmetic Product should pay more emphasis on the in store environment. Impulse purchase or unplanned purchases can be increased keeping in view and formulating strategies on the following :-

- **Buying atmosphere:** The results suggest that with a sufficient budget female customers will have stronger impulse buying intentions. Integrated marketing will create a better buying atmosphere and increase impulse buying intention of female customers. Applying psychology of selling and customising the buying atmosphere and selling patterns can upgrade the female customers to buy.

- **Music**: The music played in the store should be soothing and light so that the customers spend more and more time at the store. According to study it has been revealed that Music is capable of inducing complex affective and behavioral responses in customers.
- **Display and Merchandising**- Increasing visibility is a strategic move towards positioning of a product. Display is a powerful medium through which one can attract the customer and influence them for impulse or unplanned purchases. Thus the stores should try to display a variety of product which are attractively organised and can force the customers who are already at point of sale and in a mood to buy to step forward and purchase more.
- **Store Image/crowd** - It plays a very important role for the customer while selecting any shop. This not only helps to build new customer but also gives individuality to the store. It is a phenomenon that people get attracted towards the store with more crowds.
- **Enjoyment** – As research suggests there is no much need of enjoyment activities. Like lucky draws, coupons, etc can be omitted while formulating strategies to increase Impulse Buying Behavior.

LIMITATIONS:

1. The study is limited to the area of Delhi.
2. The buying characteristics of females may differ from area to area.
3. Results of significance test are based on probabilities and as such cannot be stated in full certainty.

FUTURE RESEARCH SUGGESTIONS:

Future researchers can conduct study on a specific brand of cosmetic by conducting in-depth studies and field surveys. Further study can also be directed towards a specific culture or specific age group of females. In addition study can give better results if done during a specific festival season.

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