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Factors and their Manners of Impulsive Buying Behavior in Retail Apparel Industry

Anastasiia Potashina
Aleksandra Pozdeeva

Jyväskylän ammattikorkeakoulu
JAMK University of Applied Sciences

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Abstract

To begin with, the topic of impulsive buying behavior factors appear to be vital as the mass market keeps increasing rapidly, consumers tend to be more experienced and keep learning quickly. Therefore, marketers encounter the necessity to adjust to the constantly changing customer needs and wants. The research problem of the thesis is "What are the factors inducing people to buy on impulse?", and two research questions are the following: "What are the most influential factors inducing people for impulse buying at clothing stores?" and "How do these most influential factors induce people for impulsive buying at clothing stores?". These research problem and questions were primarily shaped to direct the authors to the precise information collection from secondary data sources.

After that, the general overview of the literature found was carried out with the aim of creating an outline for further data gathering and analysis. Consequently, it was decided to select the most suitable research approach for the study problem and questions, which is semi-structured interview one. Therefore, the entire research is the qualitative one enabling the researchers to gain more detailed and profound responses.

The research was provided with 24 initial factors, the influence on the impulsive buying of which, had to be studied. Ten individuals were interviewed composing a group of female students aged from 20 to 30 years old. The overall results have revealed 9 factors inducing people to purchase on impulse in the retail apparel stores. Moreover, the semi-structured interviews assisted in revealing how these most influential factors impel consumers to acquire products impulsively.

Keywords/tags (subjects)
Consumer buying behavior, impulsive buying behavior, consumer, impulsive purchase, buying decision process, retail industry

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1 Introduction

1.1 Background

In the modern world people tend to acquire dozens of unplanned purchases which in prospect might cause feeling of regret because of the money spent. The overall state, individuals usually experience, as a result of an impulsive purchase, is satisfaction, nevertheless, it does not always imply pleasure in the future. In case of buying impulsively, feelings generally overpower reasonable understanding, and it frequently happens that an individual cannot control them. Consequently, the consumer is not able to estimate the necessity of this product acquisition. After some time, the person begins to perceive the situation and its consequences from another perspective.

As marketers understand the tendency of consumers to acquire on impulse, they are supposed to analyze the constantly changing environment, which includes, for instance, influences shift inside a certain industry. Therefore, based on their findings, marketing specialists should apply the novel ideas into practice, which will lead to the impulsive buying level raise.

From the perspective of consumer, they do not realize what induces them to buy products they were not planning to acquire before entering the shop. Therefore, the following question might arise: "What motivates people to make purchases on impulse?". This research is dedicated to the most common factors which are instigating consumers to unintentionally pay close attention to particular products and then experience the urge to purchase them at a glance.

Nowadays, the mass market industry is evolving rapidly and, thuswise, making fashion available for everyone. Therefore, people tend to spend more and more time doing shopping, and this is why marketing specialist should focus more on aspects of consumer and impulsive buying behavior. Due to the fact that retail apparel industry keeps developing, it still requires a more profound research on all the aspects of this sphere.

By virtue of the increasing consumer experience in the mass market field, customers become more educated and familiar with the marketing processes, and thus, are enhancing their resistance and selectivity towards trading deceits and fetches.

1.2 Motivation for the research

Nowadays, impulsive buying as such appears to be a vital concept for the retail industry in general and for marketers in particular. The majority of researchers keep analyzing a number of factors which can influence impulsive buying behavior, and it is self-evidently that some of the aspects tend to be stronger in terms of affection on customer subconsciousness. This research was conducted in order to take a look at a more specific issue, other analysts were not focusing on in their works before - the most influential factors which make an impact on consumer buying behavior.

This exploration has an intention to elicit the top influential factors affecting impulsive buying behavior, and, thereby, help retail industry marketers understand what should they aim their attention at, when premeditating the whole store concept, including, for instance, the overall design of the shop, shelving placement, use of fragrances, music etc. Currently, the reality is that, even if marketing specialists recognize the importance of specific factors in general, they do not understand, whether they are focusing more on the ones, customers appear to imbibe apathetically, or, on the contrary, on those, consumers are perceiving readily and, owing to them, show the higher tendency to acquire products.

The research was done with the aim to reveal the possibilities of managing an apparel store environment in a way that the overall atmosphere will create a needed "hint" for the consumers, which will exhort them to enter the shop and afterwards acquire more unplanned items.

1.3 Research problem and research questions

The main focus of this research is to find out whether there is a relationship between assumed factors and impulsive purchase or not. Thus, the research problem and two research questions were formed. The research problem was supposed to assist the

authors in directing them to search for the proper information in the literature and then, create a draft of possible factors influencing impulsive buying of individuals. Research questions were supposed to, first of all, find whether assumed factors and impulsive purchases are interlinked, and secondly, to find out how factors that were found influential induce consumers to buy on impulse. Thereby, the research problem is "What are the factors inducing people for impulsive buying at clothing stores?".

These are the research questions of this research:

1. What are the most influential factors inducing people for impulse buying at clothing stores?

2. How do these most influential factors induce people for impulse buying at clothing stores?

The research is a qualitative one, and the further data collection will be conducted through semi-structured interviews. First of all, a qualitative research was elected due to the fact that it assists with finding models among cases, and helps to get a respondent's personal, deep-seated experience and opinion. Semi-structured interview was chosen due to its ability to find answers to "how" and "what" questions. This type of an interview also enables the researchers to gain data using various techniques: asking direct and leading questions, or inquire to answer the question with a simple mark on a scale.

1.4   Structure of the thesis

This research is composed of 6 main parts: Introduction, Literature review, Methodology, Results, Discussion, and Conclusion. Introduction part included background information concerning the whole research, reasons for doing the study, brief description of the way the research is going to be conducted, and the structure of the research. Literature part is composed of four prime chapters covering key areas of the research: What goes behind consumer buying behavior, what goes behind impulsive buying behavior, factors influencing consumer buying behavior and impulsive buying behavior, and retail industry. Methodology part includes the research methods, retail

industry information, data collection and data analysis techniques. Results chapter is composed of data and facts about the interviewees' responses. Discussion chapter includes the reflection of results on literature review, limitations of the research, and future recommendations. Conclusion part is composed of the summary of the entire research.

2 Literature Review

2.1 What goes behind Consumer buying behavior

Nowadays, consumers make an enormous amount of purchasing decisions on a daily basis. This means that every individual makes plenty of buying decisions regarding various facets of his life. According to the statistical data provided by Kotler, Armstrong, Harris, and Piercy (2013), annually, consumers acquire various products and services for approximately €70 trillion. Particularly, one of the most alluring consumer markets in the world, which is European consumer market, holds more than half a billion people expending estimated €8 billion on products and services per year. Thus, one of the main goals of marketers is to understand buying behavior of its customers. As it is one of the main aims of the marketers, they regularly and repeatedly carry out consumer researches and endeavor to identify consumer's needs and to get a profound insight of consumer's buying behavior.

In order to understand consumer buyer behavior, it is vital for companies to investigate details about consumers' buying decisions: what do consumers buy, where do they buy, when do they buy, how much do they buy and why do they buy products or services. (144.) Dibb, Simkin, Pride, and Ferrell (2001, 107) uphold the equivalent idea that in order to detect what appease and delight customers, marketers have to study what consumers buy, where, when and how. Kotler, Armstrong, Harris, and Piercy (2013, 145) accentuate that researching consumer buying behavior' whys is not smooth but complex due to customer's unconsciousness of his buying decisions meaning that customer's decisions lie deep in his mind and it is a common phenomenon when consumer does not recognize and cannot identify distinct factors that bias a purchase. Shiffman, Kanuk, and Hansen (2012) uphold this concept by remarking

that being aware of every single piece of information that is possible to gain or research about consumers will prosper the business, particularly, in today's vigorous expanding and developing marketplace. As a result, the knowledge of customer buying behavior most likely will lead a company to be more competitively effective and as a consequence, will have more satisfied clients. Moreover, authors remark that companies aiming at reaching their customers' understanding are most likely to expand, evolve and continue being their field's leaders. (3-4.)

What consumer buyer behavior is based on business established principles? Kotler, Armstrong, Harris, and Piercy (2013, 144) describe consumer buyer behavior as the buying behavior of end users that acquire goods and services for individual utilization. Solomon, Marshall, Stuart (2008, 141) articulate that consumer behavior is the process which a person or a group of people experience to opt for, acquire, utilize and arrange of products, services, experiences or ideas to fulfill their needs and wishes. Quite analogous definition establish Lancaster and Reynolds (2004, 50) by declaring that consumer behavior can be determined as the acts of people engaged straight in purchasing and making use of household goods and services, containing decision processes foregoing and defining these acts. Elbert and Griffin (2003, 261) advocate the akin notion on the definition of consumer buyer behavior stating that consumer behavior is the research of decision-making process with the help of which consumers come to obtain and use products. According to Schiffman, Kanuk, Hansen (2012, 2), consumer behavior is the behavior that is demonstrated by consumers in looking for, acquiring, utilizing, assessing and arranging of goods and services that consumers reckon will fulfill needs. According to Dibb, Simkin, Pride, and Ferrell (2001), consumer buying behavior is the buying behavior of final consumer — those who obtain goods for individual or home use. Authors stress that consumer buying behavior is not associated with the acquisition of products for business applying. (107.)

Dibb, Simkin, Pride, and Ferrell's (2001, 107) concept corresponds with the point implying that it is vital for the marketers to research and analyze consumer buying behavior as the prosperity of a company's marketing strategy will be built upon how customers respond to it. In this case, it is essential for companies to utilize marketing

mix which must be used by companies with the regard to customers' needs and wants.

Schiffman, Kanuk, and Hansen (2012, 2) emphasize that consumer behavior has tremendously altered in the past decades. Additionally, this kind of marketers' "philosophy" is indispensable by virtue of increasing consumer's expectations towards goods and services. This consumers' tendency once again confirms the necessity of marketers to be consumer adjusted.

Consumer Behavior and Buying Decision Process

Schiffman, Kanuk, and Hansen (2012) accentuate the fact that consumer behavior had not been profoundly studied until 1960s and thus, in order to create and develop a fundamental new marketing field of study, marketing theorists adopted concepts from previously scientific disciplines that included sociology, psychology, social psychology, anthropology, and economics. All those disciplines could substantially contribute in having a basis of knowledge about individuals, groups of people, individual's behavior in groups and an impact of a society on an individual. Later after an adequate amount of researches and studies were done on the consumer behavior topic, it was inferred that consumers are influenced by a sufficient number of factors excluding commonly known factors such as society or advertisements, but are influenced by their emotions, for instance. (14.)

Buyer decision process (as cited in Kotler, Armstrong, Harris and Piercy, 2013) is composed of 5 phases which are need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Those stages occur not only in the time of purchasing but before and after it taking a lot of time. Usually, consumers tend to omit one or some of these phases due to different factors such as the uselessness in searching for a product or a specific brand as a person already know about it and so on. (161.)

Need recognition is the first stage of the buying process and it implies that a consumer realizes a need that could be caused by internal reasons (such as hunger) or external reasons (such as an ad). (ibid., 161.)

Information search is the second stage of the buying process and it implies the consumer's need or want for searching for information about the product he/she needs. This is the stage that can be skipped by a consumer by some factors as well. For example, if the urge to buy is strong and a product a person wants is nearby, the possibility of information search of that product is low. There are a lot of ways of information searching: personal sources including personal connections such as family; commercial sources including advertising, websites; public sources including any rating organizations; and experiential sources including the product exploitation. (ibid., 161-162.)

Evaluation of alternatives is the next phase of the buying process which includes the evaluation of products among various brands. The way a consumer carries out his/her evaluation depends on himself and a certain buying case. (ibid., 162.) Purchase decision is the fourth stage of the buying process and it implies the consumer's formation of an acquisition intention, this means that a consumer had already chose the best alternative. Nevertheless, this stage may never lead to the purchase due to some reason such as attitudes of others or unexpected situational factors when someone you respect, for examples, says he does not like your choice or if the purchase requires a lot of money and time to purchase (for example, a house), the economic crisis may happen.

Postpurchase behavior is the last stage of the buying process. This is the stage that occurs after the purchase happened and determines consumer's satisfaction or dissatisfaction with the product bought. the main factor influencing consumer's satisfaction or dissatisfaction is his expectations about the product and its perceived performance. the more a space between expectations and performance, the more a consumer is dissatisfied.

Types of Consumer Buying Behavior/Types of Buying Decision Behavior

Dibb, Simkin, Pride, and Ferrell (2001) suggest four types of consumer buying behavior that refer to consumer decisions made to satisfy consumer's current or future needs. As consumers make these buying decisions about any aspect of life, they become a part of diverse decision-making behavior, any consumer is involved in these types of behavior and the type of behavior will depend on a situation, for instance, it will heavily rely on was the purchase planned or unplanned. (108.)

These four types of consumer buying behavior include routine response behavior, limited decision-making, extensive decision-making, and impulse buying (ibid., 108) What does each of the decision-making behavior imply? By the routine response behavior marketers imply the behavior of a consumer when he purchases products that are purchased regularly, these products are reliable meaning that they do not carry any risks, they do not require a consumer to search and decide whether to buy it or not. These are the products, brands of which consumers know in abundance, thus consumers have an opportunity to opt for from a range of equivalent products. Consumers in this type of behavior generally spend a minimal amount of time singling out a product, in most cases it happens as a matter of course. Illustrations of products that can be bought in this case are sugar, bread, milk and an immense load of alternative goods that we acquire on a daily basis. (ibid., 108)

The second kind is limited decision-making implying that consumers engage in this type of behavior when it is urgent for them to get familiar with an information about the product a brand of which they do not know, however, know the product category. This type of behavior is supposed to require a little amount of time to search and collect information and following consideration of it. (ibid., 108)

The third type of consumer buying behavior is extensive decision-making suggesting that a consumer is engaged in this kind of behavior when he intends to buy a good that can carry risks, that is obscure, costly and is usually seldom acquired. This type is

presumed to be the most complicated due to the fact that a consumer devotes adequate amount of time exploring aspects and facts about various alternatives, analyzing and correlating them, and afterwards, settles the final selection. (ibid., 108)

The last one type out of four is impulse buying that is usually being diverged from other three types. Impulsive buying implies unconscious hard, constant motive to purchase some products urgently. This type is the one that normally incite inner emotional conflict meaning that it is an ordinary case when a person feels a strong urge to buy, however, after the purchase is dissatisfied or feels repent for the action. (ibid., 108)

Kotler, Armstrong, Harris, and Piercy (2013) suggest their four types of buying decision behavior standing for the degree of a consumer's partaking and the degree of diversities amid brands. These four types are the following: complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, variety-seeking buying behavior (159-160).

Consumers are engaged in complex buying behavior type when they are strongly involved in an acquisition of a product and distinguish considerable distinctions among brands. In this case the product carries risks, is expensive, and is bought rarely. Consumer spend a sufficient amount of time searching for the information about the product before making the final careful choice. (ibid., 159)

The second type of buying decision behavior is dissonance-reducing buying behavior. This type is analogous to the first type to some extent, the only difference is that a consumer do not perceive or perceive a little distinction among brands. (ibid., 160)

The next type is habitual buying behavior characterizing the situation when a consumer is low involved and sees insignificant distinction among brands. (ibid., 160)

The fourth and the last type of buying decision behavior is variety-seeking buying behavior. Variety-seeking buying behavior is the consumer behavior when he is low involved in the purchase, however, perceives a sufficient amount of brand differences

so he has an opportunity to opt for or alter choices of a product every time he buys it. (ibid., 160)

2.2 What goes behind Impulsive buying behavior

Solomon and Rabolt (2004) persuade that when a person experiences an unexpected compulsion to acquire a specific product, he or she is not able to oppose, impulse buying occurs. Impulsive buying lasts for a moment or for a very short period of time which makes it totally different from compulsive consumption - a constant urge to acquire something. Usually, a consumer feels more assured to obtain a product impulsively when he believes it is made for a certain purpose, which can be, for instance, a small present for a sick friend. This is why all the items, which are implicated to be bought on impulse, tend to be placed next to the cash desks, so that people will notice them when all the high-priority products are already found. (447-448; 490.)

According to a study provided by Rook (1987), the willingness to acquire a certain product impulsively usually appears as a result of visual contact with it or owing directly to the promotional stimulus in a shop. Nevertheless, the desire to buy something on impulse does not necessarily occur in consequence of visual induction. One part of the respondents marked the fact that an impulsive to buy something without a certain purpose was able to occur even when a person was at home and did not face any factors which could encourage him or her to obtain an item. Sometimes, this urge to buy might become so irresistible that some of the respondents describe the appearing feeling similar to falling in love with a product - consumers experience a strong need of acquiring the exact item at that point of time and do not understand why they did not think of obtaining it before. (193.)

Many various impulsive buying categorizing systems are made by different researchers and, even though those are quite discrepant, the most widely used ones, according to a study made by Han, Morgan, Kotsiopulos and Kang-Park (1991), include the following: planned impulse buying, reminder impulse buying, suggestion impulse (or

fashion-oriented buying) and pure impulse buying. Planned impulse buying is probably the most common type of impulsive purchasing - firstly, consumers check the unsolicited range of products in a store and only after that are selecting a specific item, so that their decision is strongly connected to the sales conditions. Reminder impulse buying happens only in case if a customer remembers his previous buying experience and, as a result, the purchase is made immediately. Suggestion impulse appears when a certain product's design has changed and the fact that the consumer notices it is vital for the final buying decision. This type of impulsive purchasing is connected to a consumer's innovative style and fashionability understanding. Finally, pure impulse buying happens with no precondition to buy something, which can also be an "escape purchasing". (15-21.)

According to Kotler and colleagues (2013), nowadays, a sufficient amount of marketers are utilizing the idea of "shopper marketing" which intention is to promote the product inside the store in order to induce a consumer to make a decision on buying a product of this store's brand, thereby it turns a shopper into a purchaser at the point of selling. Thus, this shopper's action should take place at the store level. Authors accentuate that this kind of marketing creates approximately the same amount of sales as using advertising on a popular TV show. (387.)

Another example of the impulse buying effect was described by Muhtar Kent, the CEO of the Coca Cola Company. He confessed that consumers made more than 70% of product unintentionally - mainly, customers notice the brand in the store itself and only after that make a decision concerning the item acquisition. (Karmali 2007, 18.)

2.3   Factors Influencing Consumer and Impulsive Buying Behavior

Factors influencing Consumer buying behavior

One of the most challenging questions marketers face is what exactly makes consumers acquire concrete products. Each and every company is supposed to conduct an extensive marketing research in order to bring customers' unfulfilled needs to light,

and therefore to simplify the way of constantly keeping interest of the consumers for a certain enterprise.

Ebert and Griffin (2003) declare the fact that marketing professionals are primarily aiming attention at psychological and sociological fields since those generally are the central areas prompting consumers' buying behavior. With the intention of expounding some common consumers' preferences and predicting the forthcoming trends, marketers analyze the four major consumer behavior influences which are the following: psychological, personal, social, and cultural. (261.)

Perreault and McCarthy (1996) report that many specialists consider the simultaneous occurrence of multiple impetuses propelling a person when selecting a product or service. In order to simplify the original Maslow's hierarchy, an adapted version aimed specifically at consumer behavior was created which was called the PSSP hierarchy of needs — Psychological, Safety, Social, and Personal. The PSSP hierarchy forms a pyramid with four vertically ascending levels, starting with Physiological needs (the lowest level). (217.)

The foundation position is linked to all the biological or natural needs, a human being cannot exist without, such as food, drink, rest and sex. Gatorade, a sports beverages brand, concentrates on this rank of the hierarchy and attracts their consumers saying: "It really quenches your thirst". As to the second level of the pyramid, it encompasses the safety needs which imply protection and well-being (health, medicine, exercise etc.). The instance of using these needs in the field of marketing can be seen, for example, in all the insurance companies. Thuswise the Travelers Company insurance advertisement makes both consumers and potential customers pause and think of the possible force majeure and how to avoid those, reminding: "You're better off under the umbrella". The penultimate Social needs level is connected to interaction with other people and consists of such components as love, friendship, status and esteem. This layer is the cornerstone for Hallmark which centers on their consumers' feelings towards their relatives and friends: "When you care enough to send the very best". Regarding the final — Personal needs — level, it is concerned with a person's need for individual gratification without taking others' opinions and estimations into

account. This layer combines such elements as self-esteem, accomplishment, freedom, relaxation and other. L'Oréal wields the Personal needs level for their marketing purposes by adding the "Because you are worth it" slogan when promoting their beauty products. (Chung 1977, 40-44.)

Psychological influences within an individual tend to be the very first ones, that catch marketers' attention, when analyzing consumer behavior. According to Perreault and McCarthy (1996, 158.), intrapersonal or psychological variables include the following: motivation, perception, learning, attitudes and beliefs.

Perreault and McCarthy (1996) describe motivation process as a fact that humans generally never reach a condition of absolute satisfaction. As soon as the basic, lower-level, needs are appeased, humans are aiming at those which are placed on the higher level of the PSSP needs hierarchy. Consequently, marketing is aiming at the prosperous societal element in developed economies which tend to concentrate on the higher level needs. Therefore, these marketing tactics might be abortive in the economies which are not that well-developed and where consumers are not ready to focus on the higher-level needs as the basic ones remain prior for that. Despite the above-mentioned facts, a specific product is able to gratify several needs at the same time which usually is more desired by consumers. (160.)

When choosing a certain product to acquire, a consumer usually relies on what does he or she experience, on what kind of feelings does the item provoke - this is all about perception and how does it affect consumer buying behavior. Sometimes dissimilarities in perception appear due to the fact that consumers tend to choose disparate ways of meeting their needs. Corresponding circumstances occur as various people receive and construe data gathered from the environment diversely. Even though people are affected by "stimuli", which include advertisements, stores and products, all the time, consumers may not pay attention to it, and, as a result, stimuli remain unheeded in the background of the everyday life. Selective perception intervenes wherethrough generally people use the following assortment algorithm:

1. Selective exposure - people's minds are constantly sorting the incoming information and choose the data needed solely.

2. Selective perception - consumers unconsciously examine ideas, messages and data which disharmonize with previously collected information and attitude towards it.

3. Selective retention - human mind picks and saves the data which seems to be meaningful and beneficial in the future.

The above explained selection process is the reason why a certain part of the target audience is not affected by a specific type of advertising, whilst it sticks to other people's minds easily. The first category simply does not recognize that marketing trick as something useful due to the fact that their minds dismiss the information either on the first or on the second step of the assortment algorithm. Selective process is strongly interlinked with person's needs and especially with the prevailing ones. For instance, consumers' minds do not notice Michelin tire retailer advertisement, even though they see it on a daily basis. Consumers begin to pay attention to it only when the time to acquire new tires has come. (ibid., 160-161.)

Learning arises when a person's way of thinking transforms as a result of his or her previous experience and this process may either be direct or indirect one. If a person tries the very first scoop of Ben&Jerry's ice cream in his or her entire life - direct learning occurs. On the contrary, if a consumer does not experience it himself but notices an advertisement of other people enjoying Ben&Jerry's products, the decision that he will adore it as much will be made - this will be the example of the indirect learning. The learning aspect in consumer behavior is one of the most meaningful and complex ones for marketers due to the fact that it may occur not only as a result of marketing tactics but also owing to stimuli which might not be connected to marketing at all. (ibid., 161.)

Marketing specialists usually focus on and analyze various cues and images that cause positive associations and therefore marketers include those in their marketing mix. Majority of consumers perceive mint or lemon aroma with the scent of fresh-

ness and cleanliness, for instance, which is why many manufacturers rely on this association and add similar fragrances to their products. What is more, some cosmetics produced specifically for bathing purposes, such as shampoos or shower gels, tend to be packaged in transparent or minimalistically designed bottles as this appearance seems natural and pure to customers. (ibid., 161-162.)

Perreault and McCarthy (1996) also highlight culture and society as they play the most important roles in the learning process. For example, food preferences are being learned in the childhood, and thus, if a person was raised in Russia, he or she will most likely not be able to enjoy extremely spicy food as much as Mexicans do. The importance of the foundation learned from the very beginning and for a long period of time can be traced by the results of the most research done - advertising does not have the ability to persuade buyers to acquire or experience something opposite to their basic attitudes. On the contrary, when taking the original, non-cultural learning process, it can be seen that satisfactory experiences cause positive attitudes and, vice versa, unacceptable experience may lead to the repulsive effect towards a certain product in the future. (170-171.)

The following variable in fact consists of two of those - attitudes and beliefs. Both factors are representing consumer's opinion regarding a certain product, idea, company etc. Sometimes people mix these concepts as they are quite alike despite the fact that beliefs, in comparison to attitudes, are not so action-oriented and do not inevitably comprise liking or disliking, that means a person's position on a specific item may be indifferent when speaking of beliefs. Nowadays, marketing specialists are focusing on attitudes as they are willing to interlink those with consumer behavior and therefore alleviate buying intention forecasts. Unluckily, the liaison of attitudes and aim to acquire is sophisticated, and it can be seen in the following example: a consumer might have positive attitudes toward a certain Porsche car model but no motive to obtain it. (ibid., 163-171.)

Usually it is utterly complex to alter existing attitudes and therefore specialists tend to work with the present ones. Another difficulty marketers deal with is promotion of a specific product in a way that it might induce erroneous beliefs among consumers.

Different manufacturers present their goods as a miraculous product that assists consumers with losing weight in a short period of time by advertising it with help of various models and bodybuilders. Even though the company does not promise its customers that they will look exactly like the model or will get rid of all the unwanted fat deposition by using the medicine, critics argue their advertisement gives that perception and thus deceives consumers. (ibid., 163-171.)

According to Kotler, Armstrong, Harris, and Piercy (2013), the second group of factors which affect consumer buying behavior is the personal one. Personal or individual factors influence consumers' decisions in a way depending on their lifestyle and the point of life they are currently existing in make them perceive the environment differently. Therefore, in order to create the correct content for customers' attraction, marketers should analyze these indicators carefully. The personal factors group includes the following elements: age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept. (153.)

Firstly, age and life-cycle stage are the natural determinants which cause changes in a certain consumer's behavior activities. When presenting and promoting a specific product, a company should identify their target audience wisely, keeping in mind that people are constantly moving towards a new period of their lives. Usually, these cycles are being divided connected to major events, which make a certain impact on individual's overall perception, such as going to college, getting married, having children, retirement, moving house and many others. The PersconicX product established by Acxiom presented their database which clearly demonstrates their segmentation regarding life-cycle stage, taking various interests or the current situation of an individual into account, they made the whole system visual. (ibid., 153.)

Second component of the individual category is occupational factor. In fact, interest in a certain group of products is directly interlinked with the position and sphere consumer in currently involved in. (154.) Top managers, for instance, tend to obtain business suits in order to match expectations of the society and to look presentable enough as they will inevitably be judged by their appearance from the first glance at them.

Economic situation also affects consumer buying behavior greatly. Marketing specialists are supposed to follow the income, interest rates and savings trends among their current and potential customers. (154.) A self-evident fact is that a person with the above average income will most likely purchase his or her clothes in designer stores and boutiques. On the contrary, the lower-class customer will choose cheaper option mass market stores, such as H&M or New Yorker.

The fourth element, as cited by Kotler, Armstrong, Harris, and Piercy (2013, 155), affecting consumers on personal level is, in short, the way a certain customer lives, and is called lifestyle. Every separate person can express him- or herself in a different way depending on the favorite activities, interests, and opinions he or she has. These personal factors affect the general background of an individual and create the unique lifestyle, he or she sticks to. Therefore, marketing specialists are supposed to focus on the AIO (activities, interests, opinions) indicators and establish the whole strategic system based on their findings. (Wells, & Prensky 1996, 185-189.)

The final personal factor consists of personality and self-concept. (Kotler et al. 2013) As to personality, it is defined as a category of indicators which outline the distinctive features of a certain person or a group of people. Typically, customers tend to choose the brands and products that are matching their own personality types. Consequently, marketers believe, there is the phenomenon of brand personality that is the combination of characteristics which can be interlinked with a particular brand. There is a differentiation between five types of brand personalities which include sincerity (Dove), excitement (Apple), competence (Volkswagen), sophistication (Versace), and ruggedness (Harley Davidson). Sincerity implies honesty, optimism and realistic; excitement brand personality should be creative, topical, passionate and reckless; competence is all about reliability, victory and intelligence; sophistication entails sumptuousness and captivity in positive means; and ruggedness has to be fierceful and alfresco. Another personality approach is called self-concept or self-image and can be explained as "We are what we own". The most well-known example of this idea is Apple advertisements where people are representing products of various companies. The Apple Mac's role is given to a young man wearing casual clothes

whilst the person playing the Personal computer is wearing glasses and an old-fashioned suit. Consumers unconsciously pick the "Mac-man" as they associate themselves more with him rather than with the one representing the PC. (155.)

Kotler together with his colleagues (2013) highlights the third category of elements determining consumer behavior which is the social factors. This area consists of the following divisions: reference groups and small groups, family, and roles and status. As to the small groups, these can involve two or more individuals who keep collaborating towards a common target. Small groups affect a person directly while reference groups, on the contrary, can operate both obliquely or straightforwardly. Reference groups might also have an impact on an individual by implication, despite the fact that he or she is not a member of it. (149.)

Schiffman and Kanuk (2004) assent with the concept described above and complement it with their extended findings regarding reference groups. As to the direct reference groups, those are the ones, a person does not fully relate, meaning that he or she does not contact them in person. These types of reference groups include politicians, movie and sports stars, or even a stylish good-looking stranger on the street. (331.)

The top influential reference groups contain the following ones and are placed in descending order (beginning with the strongest ones): family, friends, social class, preferred subcultures, culture of the individual, and other cultures. What is more, the reference groups that appear as a result of various basic groups crisscrossing, tend to be the most frequently occurring ones. These groups include friendship, shopping, work, consumer-action groups and communities or virtual groups. (Schiffman & Kanuk 2004, 334.)

As to the friendship groups, Schiffman and Kanuk (2004) articulate those are usually perceived as informal ones due to the fact that there is normally a lack of overall structure and certain authority rankings. In terms of consumer decision making process, this particular group, after a person's family, is commonly the one which has the major amount of impact on an individual. Marketing specialists keep focusing on

friendship and thus include friendship situations into advertising campaigns. This is one of the most transparent ways to catch consumer's attention as they feel involved into the scene and their subconsciousness causes the real-life situation ideation emergence. (334.)

Shopping groups are a number of individuals who are going to a store together either for a certain product or just in order to spend some time there. Usually, this group includes family and friend, and thus it tends to be a subsidiary of them. Shopping groups normally serve as supporters when arriving at decision, and consequently a consumer feels more confident about his or her purchase selection. There is also such a branch of shopping groups as the in-home shopping parties. This type of the reference subgroup makes it more alleviated for marketing specialists to promote a specific product of a line of products to a wider range of customers as they tend to discuss and analyze items between each other. (ibid., 334-335.)

For the reason that an enormous number of people spend a major part of the week working, it is reasonable that their colleagues can affect their consumer behavior greatly. Work groups can be divided into two types - formal and informal ones. Formal work group refers to a team who is working together, and therefore the members of it have an ability to influence each other's' purchasing behavior. On the contrary, representatives of informal work group are not necessarily supposed to be a part of the same team inside the company but should have become friends while operating in the firm. Consequently, it can be stated that informal work groups partly relate to friendship groups and, as a result, its members can influence individual's consumption behavior in a similar way. (ibid., 335.)

As to the consumer-action groups, those include people who are taking specific actions towards a certain common problem, such as drunk driving, for instance, and these are aiming to push others to the "right" products. This category of reference groups consists of two branches - the ones that exist for a short period of time and only until a certain problem is solved; and the ones that keep operating towards a more widely spread and more massive issue during an extended or undetermined period of time. (ibid., 337-338.)

Virtual groups or communities are the newest type of reference groups which, owing to digitalization, are an essential part of marketing world nowadays. These groups help various people with similar areas of interest connecting online, discussing and sharing their experience. For instance, if an individual is a vegetarian, he or she can effortlessly join a virtual group that is entirely dedicated to this topic. Therefore, these online communities play a significant role in marketers' area of operation due to the fact that they have an opportunity to contact consumers straightaway and gather a massive amount of information they need for the studies. (ibid., 335-337.)

Schiffman and Kanuk (2004) also highlight celebrity and other analogous reference groups. The five dominant categories involve celebrities, expert, common-man, executive and employee spokesperson. Usually, celebrities are being used as an expert or a "common-man", which demonstrates a customer who is sharing his or her satisfactory experience after using a certain product, and therefore companies can easily attract not only current and potential consumers interested in the product but also the ones who adore these celebrities. The "common-man" approach can also include general people, not celebrities, with their before and after stories. What is more, marketers can decide to use their CEO as a spokesperson as the executive level workers tend to look trustworthy in the eyes of the customers due to the fact these people have a certain influential status owing to their achievements in a specific area. The last of the most powerful celebrity reference group appeals are trade or spokescharacters along with the well-known cartoon characters, such as Ninja Turtles, Ronald McDonald and the M&M's dragée. (338-343.)

Family influences tend to be one the strongest in terms of social effects which are able to change individual's buying behavior. There are two major ways that help determine behavioral tendencies of a consumer: types of his or her family and family life cycle period. As to the family types, three of them are being distinguished - married couple; nuclear family which refers to a married couple with one or more children; and extended family that is a nuclear family living with at least one grandparent. Regarding the family life cycle stages, specialists eliminate the following ones: bachelorhood; honeymooners which begins right after the marriage vows;

parenthood that is starting with the birth of couple's first child; postparenthood which can also be called the "empty-nest" period and that appears as soon as all the children left parent's home; and dissolution. As the stage of an individual's life cycle changes, their preferences can switch significantly. Therefore, marketers should pay close attention to the target audience, they are aiming at, in order to make sure, they are able to satisfy the renewed customer needs. (ibid., 358-365.)

The last category of factors influencing consumer buying behavior, highlighted by both Kotler and his colleagues (2013), is the cultural one. Schiffman and Kanuk (2004) accentuate that cultural factor consists of the following dimensions: culture, subculture, and social class. (333.) As all the categories, which are affecting impulsive buying behavior, are tightly interconnected, culture was already covered and thoroughly explained in the learning part of the psychological influences on impulsive buying behavior.

Regarding subcultures, according to Kotler and colleagues (2013), these refer to the cultural elements or groups, an individual appears to be a member of, which are, for instance, religion, race, geographical location, and nationality. All of these categories make a specific impact on the overall outlook of a person, and thus can influence his or her consumer behavior. Nevertheless, one person might be a part of various subcultures at the same time, which means that subcultures are not supposedly reciprocally exclusive. (ibid., 146-149.)

The final part of cultural factors includes the social class. This layer involves certain groups which have identical values, interests and ways of behavior. Researchers distinguish seven categories of those which are analyzed by income, occupation, education and wealth and are placed in ascending order. The first two are the Lower Lowers (7%) and the Upper Lowers (9%) - both are poor and do not have a proper education if any, and the only division between them is that the second ones are moving towards the higher class. The third category is the Working Class (38%) which involves people that do not own a lot of money but, nevertheless, are salaried. The next two groups are both related to the Middle Class and are the Middle Class (32%)

and the Upper Middles (12%). Individuals which appear to be these categories' members are well-paid, have higher level of living in general; but the Upper Middles are professionals, whilst Middle Class workers are usually the average blue- and white-collars. The two top categories are the Upper Class and consists of the Lower Uppers (2%) and the Upper Uppers (1%). Both social classes are extremely wealthy but the first ones have a high income owing to their overall activity, can allow themselves to easily purchase a new house or a car. As to the Upper Uppers, they appear to be the elite group which are the relatives of the opulent family; they tend to donate to different charity funds and offer the very best education for their children. (ibid., 149-150.)

Factors influencing Impulsive buying behavior

The willingness of acquiring a certain item on impulse does not appear all of a sudden - there are some factors nudging people to make a purchase. As stated by Hoyer and colleagues (2013), there is a number of reasons why people tend to obtain various items impulsively. These purchases may be caused owing to either the urgent desire to buy a certain product, negligence towards acquiring something which might cause negative repercussions, feeling of elation and incitement, or a strife between gratification and control. (259.) Multiple researchers uphold the fact that impulse buying is exhorted by the lack of consumers' self-control. (Baumeister 2002, 670-676.)

Despite the previously described factors, according to the majority of authors, which are mentioned further, the most commonly appearing also include mood, age, and gender of the customer; colors, music, aroma, overall design of a shop, and employees. The first factor is connected to the psychological state of a person when entering, shopping and leaving a certain store. According to Beatty and Ferrell (1998), positive mood provokes impulsive buying more often comparing to the negative one. It is the consequence of the fact that 85% of customers who are acquiring on impulse tend to have positive mood before and during the process of impulsive shopping. (173-174.) This tendency happens as a result of quicker decision making, lower level of evaluation performance, and contemplation of a minimum amount of information

(Gardner & Hill, 1987). Vecchi (2017) highlights that the participants were assured, impulsive buying most likely appears when an individual experiences either excitement or a lighthearted feeling and is striving to extend this state. Therefore, the urge to buy an item, which might be seen as a treat for the person, occurs and the consumer cannot resist it. (238.) Nevertheless, Gardner and Hill (1987) note that the desire to acquire products on impulse might be caused due to the negative feelings of a customer. Herman and Polivy (2004) complement this finding, explaining that this state can cause the lack of self-control and, as a result, the person will try to discover an exit from the unfavorable situation he or she is currently experiencing. (492-508.)

Another aspect that influences impulsive buying behavior is customer age and it is divided into different categories. The one which showed the highest tendency in impulsive purchases making, in comparison to other age groups, was studied by Bellenger and his colleagues (1978) and it includes people between 18 and 39 years old. What is more, Wood (1998) elaborated their findings with the following result: consumers which belong to the next age group (39 years and older) show the lowest levels of impulsive buying.

According to a study provided by Ditmar and her colleagues (1995), males and females perceive purchases in a different way: men tend to acquire functional and practical items, whilst women are paying attention to products which might satisfy their emotional needs. What is more, females prefer products which will upvalue their social status, and, on the contrary, males are mostly focusing on their individual identity basis. (491-511.) Another study confirms the above mentioned findings and explains the difference between choices made by men and women when acquiring products on impulse (Coley & Burgess, 2003). It was stated that females tend to focus more on apparel and, therefore, buy related products impulsively more frequently in comparison to males. On the contrary, men pay more attention to the technology products and are more likely to obtain them compared to women. (291-292.)

The next category of factors are related to the store itself, and the first one of them is the color palette of a shop. Due to the fact that humans tend to perceive the majority of information through their eyes, color is the prior aspect, which is being received and revised by the human brain. According to studies of Valdez and Mehrabian (1994), warm colors, including red and orange, for instance, tend to be the indicators that are making consumers mood and desire to buy elevate. Whilst brighter colors are more stimulating and instigate higher activity levels, darker and colder colors tend to be perceived as calm and relaxing ones. (394-409.)

Music also appears to be a strong impulsive buying influential factor in a store. It was researched that tempo and music mode affect enjoyment, arousal and the overall mood of a person (Husain et al., 2002). Intensive tempo, rhythmical and high volume music provoked higher levels of activity, increased people's energy and motivated them to operate faster and more efficiently. On the contrary, slow and relaxing music was impelling people to stop their activity and switched them into a "sleeping" mode, so that they did not have desire to keep doing anything they were intent on before. (151-167.)

The following factor, influencing impulsive buying behavior, is the fragrance of a certain shop. As well as music, different scents activate various parts of a human brain, bring out certain associations, and induce people to act accordingly. The study provided by Mattila and Wirtz (2001) shows that citrus fragrances aggrandize energy levels and stimulate consumers for further action. On the contrary, Morrison and his colleagues (2011) noticed that sweet and warm vanilla aroma is being accepted both by men and women as the fragrance which can increase the level of pleasure, even though is associable to be truly female scent. Vanilla aroma tends to cause the feeling of coziness and thus makes customers subconsciously imagine themselves being at home. (558-564.)

What is more, Morrison and his colleagues (2011) studied a correlation between in-store music and fragrance, which is shown in the Figure 1. According to their research, music volume and presence or absence of aroma in a shop are interlinked

and influence pleasure and arousal of a customer on the subconscious level. There-fore, this factors make an impact on approach behaviors, time and money spent in the shop, and the overall satisfaction of the customer. (558-564.)
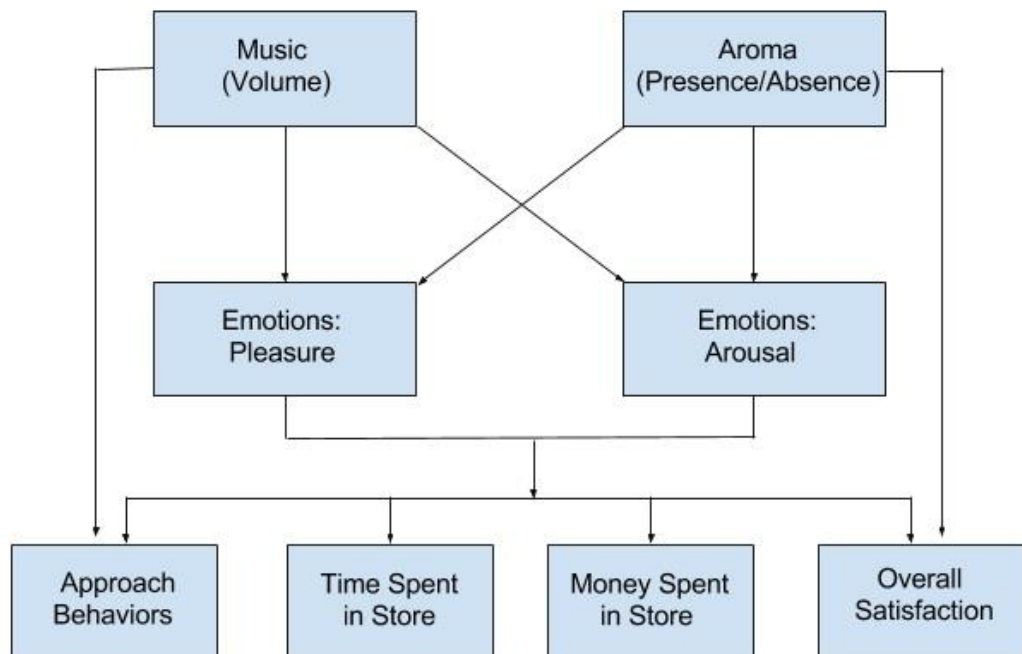

Figure 1. Correlation between in-store music and fragrance (adapted from Morrison et. al. 2011)

Another factor which influences impulsive buying behavior is the overall interior of a store. Kotler (1974) states that a pleasant store design creates an alluring atmos-phere around a certain store, and thus helps a customer to purchase in a psychologi-cally smooth way - these factors are called "atmospheric". (48-64.) These atmos-pheric factors include a number of aspects which are, for instance, layout (Levy & Weitz 2004, 589), spatial factors, and ambient conditions (Davies & Ward, 2002, 201.).

What is more, a study provided by Mehta and Chugan (2013) showed that the win-dow of a store is one of the vital aspects that affect impulsive buying behavior due to the fact that a successful outlook of the showcase appears to be the cornerstone of customer attraction. (80-81.) The composition of the showcase should be conspicu-ous, so that people, who are passing by, can easily estimate the appearance of the window when quickly walking next or towards the store. (Underhill 2009, 43.) Mehta

and Chugan (2013) note, there also is a strong interconnection between consumer impulsive buying behavior and floor or salesroom merchandising. (76-82.) According to the research of Liljenwall (2004), 85% of customer decisions regarding acquisition of a specific item are being made on shop premises. (214.) Nevertheless, Hui with the colleagues (2013) have found that, despite the fact the majority of verdicts done concerning the purchase are done in the store, normally a person visits less than 50% of all the shop's aisles. (1-16.)

Last but not least is the social factor, which is a part of those, influencing impulsive buying behavior. Turley and Milliman (2000) allege that consumers tend to single out two categories of social influencers: shop employees and other customers. The overall desire to acquire products might be raised owing to the helpfulness and friendliness of the staff. What is more, it can also diminish the aftertaste of a negative aspect appeared in the store, and thus impel the customer to buy more. As to other consumers, they also may affect the impulsive buying behavior of a certain person by dint of giving compliments, trying on or advising a specific product. (193-211.)

Developing the social factor concept further, according to Hawkins and Mothersbaugh (2013), shopping with friends appears to influence the impulsive buying behavior of an individual. Comparing to the situation when a person is doing shopping alone, the probability of acquiring an item impulsively is a lot higher. On the contrary, a study has shown, a consumer is less likely to buy impulsively when purchasing with family members. (473.)

A concept, which indicates the tendency of a person to immediately respond to the stimuli, appearing in a store, with no estimation and reflection, was studied by Weun and colleagues (1998). This trend is called Impulse Buying Tendency, and it suggests that consumers, who possess a higher degree of it, are more likely to buy on impulse owing to the self-control degree decrease when meeting stimuli at a shop. (1123-1133.)

Verplanken and Herabadi (2001) created a so called "Impulse Buying Tendency Scale" (or IBTS) which clearly represents the main divisions of factors influencing consumer

decision regarding the process of acquiring impulsively. (71-83.) This IBTS concept is shown in the Figure 2.
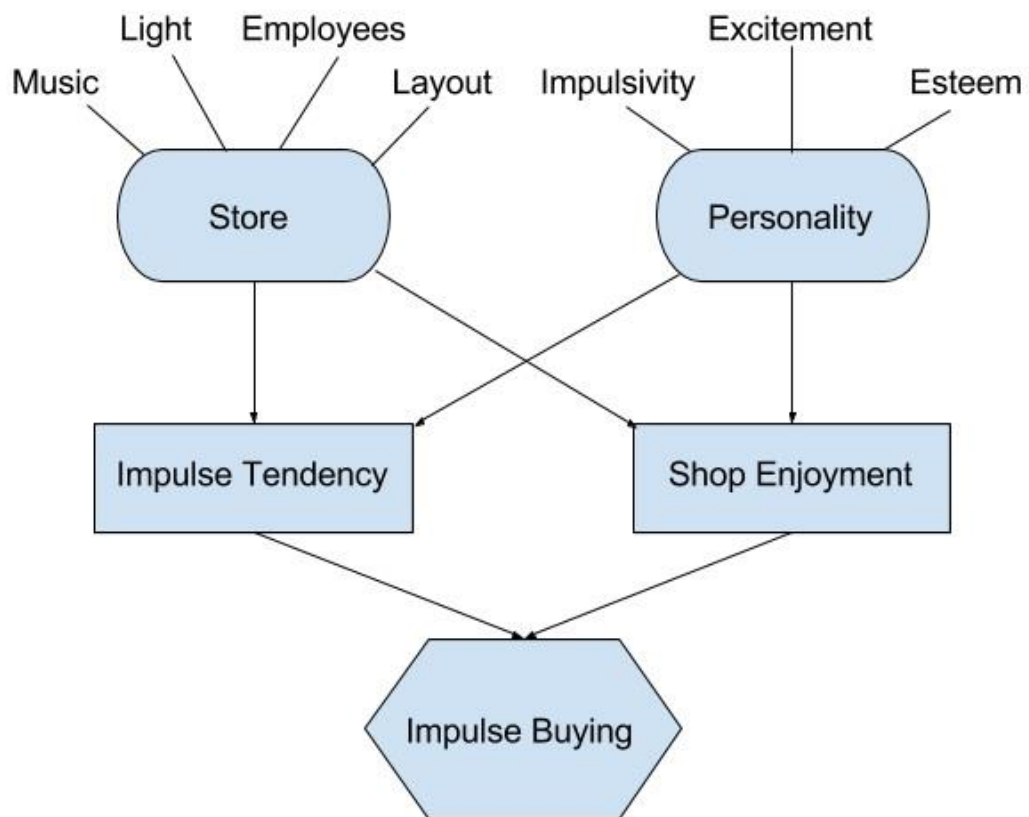

Figure 2. Impulse Buying Tendency Scale (adapted from Verplanken and Herabadi, 2001)

As it can be seen in the Figure 2, there are two overriding spheres, a person experiences unconsciously, which cause the very first signs that this individual will make an impulse purchase which are the store itself and the personality of the customer. The "store" part of the division is all about the appearance of the shop in the consumer's eyes: music playing in the background, lightning, behavior of the shop employees, and the overall layout. In respect of music, consumers usually notice the loudness, rhythm, genre, and the cognition of the track. Regarding the light, the most common aspects of it to be noticed by consumers are its intensity, color and directivity. Next category of factors implies shop assistants´ way of behavior, their amiability, level of officiousness, ability to avail customers in a correct format. Finally, the overall layout which presupposes the size of the shopping room, convenient shelving and product collocation, spacing between the opposite stands, and other.

The second part of the primary factors influencing impulse buying is the personality of a customer. It includes three subdivisions which are the following: impulsivity, excitement, and esteem. Impulsivity, which is a psychological characteristic of a person, implies the overall inability of a person to control his or her actions when temptation appears. As to excitement, it usually causes mood level elevation and general self-assuredness thereby inspiring a customer to acquire more. In respect of consumer esteem, it involves the need of a person to self-actualize, meaning that he or she is willing to show the society his or her status and therefore become more respectful in the eyes of friends and colleagues, for instance. The last aspect is esteem of a consumer, which makes a person to acquire products, in order to become more meaningful and confident for themselves, to get rid of the possible complexes and other psychological uncertainties.

2.4   Retail Industry

According to Kotler, Armstrong, Harris, and Piercy (2013), retailing is the activity of selling goods and services to end-users for their individual use. Retailing is a very important part in marketing: it is the final step in reaching consumers. In past years, the retailing in a non-store environment such as online shopping has been increasing more rapidly than retailing in stores. (386-387.) Retailers are trying to contain proper products, places and costs in order to please consumers' needs. (Levy & Weitz 2004, 6)

Levy and Weitz (2004) emphasize that retailers became places not only to purchase products but to relax, educate yourself and so on. All these activities engage customers into the process of purchasing and thereby, contributes to sell more due to the fact that people, for instance, can try the product or service that will facilitate their wish to buy it. (4.)

Retail industry is the industry with a high interaction between consumers and staff on various levels (Lewis & Loker 2014, 422). It is vital for the staff to be highly appropriate and favorable to a customer due to the fact that a shop assistant is frequently the one who the customer notices first, asks for help, and acquires a product from.

Kotler and colleagues (2013, 387) suggest that there are various types of store retailer types, however, the biggest ones are categorized regarding various features which are amount of service, product line, relative prices, and the organizational approach.

Amount of service implies the amount of service offered in terms of the type of products or services, thereby, there are a certain amount of service types: self-service, limited service and full service. (ibid., 387.)

Product line implies the quantity and the diversity of the product range. There are seven types of stores regarding a product line. The first one is specialty stores characterizing as stores with limited amount of product lines with wide range of products in each product line. The second type of store regarding a product line is a department store implying a large amount of product lines where every line is individually controlled by traders. The third type is a Supermarket characterizing as vast product lines which combine grocery lines with household lines. The fourth type of stores in terms of a product line is a convenience store: tiny-sized store which is situated near housing areas and has the most utilizes product line. The fifth type is a superstore which is the larger prototype of a supermarket selling grocery, household products and services. The sixth type is a category killer which is a huge prototype of a specialty store. The last type of stores regarding a product line is a service retailer: product line of this retailer includes services such as banks, hotels, cinema and so on. Thus, each of these stores has its proper product assortment based on the store type. It is important to mention that in a significant amount of countries service retailers are expanding quicker than product retailers. (ibid., 388-389.)

Relative prices categorize store retailer types by the product prices. A major part of retailers sell their products or services for normal prices and provide consumers with the product's quality regarding the price charged for it. (ibid., 390-391.)

Organizational approach: some retail stores are not autonomously run; thus, these retail stores are formed with the help of corporative or contracted organizations, which is what organizational approach characteristic is about. There are four kinds of retail entities which are corporate chain store (implying two or even more market spots that are run and managed in common), voluntary chain (number of autonomous retailers bankrolled by a wholesaler, involved in purchasing and selling), retailer cooperative (number of autonomous retailers, that in conjunction enact a focal purchasing organization and then, endeavor its promotion), and franchise organization (contractual union between a franchisor, which can be a manufacturer, for example, and franchisees, which can be autonomous business people that have a fair to possess and manage some parts of the franchise structure. (ibid., 391-392.)

In order to captivate and possess more customers, retailers are constantly looking for marketing strategies. This process tends to be more challenging than a few decades ago due to the fact that earlier, retailers could attract customers with the store's uncommon variety of products. However, nowadays, the assortment in the retail store in most cases is similar to the assortment in other retail stores, thus, it is harder to attract more customers. (ibid., 392.)

One of the most important things in a shop that attracts customers is visual merchandise. It appeals customers and makes them enter the shop and further browse it. Visual merchandise is a shop strategy, which goal is to enhance sales by placing products in the most effective for the shop, and the most appealing for the customer way, by creating a favorable environment. (Park, Jeon, & Sullivan 2014, 87-88.)

There are more reasons why retailers tend to seek for more brand-new strategies: for example, service level among retailer stores is approximately the same, customers are getting smarter in terms of choosing a brand or a retailer to purchase a prod-

uct or a service from. Therefore, retailers have to implement more effective or excellent marketing strategies to differentiate themselves from other retailers. (ibid., 392.)

An ordinary customer does not suspect that there is an enormous amount of decisions and processes done behind products and services offers. Retail management must make loads of intricate determinations including "agendas" such as looking for and opting for a target audience, choosing products that will be provided to a chosen target audience, appointing a retail's locale, setting a distribution, setting a cost for a product or a service and so on. (Levy & Weitz, 2004, 4)

Before a product is being sold to a consumer, it goes through a chain that is called the distribution channel. This chain is composed of four components which are manufacturing, wholesaler, retailer and finally, consumer. Everything commences with a manufacturing and goes further in the chain as mentioned previously. It is important to mention, that it is a rare case when the chain will consist only of two components which are manufacturing and consumer due to the fact that it is more facil and less expensive to buy from a retailer. Thus, retailers play a crucial role in the chain. (Levy & Weitz, 2004, 6-7)

According to Levy and Weitz (2004), there are four functions that retailers do: supply of products assortment, breaking bulk, holding inventory, and supply of services. Supply of products assortment implies that providing customers with an assortment of products allows them to opt for a product that fits them including price, color, brand and so on being in one place. Breaking bulk is the process of shipping products from manufacturers or wholesalers in massive quantities and then, dividing it into smaller amounts and, as a consequence, selling it to consumers. Holding inventory is an act of keeping products that are already divided from receiving it from a manufacturer or a wholesaler in order to provide products to consumers when they need it. This is a function of a retailer which is vital for consumers, especially those who do not possess large spaces to keep large quantities of bought goods, thus, they can go and shop anytime they need something. The last function of retailers is a supply of

services, that provides customers with services that makes it easier for them to purchase. For instance, these services can include credits to consumers or help services. (14.)

It is vital to mention that each country or number of countries has its own construction of retailing. According to Levy and Weitz (2004), there are three factors influencing the structure of retailing and its distribution systems: political and social aims, country's location, and an extent of a market. (14.)

There is a huge competition in a retailing industry, it is raising with a fast speed. Retailer's rivals are those who are engaged in the same kind of business: for instance, a food retailer's competitor will be another food retailer. This type of competition is called "intratype competition", which implies competition between retailers of the equivalent form. (Levy & Weitz 2004, 17, 45.)

There is also another type of retailing, which is electronic retailing. Electronic retailing is a retailing which implies conversation with consumer, provision and purchasing of products and services on the Internet. Some of the examples of electronic retailers are Amazon.com and eBay.com. (Levy & Weitz 2004, 57.)

Levy and Weitz (2004) hold the view that retailers are moving forward to be multi-channel retailers in order to sell their products as it has its advantages such as, for example, engaging more customers. Authors demonstrate 3 channels of selling merchandise with benefits of each channel: in-store selling, catalog channel, and electronic channel. The first channel's benefits are the ability to feel the product in real life and immediately try it, an opportunity to get an individual service, and an experience for consumers which have an ability to spend time with friends directly at a shop. The catalog channel has few advantages such as an ability to set a purchase request from any place and any time without the Internet connection. Electronic channel' s benefits are: wide range of categories and products offered, tremendous amount of information provided to consumer about the product offered which assists in choosing the right option, and personalization of a customer information in order to discover and offer the right products for the customer in the future. (80-85.)

As mentioned earlier in this chapter, Levy and Weitz (2004) think that more and more retailers become multichannel retailers having store channels, electronic channels and/or catalog channels, however, a significant amount of retailers create and maintain electronic channels in order to back up their store channels. For instance, maintaining the website or an app in order to show customers the assortment of the shop according to its location and a quick description of products. (97.)

Store environment

Levy and Weitz (2004) emphasize that a store design is a story which has a start, center and an end. When a customer enters a shop, it is a start which should be a puzzle for a customer, meaning that the customer should anticipate what is in the store but not to observe it from the very beginning. The middle of the shop is the center of the story: the customer needs some time to understand the store and adapt himself/herself. An important detail in the shop for customers is its design, its visuals which will attract customers. The end of a story can be a cash department. (587.)

Good store design

As mentioned earlier, design of a store is a vital thing for attracting customers, thus, there are a few common norms proposed by Levy and Weitz (2004), that helps retailers to design a store in the most effective way. These norms are the aims to create an appropriate design. (588.)

The first goal is having a compatibility with store representation and strategy. In order to accomplish this goal, managers have to identify retailer's target audience and then, according to needs of the target audience create design of the retailer. (ibid., 588.)

The second goal is to create a design that would impact consumer behavior in a positive way by creating a store arrangement that would simultaneously be comfortable

and corresponding to a store image. It is vital for the retailer to create different factors that will appeal consumers to purchase. For instance, these factors might be an appropriate atmosphere, attractive emblems, fragrances in the shop, music etc. All of these might positively affect customer's buying behavior. (ibid., 589.)

The third goal is to establish the design that would correlate price in the comparison with value. This implies that retail managers should dispose products with a high value to store locations that are the most attractive and expensive; therefore, it will appeal customers to purchase it with a higher probability than they would buy anything that is located in not that winning position. (ibid., 589.)

The fourth objective is to make a design supple meaning that the design have to change every time the assortment of a store changes. It is important that the design is created supple in advance implying that in a case of a merchandise' alteration, it would not require a significant amount of effort to redo the design. (ibid., 589.)

3 Methodology

3.1 Research Approach

The aim of this research is to detect major factors influencing impulse buying behavior at clothing stores. First of all, approximate research questions were formulated before selecting literature. This action was made due to the fact that absence of research questions may be distracting for a focus while creating an appropriate and precise literature review. After approximate research questions were developed, a sufficient amount of existing bachelor's theses on topics similar to the chosen one were studied in order to trace if any of selected research question have to be shaped from a different angle.

Since the research questions were finally shaped, a significant amount of literature was read in the light of research questions in order to stay focused on a precise topic.

All the literature was critically analyzed. After completing the literature review, a secondary analysis was carried out using data presented there in order to form a subsequent structure of a data collection.

According to Kumar (2011), there are few types of researches if to consider it through various angles. These angles are Application, Objectives, and Enquiry mode. Thus, a research study may be characterized through different angles. (9.)

From the Application point of types of research, this research is an applied one. The applied research implies that the information obtained by this research techniques will be practical, thereby it will be applied to the resolution of certain issues. (ibid., 10.)

From the Objectives viewpoint, this research is a composition of a descriptive, correlational, and explanatory researches. The goal of a descriptive research is to depict what is widespread referring to a particular issue. The aim of a correlational research is to find out whether there is a relation or correlation between a number of facets in a case. Explanatory research aim is to make transparent how and why the relationship between a number of facets of a case exists. (ibid., 10-11.)

Lastly, from the viewpoint of an enquiry mode, this research is a qualitative one (ibid., 11-13.)

According to Denzin and Lincoln (2003, 13), the word "qualitative" means a highlight on qualities of objects and on actions and meanings that are not studied with a trial or calculated regarding quantity, number or regularity; and vice versa, quantitative research studies variables. Berg and Lune (2012, 3) state that qualitative research relates to characteristics, concepts, definitions etc. of things, while on the other hand, quantitative research relates to measures of things. Berg and Lune (2012, 8) also stress that qualitative research looks for models among cases.

The qualitative research was chosen as it assists studying "how" and "what" together (Eriksson & Kovalainen, 2013). Based on research questions, it was concluded that

qualitative research would be the most beneficial according to reasoning of Corbin and Strauss (2008) that qualitative research provides researchers with an opportunity to gain interviewee's personal deep-seated experience, allows to disclose and not to test variables as in the case with quantitative research. Authors also emphasize a flexible and developing essence of the qualitative approach and the opportunity for the researchers to set the connection with participants at a human level. (12-13.)

As previously mentioned in this chapter, the goal of this research is to identify key factors influencing impulse buying at clothing stores, these are the research problem and research questions in order to accomplish the aim in the most efficient way.

Research problem:
What are the factors inducing people for impulse buying at clothing stores?

Research questions:
1. What are the most influential factors inducing people for impulse buying at clothing stores?
2. How do these most influential factors induce people for impulse buying at clothing stores?

3.2   Research Context

This thesis does not include the research on a particular company, however, it studies certain processes within a particular industry, which is called retail apparel industry. First of all, Varley & Rafiq (2014, 1) describe retailing as the process of selling out individual utilization products to end-users. Retail apparel industry is a part of a retail one that is considered a huge business. According to Varley and Rafiq (2014), retailing tremendously facilitates to the world economy. For instance, in the UK, retail sector makes up 20 percent of the country's GDP (gross domestic product), moreover, about thirty percent of consumers' expenses occur at retail markets. To emphasize more the contribution of retailing into the economy, authors stress that the retail

sector offers 2.9 million jobs afforded in the UK. (8-9.) Levy and Weitz (2004) accentuate that retailing is the biggest industry regarding the employment in the U.S.A. The bigger part of worldwide retailers stay in a food segment. (10-12.)

Besides choosing impulse buying as the topic of this research due to a necessity and desire to study the relatively new concept, retail industry was also selected for its importance in an everyday life. The significance of retail industry in the modern world uphold Varley and Rafiq (2014, 10) by expressing their opinion on the retail industry: retailer has a vital place in people's social lives due to the fact that individuals visit these places from the time they all are kids, they get to know these environments and feel comfortable there not only to acquire some products but to spend time with people, to discover something new, to form some of their ideas and thus, to some extent create themselves.

3.3   Data Collection

The data collection was carried out through the interview. Interview as a data collection tool was chosen for its advantages which made data collection more efficient regarding the selected topic. One of the advantages the interview method has, which is especially important for this research, is the fact that (as cited in Denzin and Lincoln (2003, 62) an interview embraces people's lives "hows" and "whats".

Denzin and Lincoln (2003, 63) also emphasize other benefits of using interviews as a data collection tool: it allows to gather data using different ways such as asking a person to tell something deep-seated in their minds or just to ask a person to respond with a number of a point on a scale. Therefore, the combination of different techniques and, as a consequence, various responses gives an opportunity to get more profound research results.

The interview is composed of two parts (Appendix 1, Interview questions): the first part consists of general questions about the partaker as an impulse buyer, participant's thoughts regarding impulsive buying, the conclusive unit of the first interview

part with the explanation of the researched concepts; the second part includes specific questions that directly answer the research questions. The interview questions were asked in two languages - Russian and English - the interview language varied from the interviewee's place of origin or language skills.

For the action part of this Bachelor's thesis, all the interviewees were found through authors' personal connections. The authors have decided to focus on female participants which are currently enrolled at a degree university program and are aged within 20 and 30 years. The first step of searching out for impulsive buyers was made within authors' personal connection with the preliminary knowledge about a limited number of people who position themselves as impulsive buyers. After this step was implemented, some interviewed participants gave a sufficient amount of directions to find possible impulsive buyers who they knew and suggested they could fit the topic of the research and could agree on conducting an interview with their participation. The next step consisted of looking for these possible impulsive buyers and finding other possible impulsive buyers among students of JAMK University of Applied Sciences. Thus, in order to make sure they are the right people, authors asked them general questions such as "Do you think you are an impulsive buyer and why?" or "What do you usually buy on impulse?".

All the interviews were conducted differently regarding the participant's ability to attend the interview face-to-face or through the "Skype" communication tool. The major part of interviewees decided to be interviewed directly at JAMK University of Applied Sciences. The duration of each interview fluctuated based on each interviewee's general knowledge of the topic: if a person did not fully sort out what some questions imply, examples and explanation were provided to her and, thus, the duration of the interview increased. Nevertheless, the approximate length of the interview made up about 40 minutes.

The aim of the first part of the interview was to understand participants' thoughts regarding impulsive buying behavior, to track how they attribute themselves to impulsive buyers and why, and to create a certain background and impulsive buying be-

havior knowledge base for them. This section was created in order to give the interviewees an opportunity to understand the concept from a profound prospect that would help them analyze questions more precisely. The clarification of the impulsive buying behavior concept came straight after the leading questions with the intention to give a person an insight on whether she perceived her impulsive buying behavior in a right way or not. What is more, it was carried out to provide them with the proper explanation on what does the concept imply.

After the first part of the interview was conducted, the second one was presented. This part of the interview was intended to get responses that directly answer both research questions, thus, the majority of questions had a similar purpose of getting data regarding specific factors influencing impulsive buying behavior. The second part of the interview had a variety of ways of the question structure, and, consequently, the second part of the interview had different ways of responses. Some questions required to choose a number on a rating scale, some requested a person to respond with a "yes" or "no" answer, other questions required an interviewee to share her experience by giving a relatively short monologue regarding the concept.

Since the interview consisted of outlined topics and problems to discuss, and the interview process and its questions varied by the word order with each interview, it is a semi-structured or, in other words, semi-standardized interview. The advantages of a semi-structured interview demonstrate Eriksson and Kovalainen (2013, 82) by mentioning that while the interview and its questions remain organized, precise and apprehensible, the manner of the interview is informal and casual. Berg and Lune (2012) accentuate that this type of the interview implies preliminary prepared specific topics and questions, the interview passes in a systematic order, however, an interviewer can somehow diverge from the structure and try to get responses that go slightly deeper than expected, moreover, the interviewer can even ask a fully new question in order to acquire more information from a participant than just simple responses such as "yes" or "no", or the response of an interviewee was not expected and an interviewer prefers to ask a question about that. (112-113.) Thus, the advantage of the semi-structured interview is its mix with comparability and deviant responses that give a more broader view for thesis' research questions.

As mentioned earlier in the methodology chapter, the outline of the interview questions was drawn upon from the literature review articles. A sufficient amount of factors influencing impulse buying was taken into consideration while making an outline. After that, the list of relevant concept areas was made in order to track how other spheres may be affecting impulsive buying and, as a consequence, add these topics to the interview questions. Further, all the questions were refined and finally gathered into the final interview questions list.

Interview questions were created in a way that interviewees could easily understand them, some questions included equivalent word in brackets in order to get an opportunity for the participant to fully understand the question. For instance, the word "showcase" has the similar-meaning word "shop window" in the brackets, thereby if an interviewee does not recognize the first word, he can be aware of the second one. In other cases, examples or explanations were provided to interviewees.

Nevertheless, all the interview questions were already created, the authors excluded some of those afterwards due to its partial appropriateness, a few questions were removed during the process of interviewing for the reason people could not understand nor its relevance, nor the real link to the topic. Some questions were asked from interviewees in order to check how they react and whether they feel the connection, if they did, the question remained in the interview questions list. One of those examples is the question "Does a type of a shop (shopping center or a small shop around the corner) influence your impulse buying?" which was asked by everyone in order to track the reaction of respondents.

In the beginning of each interview, participants were remarked that their responses will occur anonymously in the research. Moreover, all the responses were converted as notes, thus, the interviewees were told that they are not audio recorded. At the end of each interview, every participant was thanked and proposed to contact the authors if they are interested in the final results of the research. After all the interviews were conducted, a total amount of interviews composed 10. Every interview was taken into consideration without any removals.

3.4   Data Analysis

As proposed by Miles, Huberman (1994, 10-12), there are three constituents of analysis which are data reduction, data display, and conclusion drawing and verification. These constituents follow one another in the process of analysis.

The first step and the second step are data reduction and data display. After carrying out all 10 interviews, the authors decided to transpose to the Google documents only the numerical data of the second part of interview responses, according to the second part of the interview questions. This decision was instilled due to the fact that the first part of interview questions, as mentioned earlier, is the "common" questions part which was created in order to track how interviewees perceive impulse buying and how well they are acquaintances with the concept of it, and, non-numerical data (detailed answers) was transferred to the papers for the visualization. Pie charts for numerical data were created for the visual image, then, each of the pie charts was transformed to the thesis results chapter to ease the work. After the results chapter was finished, only a few pie charts were selected to remain in the results chapter as a supporting material/visualization for the results. For instance, results which included responses with a scaling system. The authors also shaped interviews responses into certain categories combining questions and responses to them that refer to the same field in both Google documents and papers. During a data display phase, as mentioned earlier, the authors used pie charts in the Google documents in order to gain an orderly information. (ibid., 10-11.)

The last step is a conclusion drawing and verification. During this step, the authors started to draw conclusions based on the patterns and systemic repetition traced. (ibid., 11-12.)

The approach of the research is variable-centered. This type of approach allows to reveal possible relationships between variables (Miles, Huberman, 1994, 174.). Kumar (2011, 64-66) opines that in qualitative research it is more sophisticated to measure variables due to the fact that usually, qualitative research includes concepts

that are subjective and cannot be measured. Despite the fact that a number of authors state that variables refer to quantitative research, one of the main goals of this research was to find out whether there is a relationship between variables. As mentioned earlier by Kumar, it is still possible to study variables in a qualitative research even though it is more intricate.

Preparatory to conducting interviews, the authors went through the interview questions and found out that they include some of the questions, responses to which in the future will not be able to be measured due to the fact that they include concepts, not variables. As mentioned earlier, it is vital for the authors to find if there are relationships between factors and impulsive buying which is possible to reveal by measuring variables. However, it would not be possible using concepts, not variables. Based on that fact the authors decided to convert concepts into variables by creating indicators for concepts. Creating these indicators would help the authors to measure any variable objectively.

Thus, the authors altered five questions which included concepts to questions which included variables. The most frequently changed questions were added with the categories to the factor, which gave a more precise understanding of a question and sought-for responses, and made it measurable. One question had to be altered with adding a scale. The alterations of interview questions are comprised in the Table 1.

Table 1. Alterations of the interview questions

Original question:	Altered question:
Does the general design of the shop influence your impulse purchasing?	Does the general design of the shop (design corresponding to a shop theme, specific design etc.) influence your impulse purchasing?

What kind of feelings do you experience after making an impulse purchase?	What kind of feelings (joy, neutral, chagrin etc.) do you experience after making an impulse purchase?
Does the convenient placement of items influence impulsive buying?	Does the convenient placement of items (various sections for products; division of products into sizes, colors, brands; absence of a mess in a shop) influence impulsive buying?
Does an amount of money influence impulsive purchasing?	Does an amount of money (excess, sufficient, insignificant amount of money) influence impulsive purchasing?
Do you often buy on impulse because of the process itself?	On a scale from 1 to 5 (where 1 is "strongly disagree", 2 is "disagree", 3 is "neutral", 4 is "agree", 5 is "strongly agree") do you think the process of a shopping itself influence your impulsive buying?

In this research, the authors were studying causal relationships between variables. According to Kumar (2011, 66), in the causal relationships studying, there might figure four types of variables. The authors included three types of variables out of these four. These three types of variables are independent variable, dependent variable, and extraneous variable.

As mentioned earlier, the authors were studying whether there are causal relationships among variables or not. In this research, causal relationships were supposed to be relationships between factors variables and impulsive purchase variable. The authors studied a significant amount of factors variables due to the fact that one of the main goals of this research is to identify the most influential factors inducing people to buy on impulse among a sufficient amount of suggested. Doing so implies that the relationship between each factor and an impulsive purchase has to be studied.

Due to the fact that any factor suppose to influence an impulsive purchase, and thus, impulsive purchase is supposed to be an outcome of any factor, the authors assigned each factor an independent variable, and an impulsive purchase a dependent variable. Thus, independent variable is the variable that has an effect on a dependent variable, and, dependent variable is influenced by an independent variable. The authors also used extraneous variables that also may influence impulse purchase as well as any factor. These extraneous variables are gender and age. As the authors mentioned earlier, the participants of the interview are female students aged from 20 to 30 years old.

Thereby, these are the independent variables that are studied: category of products, availability of discounts/sales/coupons , shop preference according to frequency of visits, music, color spectrum, aroma, staff, psychological state, prior product purchase, shop crowdedness, shop preference according to a type of a shop, brand of a product, shop showcase, general design of a shop, lightning, certain design elements, quality of a product, shopping alone/shopping with someone, appearance of a product, general shop condition, diversity of a product, convenient placement of items, amount of money, type of payment, process of a shopping, fitting room appearance. Relationships of each of these independent variables were further studied with the dependent variable.

3.5   Verification of Findings

Internal validity

The authors conducted the whole research in a such a way that results answer research questions. First of all, the exploration has one research problem and two research questions that are most effective to be revealed through the semi-structured interview due to the fact that it is the most suitable approach to answer "how" and "what" questions. Therefore, as the researchers have found the appropriate match for the study to be done, the method is able to disclose the finding in a broaden and more profound way.

External validity

Despite the fact that this research is conducted from a narrow-angled perspective, it still appears to be applicable for the adjoining areas and other study fields. It might be used for both theoretical and practical purposes, for instance, in the field of marketing or management. The findings appeared in this research are able to provide professionals with the novel and supportive information regarding consumer behavior and impulsive buying behavior in the retail apparel industry.

Reliability

All the data received may be used by another researcher. The information gathered might be useful for other researchers due to the fact that the authors considered and revealed the factors from different angles: first of all, they studied the "hows" influence, and secondly, they studied factors influencing impulsive purchasing in retail apparel industry.

The authors used academic literature as a source of information. Academic literature included course books and articles from business journals found on the Google Scholar platform which appears to be a reliable source of information. According to Miles and Huberman (1994), there are five types of data triangulation: data source, method, researcher, theory, and data type. Data triangulation is a method of affirming the data received. (266-267) The variety of sources the authors used was primary and secondary sources of information: primary source is results of the interviews conducted by the authors, and a secondary source was the bibliography the authors studied.

According to the information found by the authors regarding the methods, which could have been used in order to get and analyze data, the semi-structured interview approach was chosen as the most suitable one. The main aspect for the researchers throughout the overall exploration process was to receive the information from the impulsive buyers regarding the strongest factors influencing their behavior when

purchasing on impulse. Further, all the research areas were covered by the interviewees' responses properly, and thus, the data collection technique was used correctly.

Objectivity

The authors of this research have been using Google Documents (Excel) as a tool for the numerical data analysis related to the second part of the interview. What is more, the non-numerical detailed answers were transformed to a whatman paper in order to make it visual, easy-to-perceive and analyze. This way of conducting the data analysis process helped the researchers to avoid mistakes and major difficulties due to the fact that they have made the whole action simple and demonstrative.

4 Results

The interview consisted of two parts: the first one included the general introductive questions and concepts which were aimed at involving the interviewees into the topic; the second part of questions was related to the more specific aspects of impulsive buying behavior which could assist the authors with the data collection. Regarding the primary section of the interview, this part, in fact, includes two dimensions: the introductive one and the concepts.

The introductive dimension is aimed at engaging the interviewees in the concept of impulsive buying behavior, therefore, it only has value for the participants, not for the outcomes of this research. The results of this subpart will not be presented in the Results chapter. This dimension's questions are: "What, in your opinion, is impulsive buyer/purchase? And what does first come to your mind when you think about impulsive buyer/purchase?"; "Why do you perceive yourself as an impulsive buyer?"; "Do you think that impulsive buying behavior is something negative? Why?"; "Do you track any consistent pattern in the reason of why you buy on impulse?".

The concept dimension involved questions that could not have been studied as variables, however, appeared to be valuable for the research. The results of this subpart are listed below.

The first one is "How often do you buy on impulse?". Four respondents answered that they tend to acquire impulsively on average twice monthly, and one out of these four people noticed that 50% of all the purchases she is making are being bought on impulse. Two individuals acquire impulsively once in two months, while one interviewee is doing it once a week, another – twice a week, and one more person – once every two days. The last respondent did not notice a certain consistent pattern regarding the time of impulsive buying but stated that 70% of all the items, she acquired, are the impulsive purchases.

The next question is "If you encounter one negative factor in the shop, can any positive factor mitigate the negative one and thus, influence (positively) your impulsive buying?". Out of 10 respondents, 6 of them stated that the presence of a positive factor cannot soften the negative one, while four remaining interviewees reckon contrariwise.

For the following question, which is "What kind of feelings do you experience after making an impulse purchase?", the subsequent answers were gathered. Four partaker replied that they feel dissatisfied, as they understand that they could have dispensed with the bought product. Another three respondents experience joy, but might get dissatisfied with the purchase after some time. Two impulsive buyers experience enjoyment after buying a product on impulse. Finally, one out of 10 interviewees feels gleeful even though soon enough after the purchase acquisition, she might feel upset because of the money spent.

The next question is "Do you experience the feeling of excitement before acquiring an impulse product?". Ninety (90) percent of the participants confirmed that they feel excited before the impulsive item purchase. Nevertheless, 10% out of these 90 noted that they experience excitement only when acquiring a product of a well-

known brand company. The remaining 10% of the interviewees stated that usually they do not feel inspired before making an impulsive purchase.

The first question of the second part of interview questions is "Which category of products (cosmetics, clothes, shoes etc.) do you usually buy on impulse?" Some respondents answered this question mentioning more than one category of products, thus, the authors decided to create the pie chart to show how many times each category of products was mentioned.
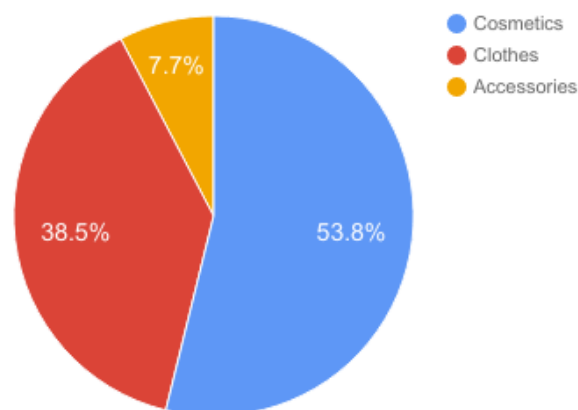

Figure 3. The most common category of products to be bought on impulse

As seen from the pie chart, Cosmetics category was mentioned 53,8 percent out of 100 percent of responses, which equals to 7 mentions; clothes category was mentioned 38,5 percent out of 100 percent of responses, which equals to 5 mentions; accessories category was mentioned 7,7 percent out of 100 percent of responses, which equals to 1 mention. One interviewee also highlighted more specific information about clothes, cosmetics, and accessories in terms of the percentage she bought the following categories on impulse: about 20 percent of the interviewee's cosmetics is purchased on impulse, approximately 80 percent of clothes is bought on impulse, and about 70 percent of accessories is purchased impulsively.

The second question was "How important is it for you that a shop has discounts, sales or coupons on the scale from 1 to 5 (where 1 is "not important at all", 2 is "not truly important", 3 is "neutral", 4 is "important", and 5 is "very important")?". Due to

the fact that two participants responded to the question from two different perspectives, the authors created two pie charts representing answers of two perspectives. As only two partakers of the interview responded with two different answers to different cases, other eight responses of interviewees are the same for both cases and were divided by authors for the reason of showing the difference of importance of discounts etc. for some respondents depending on the case. The results of the responses can be seen in the pie charts below.
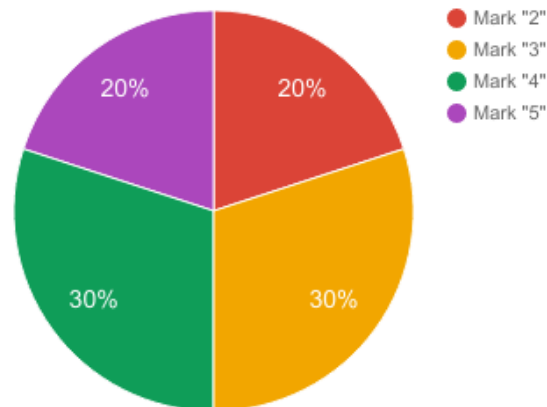

Figure 4. Availability of discounts, coupons, and sales: in favorite stores

The first pie chart represents the case if there are discounts, coupons or sales in a favorite shop of the respondent. Thus, 30 out of 100 percent of respondents said that they have a neutral attitude towards discounts, sales or coupons in their favorite shop. Thirty (30) percent of interviewees answered that it is important for them if their favorite shop has discounts, sales or coupons, whilst 20 percent of partakers said it is not truly important for them if their favorite shop offers discounts, sales or coupons. Other 20 percent of respondents said that it is very important if their favorite shop has discounts, sales or coupons.

The pie chart below represents the second case which two of the respondents mentioned: it illustrates the case of availability importance of discounts, sales or coupons in other stores (stores that are not frequently visited by the respondent or is not a favorite one).
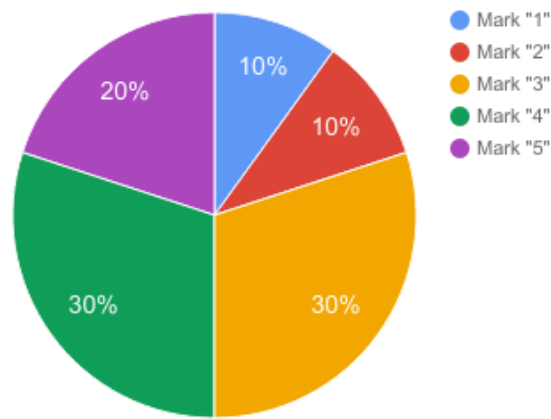
Figure 5. Availability of discounts, coupons, and sales: in other stores

As can be traced from the pie chart, 30 out of 100 percent of participants said that it is neutral for them if the shop that they do not visit often has discounts, sales or coupons. Other 30 percent of respondents mentioned that it is important for them if the shop they do not frequently visit has discounts, sales or coupons. Twenty percent of respondents replied with "very important", while 10 percent of participants said it is not important at all if the shop, which they do not visit often, has discounts, sales or coupons. As to the remaining 10 percent of interviewees, they responded with "not truly important" that the shop, not frequently visited by them, offers discounts, sales or coupons.

The third question asked was "Do you usually buy on impulse in any shop or in a shop which you visit often?". Sixty (60) percent of respondents answered the question with "favorite or frequently visited stores" implying that they make a greater amount of impulsive purchases in their favorite stores or in the more frequently visited ones. Forty percent of interviewees responded with the answer "no pattern" meaning that they do not track any consistent pattern in terms of impulsive purchasing frequency in any shop.

The fourth question contained three questions about the influence of music, color spectrum, and aroma with the following detailed responses about each factor. It sounded like that: "Does the shop music, color spectrum or aroma influence your impulse buying? If it does, then which one and how? (Music: fast, slow, loud, quiet;

Color spectrum: bright, calm, dark, light; Aroma: strong, soft, any specific aromas such as citrus etc.)". Seventy (70) percent of respondents said that music has an influence on their impulsive purchases. Thirty (30) percent of interviewees said music has no effect on their impulsive purchases. Some respondents who said that it has an influence, commented which music has an effect. One participant said that she likes when the music is low and of middle volume; other respondent said that dance music makes her walk around and look for more clothes; the third respondent mentioned that intensive music is great for her, plus, she does not like relaxing music due to the fact that it disturb him/her and makes to leave a shop; the next interviewee commented his/her response with the notion that usually, if the music is too loud and fast, she leaves a shop; the fifth respondent said that if she recognizes the song/music she will most likely stay in the shop for a longer period of time, this respondent also mentioned that she prefers soundtracks from movies. Other 2 respondents who said music influences their impulsive purchases did not comment their choice.

The next question was about the influence of a color palette in the shop. Sixty (60) percent of respondents said that color palette does influence their impulsive purchases. Five out of six people who said that it influences the impulsive purchases commented their choice. One person said that she likes light colors, and the second person prefers pastel, soft, and non-provocative colors. Another respondent mentioned the colors corresponding with the clothes theme, along with the black color. The fourth person mentioned that the colors in the shop should contrast with the clothes (for example, light colors of clothes and dark colors of walls the shop and vice versa). The last partaker said that she likes dark (black or maroon) walls. Forty percent of participants said that colors do not have an influence on their impulsive purchases.

The next part of a question number four was about aroma as a factor influencing impulsive purchases. Fifty (50) percent of interviewees said it does not influence their impulsive purchases, other fifty (50) percent responded with "influences". Three respondents commented their answer: one person said that she does not like strong

and pungent scents, the second one said she does not like strong aromas, but does like soft ones; the next person mentioned that she likes fresh and soft aromas.

The fifth question of the second part of the interview was "Does the staff (help or vice versa, obtrusiveness) influence your impulse buying?". Sixty (60) percent of respondents said that it influences their impulsive purchases: all the respondents who said "influences" called it as a negative influence meaning that if the staff acts obtrusively when respondents do not ask for help, it is most likely that each of the respondent will leave the shop without purchasing anything impulsively. Twenty percent of respondents responded with "depends on a situation". Both respondents commented their choice: the first person said that if the staff act obtrusively in her favorite shop it would not have an influence on impulsive purchases. However, if the personnel acts obtrusively in other shops, it will negatively affect the impulsive purchases due to the fact that most likely the respondent will leave a shop. Another person commented the situation in the way that sometimes staff obtrusiveness disturbs, but might help in a certain situation. Other 20 percent of respondents said staff does not influence their impulsive purchases.

The sixth question asked from respondents is "Does your psychological state (high spirit or vice versa, negative mood) influence your impulse buying?". Seventy (70) percent of respondents said that psychological state influences their impulsive purchases. One respondent replied that both high spirit and negative mood influences impulsive purchases. One person said that depressive mood makes her buy on influence. Five persons said that high spirit induces them to buy impulsively. Thirty (30) percent of respondents said that psychological has no influence on their impulsive purchases.

The seventh question is "Does the prior product bought on impulse influence your further impulse buying?". Fifty (50) percent of interviewees said that recently acquired impulsive product does not influence their further impulse buying. One person commented that: usually, she buys one product impulsively, and then calms down with impulsive purchases. Other 50 percent of respondents said that recently

acquired impulsive product influences their further impulsive purchases. Three partakers commented that. One person said that most likely she will buy something as a further impulsive purchase if there is a discount or a sale for that. The second person commented that if she bought few purchases impulsively, next time shopping she will acquire less impulsively. The third person said that is she bought two or more impulsive purchases, next time shopping she will choose a product more selectively.

The eight question is "Does the shop crowdedness influence (negatively/neutrally/positively) your impulse buying?". Sixty (60) percent of respondents said that shop crowdedness influences their impulsive purchases. These 60 percent of people said that it influences negatively meaning that they will leave the shop if it will be full of people. Thirty (30) percent of interviewees responded with "no influence" implying that they do not pay attention if the shop is crowded or not. Ten percent of respondents said that it depends on a situation: it influences if the shop is unfamiliar or not frequently visited for the respondents, and, it does not influence if it is favorite or frequently visited shop for the participants.

The ninth question asked from interviewees was "Does a type of a shop (shopping mall or a small shop around the corner) influence your impulse buying?". Sixty (60) percent of respondents said that type of a shop influences their impulsive purchasing. They commented their preference and the reasons of it. The first person said that if she comes to a shopping mall, most likely she would buy something impulsively due to the fact that she does not want to leave the shop without buying something. Another person said that if she goes to a shopping mall, she has an opportunity to compare prices for a similar product, and as a result may not find an appropriate price and leave the shop. In other case, if she goes to a shop which is located separately and there is nothing to compare the price with, she most likely will buy something impulsively. The third person said that she buys impulsively only in shopping malls. The fourth interviewee said that she goes to shopping malls for shopping more often than to other types of shops and usually makes impulsive purchases there. The next person said that she likes small cozy shops, and usually, she purchases a lot of things there impulsively. The last person that said type of a shop influ-

ences their impulsive purchases, responded that most likely she will make an impulsive buying in an individually located shop. Other 30 percent of respondents said that type of a shop does not influence their impulsive purchases. The last 10 percent of respondents said that it depends on a situation: for instance, if they know the shop, they do not draw attention to whether it is located individually or in a shopping mall.

The question number ten is "Does the brand recognition influence your impulse buying (or desire to be a part of a brand)?". Eighty (80) percent of respondents said that brand recognition influences their impulsive purchases. Three out of eight interviewees that said "influences" commented that: one person said that if it is a brand, she is aware of, these products attract her more that can cause an impulse purchase. Another person said that most likely she would buy a product if she knows the brand of that product. The last interviewee responded that she purchases the well-known brand products more frequently. Other 20 percent of partakers said that brand recognition does not influence their impulsive purchases.

The eleventh question is "Does the showcase (shop window) design affect your decision on entering a shop?". Ninety (90) percent of all the interviewees said that showcase of a shop will influence the desire of the respondent to enter the shop. Four people out of nine who answered "influence" commented their choice. One participator said that if the showcase is empty or just with mannequins, it is boring; she mentioned that she likes the beauty of shop windows - it should include something from a designer. Another interviewee said that she likes bright ads, wigs on mannequins, and "personality" of mannequins (they should look like humans) but not their impersonality. The third person mentioned that the showcase of the shop should not be insipid. The last person said that she likes gentle colors of the showcase. Other 10 percent of interviewees said that showcase does not influence their desire on entering the shop.

The question number twelve is "Does the general design of the shop (design corresponding to a shop theme, specific design, etc.) influence your impulse purchasing?".

Hundred percent of respondents, which is 10 persons, answered the question as "influences". Five people commented their choice: one person said that she likes an aesthetic appearance of the shop, odorless of materials, soft colors, convenient placement of products, stylish design. The second person commented her choice by saying that she likes when there is shop's own design including various elements such as ottomans and flowers. Another interviewee said that she likes when a shop has its own stylistics (as in Monki or Stradivarius). One participant mentioned that she prefers shops which has structuredness without a chaos; she also mentioned that clothes should be structured in an ascending order, long-shaped clothes should be completely seen. The last person who commented her choice said that if she liked the shop floor, it is 100 percent that she will come in the shop.

The thirteenth question is "Does the lightning of a shop affect your decision on entering the shop or/and acquiring a product impulsively? If it does, in what way (bright, moderate, muffled)?". Participant were provided answer versions (bright, moderate, muffled options) which they could opt for and then complement in a more profound way. Sixty (60) percent of respondents said that lightning has an effect on their impulsive purchases. Every respondent out of 6 commented her choice. One interviewee said that she does not like dark lightning at all, she prefers when there is a sufficient lightning so that all the clothes and product can be completely seen. The second partaker said that lightning strongly influences her impulsive purchases: if it is very light, most likely she will leave a shop. The third participant of the interview mentioned that lightning should effectively accentuate clothes; for this partaker, lightning is one of the most important element of the shop: usually, she buys products in properly lightened shops. The next participant said that it is important for her that a shop does not have muffled and dark lightning. The fifth interviewee mentioned that she does not like low lightning due to the fact that she is not able to see clothes properly. The last person said that lightning should be moderate, it should not blare, and, it should not be low light. Other 40 percent of respondents said the lightning does not influence their impulsive purchases.

The question number 14 is "Which certain design elements, which might affect impulse buying, do you like the most?". Nine out of the ten respondents commented

certain design elements which usually affect their want to buy impulsively. The first participant said that she cannot come up with some certain design elements which could affect her want to buy something impulsively. The second person mentioned that she likes garlands, cozy elements, soft armchairs, peculiar hangers. The third person said that she likes when there are ottomans, flowers, glowing garlands. The next interviewee commented that she likes wall-mounted stands, tables for clothes and ottomans. The fifth participant said that she likes shops which have a lot of space and structuredness (like in Zara and Mango). The next interviewee mentioned that wooden hangers are always an advantage of a shop as, in her opinion, it demonstrates the elite level of the shop. The seventh partaker said that it is a plus if all of the merchandise is at the disposal of customers. The next customer said that she likes the presence of big mirrors. The ninth interviewee mentioned that she prefers more space in the shop, dark-colored walls, and plus transparent elements in walls. The last participant mentioned that in the cosmetics corner or department she likes the presence of displays which show how to utilize the product.

The fifteenth question is "Does the fact that either you or your acquaintances have purchased a particular product before (so that you know the quality of it) affect your impulse buying decision?". Ninety (90) percent of partakers responded with "influences", other 10 percent said "no influence". Seventy (70) percent of respondents out of 90 who responded with "influences" gave their comments about their choice. One person said that if she knows that the product is of a high quality and she wants it, she will buy it. Another participant said that is she has heard that someone has already bought the product and it is qualitative, she will buy that. The third interviewee said that it influences only on cosmetics. The fourth partaker mentioned that it strongly influences for cosmetics. One respondent commented that usually her family has an influence on her decision to buy something, thus, if the family has ever bought a certain product and if she wants it, most likely she will buy it. The sixth person mentioned that it influences, however, it is not a 100 percent guarantee that she will acquire it: she will still think about it by herself. the last person who commented their choice said that if she wants to buy cosmetics, she will do it with someone's advice, and, if she wants to purchase some clothes, she will not buy it if she knows someone has already bought it.

Question number 16 is "Does the fact that you are shopping alone or with someone affect impulse buying?". Seventy (70) percent of interviewees chose the option "influences". All of these 70 percent of respondents commented their choice. The first person said that they rarely purchase something if they are with someone; another person mentioned that if she were shopping alone, she would buy more rather than if she were with someone due to the fact that someone can dissuade her from the purchase. The third person noticed that when she is shopping alone, she makes more impulsive purchases. The next person said that if she is with someone, there is a more probability that she will buy something. Another person mentioned that the only people she will buy something with is her family. The sixth interviewee mentioned that she prefers shopping with someone due to the fact that then she will have someone who could give her an advice. The last person who chose "influences" said that it depends with whom she goes shopping, but the important thing is that she buys more when she is with someone.

The seventeenth question is "Does the appearance of the product (for example, packaging) influence your impulse buying?". Sixty (60) percent of respondents said that the appearance of a product does influence their impulsive purchases. Two out of six respondents who answered with "influences" option commented their choice: one interviewee said that the appearance influence her impulsive purchases in 80 percent of cases, she also noticed that catchy packages attracts her. The second partaker said that the simpler the package is, the higher the possibility of her buying it. Other 40 percent participants said that the appearance of the product does not affect their impulsive purchases.

The question number 18 is "Does the general shop condition influence the impulsive purchase?". Eighty (80) percent of respondents opted for the option "influences", 20 percent of participants answered "does not influence". Seven out of eight people who answered with a positive response commented their choice. Three people said that they like shops in which there are a lot of space, no crowdedness and no clothes mess. One person mentioned that she likes a shop to be spacious and structured. Another interviewee said that there should be a store area - quantity of products ratio.

The sixth person emphasized that there should be a presence of various material odors. The next person accentuated that there should not be any material and other odors.

The nineteenth question is "Does the diversity (colors for clothes/shoes/bags, aromas for fragrances etc.) of a specific item category affect impulse buying?". All the participants, which equals to 100 percent, answered that the diversity of a specific category of products influences their impulsive buying. 10 out of 10 interviewees gave detailed answers. The first partaker mentioned that the diversity of one category of products does not always affect impulsive buying positively due to the fact that sometimes it may distract person's impulsivity and cause changing his mind to the decision of not buying a product. Five respondents said that it is very important for them that there is a diversity of a category of products. The next person mentioned that it would be better for her if there was not a diversity of one category of products, for example, if it is clothes, it is better when a category has the same color, the reason for that is that in this case the respondent will most likely buy this product without thinking and changing her mind. The 8th person said that it strongly and positively influences impulsive purchases, especially if it an expensive brand clothes. The ninth person mentioned that it is important for her that the shop has a narrow choice of one category of products. The last person emphasized that wide color spectrum positively affects her impulsive purchases.

The twentieth question is "Does the convenient placement of items (various sections for products; division of products into sizes, colors, brands; absence of a mess in a shop) influence impulsive buying?". Hundred percent of interviewees replied that convenient placement of items influences their impulsive purchasing. Nine out of ten respondents commented how it influences exactly. Seventy (70) percent of respondents answered that everything should be organized and structured. One person emphasized that it if products are dispersed in a shop, these products remind her about a possible purchase, and there is a bigger possibility that she will buy that product. The last person said that everything should be arranged by colors, length, season, and, there should be a possibility to see clothes in its full size.

Question number 21 is "Does the amount of money (excess, sufficient, insignificant amount of money) influence impulsive purchasing?". Fifty (50) percent of interviewees said an amount of money influences their impulsive purchasing; 4 people out of 5 commented their choice. Forty percent of interviewees, which is 4 people, said that if they have a sufficient amount of money they will buy a product impulsively. Fifty (50) percent of respondents answered "no influence". One person out of five who said that amount of money does not influence their impulsive purchasing said that she will buy something impulsively in order to cheer up, even though she have insignificant amount of money.

The question number 22 is "Does it influence your impulse buying if you pay by cash or by card? If yes, how?". Fifty (50) percent of respondents said the type of payment influences their impulsive buying. Another 50 percent of interviewees replied with "no influence". All the partakers who said that the type of the payment influences their impulsive purchasing commented their responses. Twenty (20) percent of respondents said that they pay only by card. Ten percent of interviewees commented that it is easier for them to pay by card due to the fact that they can track and understand how much money they spent. These 10 percent of respondents also mentioned that if they do not have cash with them, they do not like to pay by card, and as a consequence, spend less. Twenty percent of participants said that they prefer paying by cash.

The question number 23 is "On a scale from 1 to 5 (where 1 is "strongly disagree", 2 is "disagree", 3 is "neutral", 4 is "agree", 5 is "strongly agree") do you think the process of a shopping itself influence your impulsive buying?" The results of respondents' answers can be seen below:
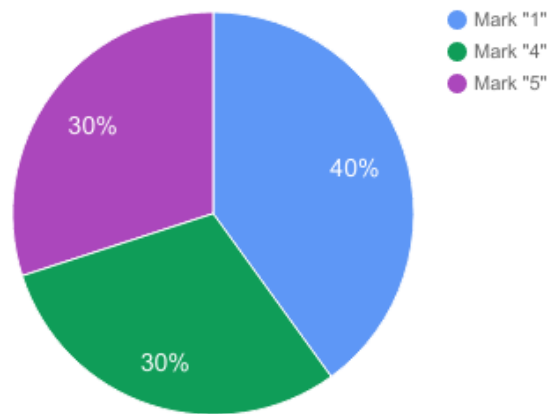
Figure 6. Influence of the shopping process on impulse buying

Forty (40) percent of respondents chose the mark "1" implying that 40 percent of participants of the interviewee strongly disagree with the statement that the process of the shopping itself affect their impulsive purchasing. One person commented her choice: the most important for her is that she likes the thing she wants to buy, not the process of buying it. Thirty (30) percent of interviewees opted for the mark "4" implying that they agree with the statement that the process of shopping itself influence their impulsive purchasing. Then these 30 percent of participants, which is three partakers, commented their choice: two people said that they like the process of browsing of products, one person replied that she likes the process of purchasing. Other 30 percent of interviewees answered with the mark "5" meaning that they strongly agree with the statement that the process of shopping itself influence their impulsive buying. These participants commented their choices: all the respondents said that they like the process of choosing products.

The last question of the second part of the interview questions is "Does the appearance of a fitting room (enough space, good lightning, sufficient amount of fitting rooms, other preferences such as the amount of clothes you can try on at once) contribute to your impulse purchase?". Hundred (100) percent of the interviewees agreed that this factor influences their impulsive buying behavior. One respondent emphasized that it is extremely important for her that there is a sufficient amount of fitting rooms, thus, she does not have to wait for too long. It is also important that the fitting room is properly lightened; this respondent also mentioned that it is an

advantage if a shop has a possibility to let customers try on more than 7-8 garments. Another interviewee said that it is preferable for her if there is a significant amount of fitting rooms in a shop. Four participants mentioned that in order to get a splendid experience, they prefer spacious fitting rooms with muted but sufficient light, with an adequate amount of hangers, with a stool and a mat; one partaker out of these 4 respondents mentioned that there should be a minimum of two mirrors in a fitting room. The next two interviewees said that there should be enough lightning in the fitting room. The ninth person mentioned that there should be a full-length mirror and lightning from all sides of a fitting room. The last participant replied that a fitting room should have an adequate lightning, it also should be aired and clean.

5 Discussion

5.1 Research Objectives and Research Questions

The main objective of this study was related to the indication of the factors which induce consumers to acquire products at the clothing stores impulsively. There were two research questions which were supposed to provide the authors with the more precise findings regarding the assumed factors. These questions were the following ones: What are the most influential factors inducing people for impulse buying at clothing stores? How do these most influential factors induce people for impulse buying at clothing stores?

Due to the fact that the primary target of this study was to answers the "hows" and "whats" questions, the authors opted for the most effective approach matching these types of questions. This approach was a semi-structured interview which also enabled the authors to reveal some deep-seated opinions and experiences of the interviewees, ask them supportive/guiding questions.

5.2   Summary of the main findings

The prime aim of the current study was to identify whether there was a relationship between the factors, which are considered influential ones, and if there was a number of interconnections, then how do they affect impulsive purchasing in general. The results of this research demonstrate that there are 9 factors which appeared to be the least influential ones (60% of answers or less): discounts and sales, store type (favorite shops in comparison to other stores), color palette, scents, store employees (obtrusiveness or helpfulness), crowdedness, store type (shopping malls in contrast to individually-located stores), lightning, and product appearance.

The second principal finding of this research was related to the influential factors (70% of answers), there were three of them which are the following: music, psychological state, and shopping alone or in a company.

The next category of factors, the authors were trying to identify, are the ones affecting impulsive buying behavior the most (80% of answers or more). This group involves 9 factors which are placed in the ascending order depending on the percentage of respondents who replied with the "influences" answers: brand recognition and shop conditions (80%); showcase, design elements, and quality of the product (resulting from someone's experience) (90%); overall store design, diversity of the product range, convenient placement of items, and the fitting rooms (100%).

5.3   Practical implications

The findings of this research have a number of useful implications for the further practice. First of all, owing to the information obtained in this study, marketing specialists working in the retail apparel industry will be able to apply the knowledge related to the use of the most influential impulsive behavior factors. Both marketers who are appeared to be in the start of their path in the field, and marketers who already are the professionals are able to utilize the implications discovered in this research due to the fact that the findings can be applied to a different proficiency or/and shop development level.

The findings not only present an idea of which factors marketers should concentrate more, but it provides a profound insight regarding the way of their exact influence. Paying close attention to the establishment of these factors and the way they influence, assist marketers with the possibility of amount of customers, sales, level of competitive advantage increase.

5.4   Assessment of the results in the light of literature review

Similarly to the prior studies (Chung, 1997), the present research discovered that brand recognition influences consumer buying behavior. Nevertheless, impulsive buying is a part of consumer buying, and thus, it also affects impulsive buying behavior. Both present and prior studies have found that if a consumer recognizes the brand, he or she will most likely purchase this brand's product.

Similarly, to the findings in this research, prior studies (Mehta & Chugan 2013) have discovered that appearance of a shop window is a significant aspect of customer appeal. Showcase should be picturesque because if there are some large bright parts of it, the individual will most likely notice the window content; on the contrary, if the elements are difficult to recognize, there is a higher possibility of this person to pass the shop. The present study revealed consumers prefer colorful and designer showcases. According to the opinion of the customers, windows should not be insipid.

The findings disclosed that consumers tend to prefer shops with their own design, stylistics, and aesthetics. This outcome is in line with the prior study of Kotler (1974), stating that charming design of a store creates an attractive atmosphere in the shop. Therefore, it assists consumers to acquire products in such a way that it would be convenient for them and the whole process will be done in a pacific way. These factors are shop layout, spatial factors etc.

The following most influential factors have not been covered by any of the authors mentioned in the Literature Review part of the research, nevertheless, the results discovered that quality of the product, in case it was advised by consumer's relatives or friends, and the design elements appear to be a part of the top influential factors

affecting impulsive buying behavior. The most frequently mentioned aspects of the design elements are garlands, ottomans, spacious store environment, stylish hangers. The major part of the respondents' answers for the quality factor (there were different cases, for instance: family advice, and cosmetics category) are the positive ones, implying that most likely these interviewees will acquire a product.

Findings presented in the prior studies regarding shop conditions and convenient placement of items factors are being distinguished by Verplanken and Herabadi (2001) as the similar aspect, and thus, they are described together. Their store factors are defined in the same manner: lightning, layout, music, the size of the shopping room, comfortable shelving, etc. However, the findings of the present research propose that the two above-mentioned factors should be identified differently. Shop condition factor, as most frequently stated by the interviewees, implies plenty of room, the absence of a crowd, no clothes mess, and the overall shop organization. Convenient placement of items as previously mentioned by the respondents mean that the product placement in a store is well-structured and organized.

There are no mentions regarding the diversity of items in the Literture Review part. Nevertheless, according to the results of the provided research, this factor turned out to be one of the most influential. The most repeatedly mentioned influential aspect of this factor is the importance of the product category diversity.

5.5   Limitations of the Research

When preparing for choosing the proper research approach for this study, the authors went through a lot of prior studies. The research approach of the majority of these prior studies was a survey due to the fact that their key questions and objectives were to find the factors influencing impulsive buying. Nevertheless, the authors decided to not only find influential and the most affecting factors but to discover how do they induce people to purchase on impulse. The more profound data analysis in terms of the "what" questions could have been carried out by conducting surveys. However, due to the fact that the authors were aiming at disclosing the "hows" additionally, they have decided to pick the semi-structured

interview research approach. This appeared to be the limitation, the authors faced during conducting the research.

6 Conclusion and Recommendations for the Future Research

The main goal of this research was to identify and analyze the most influential factors which make an impact on customers' impulsive buying behavior. In order to get the most appropriate results, the authors decided to utilize qualitative approach and conduct semi-structured interviews.

Initially, 24 factors were assumed to be influential in terms of impulsive buying. After all 10 semi-structured interviews were conducted and then analysed, the results have shown, there are only 9 most influential factors affecting impulsive purchasing in retail apparel industry which are the following: fitting rooms appearance, product diversity, overall store design, convenient placement of items, showcase appearance, design elements, quality of the product (advised by consumer's relatives or friends), shop condition, and the brand recognition. Some of the nine ultimate factors were also studied and proved influential in the Literature Review part, and thus success-fully compared to this thesis' findings. Nevertheless, the majority of them were not previously researched by the authors mentioned in this study and were not revealed as the highly influential ones before. Consequently, this study disclosed the new factors that are supposed to be the most inducing toward impulsive buying. The overall findings of this research may be applied by marketers and others business professionals in order to implement them in the working environments or to use them for a more profound research on the adjoining topics and fields.

This research was aimed at the target audience of 20-30 years old females who are currently enrolled at a university. What is more, the study was related to the retail apparel industry only. Therefore, a researcher, in order to create a further study, which can differ from this one, might switch to another target audience by removing and adding one or a number of the aspects which are, for instance, sex, age, occupation, geographical location, industry of the research etc. However, if a

researcher is interested in the topic of this study, he or she might change the research approach, and thus the study will be shown from a new perspective.

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Appendices

Appendix 1.   Interview Questions

Introduction part:

1. What, in your opinion, is impulsive buyer/purchase? What does first come to your mind when you think about impulsive buyer/purchase?

2. Why do you perceive yourself as an impulsive buyer?

3. Do you think that impulsive buying behavior is something negative? Why?

4. Do you track any consistent pattern in the reason of why you buy on impulse? If yes, which one?

5. How often do you buy on impulse?

6. If you encounter one negative factor in the shop (for example, its crowdedness), can any positive factor (for instance, help of staff) mitigate the negative one and thus, influence (positively) your impulsive buying?

7. What kind of feelings (joy, neutral, chagrin) do you experience after making an impulsive purchase?

8. Do you experience the feeling of excitement before acquiring an impulsive product?

Core:

1. Which category of products (cosmetics, clothes, shoes etc.) do you usually buy on impulse?

2. How important is it for you that a shop has discounts, sales or coupons on the scale from 1 to 5 (where 1 is "not important at all", 2 is "not truly important", 3 is "neutral" and, 4 is "important", and 5 is "very important")? Why?

3. Do you usually buy on impulse in any shop or in a shop, which you visit often? Why?

4. Does the shop music, color spectrum or aroma influence your impulsive buying? If it does, which one and how? (Music: fast, slow, loud, quiet; Color spectrum: bright, calm, dark, light; Aroma: strong, soft, any specific aromas such as citrus etc.)

5. Does the staff (help or vice versa, obtrusiveness) influence your impulsive buying? If it does, how?

6. Does your psychological state (high spirit or vice versa, negative mood) influence your impulsive buying? If it does, how?

7. Does the prior product bought on impulse influence your further impulsive buying? If it does, how?

8. Does the shop crowdedness influence (negatively/neutrally/positively) your impulsive buying? If it does, how?

9. Does a type of a shop (shopping mall or a small shop around the corner) influence your impulsive buying? If it does, how?

10. Does the brand recognition influence your impulsive buying (or desire to be a part of a brand)? If it does, how?

11. Does the showcase (shop window) design affect your decision on entering a shop? If it does, how?

12. Does the general design of the shop (design corresponding to a shop theme, specific design, etc.) influence your impulsive purchasing? If it does, how?

13. Does the lightning of a shop affect your decision on entering the shop or/and acquiring a product impulsively? If it does, in what way (bright, moderate, muffled)?

14. Which certain design elements, which might affect impulsive buying, do you like the most?

15. Does the fact that either you or your acquaintances have purchased a particular product before (so that you know the quality of it) affect your impulsive buying decision? If it does, how?

16. Does the fact, that you are shopping alone or with someone, affect impulse buying? If it does, how?

17. Does the appearance of the product (for example, packaging) influence your impulse buying? If it does, how?

18. Does the general shop condition influence the impulsive purchase? If it does, how?

19. Does the diversity (colors for clothes/shoes/bags, aromas for fragrances etc.) of a specific item category affect impulse buying? If it does, how?

20. Does the convenient placement of items (various sections for products; division of products into sizes, colors, brands; absence of a mess in a shop) influence impulsive buying? If it does, how?

21. Does the amount of money (excess, sufficient, insignificant amount of money) influence impulsive purchasing? If it does, how?

22. Does it influence your impulse buying if you pay by cash or by card? If it does, how?

23. On a scale from 1 to 5 (where 1 is "strongly disagree", 2 is "disagree", 3 is "neutral", 4 is "agree", 5 is "strongly agree") do you think the process of a shopping itself influence your impulsive buying? Why?

24. Does the appearance of a fitting room (enough space, good lightning, sufficient amount of fitting rooms, other preferences such as amount of clothes you can try on at once) contribute to your impulse purchase? If it does, how?