

Factors Affecting Impulsive Buying Behavior on Clothes of the Different Age Generations in District IV of Cavite

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Abstract: Impulsive buying behavior has long been recognized in the realm of marketing and psychology (Dhurup, 2014). Many researchers have found the factors affecting the behavior, however, these may differ across age groups. This study aimed to determine the situational and marketing mix factors that affect the impulsive buying behavior on clothes of the different age generations in District IV of Cavite. A total of 400 participants from Generation Z, Y, X and Baby Boomers were surveyed at shopping malls in the district. Data were analyzed using mean, frequency count, chi-square test and analysis of variance which revealed that time availability, money availability, momentary mood and shopping companion affect the different age generations' impulsive buying behavior in terms of situational factors. The different age generations were found to be less impulsive buyers when shopping alone and more impulsive when in positive mood state, have more time allotted for shopping and money available for spending. In addition, product, price and promotion contribute to the impulsiveness on clothes of the age generations. The age groups tend to purchase impulsively upon encounter of affordable clothes, promotional schemes, clothing characteristics that are appropriate for them, and attractive window displays. Findings also revealed that relationship between momentary mood and impulsive buying behavior, and difference in the situational factors affecting the impulsive buying behavior of the age generations exist.

Keywords: impulsive buying; situational factors; marketing mix factors; age generation; clothes

1. INTRODUCTION

1.1 Background of the study

Shopping is considered as one of the individual's routine in the modern society (Chun, 2005). Most people engage in shopping to fulfill emotional and social needs, which involve experiencing pleasure, socializing with others, and expressing oneself through buying products that depict self-image (Bamfield, 2012). Interestingly, these hedonic motives often lead to impulsive buying behavior.

Impulsive buying behavior occurs when a consumer suddenly decide to purchase an item he had not planned on buying. It is unplanned, powerful, enticing and results from quick decision making and instant gratification. It is often accompanied by extreme urge and disregard for consequences (Baumeister, 2002; Kacen & Lee, 2002). According to Khuong and Tran (2015) it occurs on individuals across circumstances, thus became a fundamental aspect on consumer buying behavior.

The phenomenon has long been recognized in the realm of psychology and marketing (Dhurup, 2014). Initiated in 1950 by Clover, numerous researchers from different fields have had made subsequent investigation of impulsive buying behavior. The role of culture, demographics, emotion, impulsive buying tendency, product category and involvement, proximity, shopping motivations, store environment, technology, etc. on the behavior have been affirmed. Various factors that stimulate impulsive buying were determined, however, these factors may differ across generational groups.

1.2 Objectives of the study

The study aimed to determine the factors that affect the impulsive buying behavior on clothes of the different age generations (Baby Boomers, Generation X, Generation Y, and Generation Z) in District IV of Cavite. Specifically, it aimed to determine:

1. the situational factors affecting the impulsive buying behavior on clothes of the different age generations in District IV of Cavite;

2. the marketing mix factors affecting the impulsive buying behavior on clothes of the different age generations in District IV of Cavite;
3. the type of impulsive buying behavior on clothes of the different age generations in District IV of Cavite;
4. if there is a significant relationship between situational factors and impulsive buying behavior on clothes of the different age generations in District IV of Cavite;
5. if there is significant relationship between marketing mix factors and impulsive buying behavior on clothes of the different age generations in District IV of Cavite;
6. if there is a significant difference in the situational factors affecting the impulsive buying on clothes of the different age generations in District IV of Cavite; and
7. if there is a significant difference in the marketing mix factors affecting the impulsive buying behavior on clothes of the different age generations in District IV of Cavite.

1.3 Scope and Limitation

The study focused only on the factors that affect the impulsive buying behavior on clothes of the different age generations in District IV of Cavite, particularly marketing mix and situational factors. Assessed situational factors were time availability in terms of low and high time pressure, money availability, social surroundings specifically salespeople and shopping companion, and momentary mood which was categorized to positive and negative mood state. Further, the marketing mix factors were product, price and promotion and each was tailored to clothes which contained sub factors. Product involved brand name, aesthetics in terms of styling/design and fashionability, and appropriateness specific to wardrobe coordination and right fitting. Price covered expensiveness and affordability; and promotion entailed sales promotion and visual merchandising, specifically window and mannequin display.

District IV was the chosen place for the collection of data since it consists of five shopping malls where the researcher can conveniently gather data from the consumers of clothes.

It was limited only to the participants aged 11 to 69, and who have already experienced buying clothes on impulse since the study intended to determine the factors affecting impulsive buying behavior.

2. METHODOLOGY

The study was descriptive-correlational in nature since it aimed to determine, describe,

measure, and summarize the factors affecting impulsive buying behavior and determine if there is a significant relationship between the variables.

2.1 Research Hypothesis

The following hypothesis were tested at $\alpha=0.05$.

H₀₁: There is no significant relationship between situational factors and impulsive buying behavior on clothes of the different age generations in District IV of Cavite;

H₀₂: There is no significant relationship between marketing mix factors and impulsive buying behavior on clothes of the different age generations in the District IV of Cavite;

H₀₃: There is no significant difference in the situational factors affecting the impulsive buying behavior on clothes of the different age generations in the District IV of Cavite;

H₀₄: There is no significant difference in the marketing mix factors affecting the impulsive buying behavior on clothes of the different age generations in the District IV of Cavite.

2.2 Participants and Data Collection

A total of 400 is the sample size to represent the four age generations proportionally, which is 100 per age generation.

2.3 Sampling Technique

Proportionate sampling method was utilized to determine the sample population in each shopping mall. The sample population in each shopping mall was determined by the number of clothing retailers existing in that shopping mall (Table 1). The method was applied to observe dispersion of data and balance representation of the District IV.

In addition, purposive sampling was used since the participants were chosen according to their impulsive buying experience.

Table 1. Distribution of participants in the shopping malls in District IV of Cavite

Shopping mall	No. of Clothing Retailers	Sample Population
SM City	34	170
Robinson's	29	145
The District	9	45
Central Mall	6	30
Walter Mart	2	10
Total	80	400

2.4 Research Instrument

The instrument was composed of four sections, all containing structured questions.



Section A determines whether the participants have already made an impulsive purchase while Section B identifies the age group the participants belong. Section C focuses on the situational and marketing mix factors that affect impulsive buying behavior. A four-point Likert scale was used to measure the responses of the participants (from 1=strongly disagree to 4=strongly agree). Finally, Section D determines the type of impulsive buying behavior of the different age generations, in which the set of questions is self-made.

2.5 Data Analysis

Several statistical tools were used to analyze the data:

Weighted mean was used to determine the factors that affect the impulsive buying behavior on clothes of the different age generations. The weighted mean scores of the participants were calculated and interpreted through descriptive interpretations accordingly (Table 2).

Frequency count was employed to determine the type of impulsive buying behavior on clothes of the different age generations (pure, suggestion, reminder, planned).

To determine if situational and marketing mix factors have significant relationship to the impulsive buying behavior on clothes of the different age generations, chi square was used.

Finally, Analysis of variance (ANOVA) was employed to determine if there is a significant difference in the situational and marketing mix factors affecting the impulsive buying behavior on clothes of the different age generations.

Table 2. Descriptive interpretation for the degree of effect of situational and marketing mix factors on impulsive buying behavior on clothes of the different age generations

Numerical Range	Descriptive Interpretation
1.00-1.75	Strongly Not Affected
1.76-2.50	Not Affected
2.51-3.25	Affected
3.26-4.00	Strongly Affected

3. RESULTS AND DISCUSSION

3.1 Situational Factors Affecting Impulsive Buying Behavior on Clothes of the Different Age Generations

Mean scores (MS) were calculated to determine what factors have an effect on impulsive buying behavior. In addition to the mean values, standard deviation (SD) is provided to reveal the distribution of data points around the mean scores.

Low standard deviations were observed throughout the data for situational and marketing mix factors, which suggest that members of each age generation are in more agreement with one another as to what factors affect their impulsive buying behavior.

Based on the result, majority of the situational factors (low time pressure, shopping companion and positive mood state) affect the impulsive buying behavior on clothes of the different age generations; and money availability strongly affects Generation X, Y, and Z's impulse buying while Baby Boomers are affected only (Table 3). These suggest that when the age groups have more time and money allotted for shopping, are with shopping companions and in positive mood state during the shopping activity, they make an impulsive purchase on clothes.

Several researchers support these findings. According to Kacen, Hess, and Walker (2012) staying longer at stores increases the chance of impulse buying because desire for items is meant to be felt. Likewise, money availability has significant effect on impulse buying because it increases purchasing power, making consumers amenable to make a sudden purchase (Khorrami, Esfidani, & Delavari, 2015). Delighted consumers are also responsive to stimuli inside stores because such positive mood states have consumers mobilized and aroused, which are pre-requisite to impulsive buying behavior (Rook & Gardner, 1993). With regard to negative mood state, only Generation Z's impulsive buying is affected.

3.2 Marketing Mix Factors Affecting Impulsive Buying Behavior on Clothes of the Different Age Generations

Result revealed that only two factors (expensiveness & mannequin display) have no effect on the four generational group's impulsive buying on clothes whilst Generation X and Baby Boomers' impulsive buying are not affected by fashionability. Brand name, design, right fitting, wardrobe coordination, affordability, sales promotion and window display trigger the impulsive buying behavior of the age groups (Table 4). These indicate that when these age groups encounter clothes that complement their taste and existing wardrobe, fit their body properly, notice a pleasant window display and reasonable sales promotion, they make a purchase even though unplanned; and brand names have sufficient appeal to have them act with sudden inclination and make less deliberation that ultimately engage them in impulsive buying behavior.

Table 3. Situational factors affecting the impulsive buying behavior of the different age generations

Situational Factor	Gen. Z			Gen. Y			Gen. X			Baby Boomers		
	MS	SD	I	MS	SD	I	MS	SD	I	MS	SD	I
Time avail.												
Low time pressure	3.05	0.69	A	3.05	0.70	A	2.87	0.81	A	2.91	0.83	A
High time pressure	2.53	0.90	A	2.71	0.90	A	2.51	0.93	A	2.34	0.93	NA
Money avail.	3.41	0.55	SA	3.29	0.68	SA	3.33	0.66	SA	3.17	0.82	A
Social surrounding												
Shopping companion	2.87	0.86	A	2.85	0.97	A	2.79	0.81	A	2.62	0.87	A
Salespeople	2.41	0.85	NA	2.43	0.86	NA	2.50	0.92	NA	2.40	0.83	NA
Momentary mood												
Positive	2.83	0.87	A	2.81	0.84	A	2.66	0.89	A	2.88	0.80	A
Negative	2.54	0.99	A	2.29	0.87	NA	2.17	0.91	NA	2.10	0.91	NA

**Interpretation: SNA- Strongly Not Affected NA- Not Affected*
A- Affected SA- Strongly Affected

Table 4. Marketing mix factors affecting the impulsive buying behavior of the different age generations

Marketing Mix Factor	Gen. Z			Gen. Y			Gen. X			Baby Boomers		
	MS	SD	I	MS	SD	I	MS	SD	I	MS	SD	I
Product												
Brand name	2.70	0.83	A	2.77	0.77	A	2.66	0.89	A	2.69	0.86	A
Aesthetics												
Design	3.19	0.71	A	3.20	0.83	A	2.99	0.81	A	3.22	0.84	A
Fashion-ability	2.79	0.77	A	2.69	0.91	A	2.39	0.84	NA	2.36	0.96	NA
Appropriate-ness												
Right fit	2.99	0.79	A	3.09	0.82	A	2.99	0.86	A	2.92	0.85	A
Wardrobe coordination	3.21	0.62	A	3.18	0.74	A	2.94	0.77	A	2.96	0.79	A
Price												
Expensive-ness	2.16	0.79	NA	2.24	0.81	NA	2.14	0.82	NA	2.18	0.82	NA
Affordability	3.12	0.77	A	3.25	0.90	A	3.11	0.81	A	3.05	0.92	A
Promotion												
Sales promotion	3.09	0.71	A	3.16	0.73	A	3.14	0.54	A	3.18	0.72	A
Visual merchandising												
Window display	2.83	0.76	A	2.78	0.86	A	2.74	0.78	A	2.82	0.72	A
Mannequin display	2.44	0.80	NA	2.34	0.93	NA	2.26	0.79	NA	2.33	0.98	NA

Interpretation: SNA- Strongly Not Affected NA- Not Affected
A- Affected SA- Strongly Affected

3.3 Type of Impulsive Buying on Clothes of the Different Age Generations

From the given result, suggestion impulsive buying is the most common type that occurs on Generation Z. This suggests that the generation usually make an unplanned purchase whenever they see a need for clothes; looking forward to its potential usage in the future. Upon seeing clothes, intuition occurs to the generation that result to a sudden purchase. For the older generations, Generation X and Baby Boomers, pure impulse buying characterizes their impulsive buying behavior, which indicates that they impulsively buy clothes when emotional want triggered them. Generation Y, on the other hand, exhibits a combination of pure and suggestion impulsive buying; visualized need and desire condition the generation's impulsiveness.

3.4 Relationship of Situational and Marketing Mix Factors to Impulsive Buying Behavior

Test of significance revealed that no significant relationship exists between marketing mix factors and impulsive buying behavior. This means that the impulsive buying of the four age generations is independent on the price, promotion, and the product itself. With regard to situational factors, momentary mood has significant relationship to the impulsive buying behavior of Generation X and Baby Boomers, which suggests that the generations' impulsiveness is determined by their current mood state (*Gen. X - Computed Value=24.10 Tabular Value=16.92; Baby Boomers - Computed Value=24.32 Tabular Value=16.92*)

3.5 Significant Difference in the Situational and Marketing Mix Factors Affecting the Impulsive Buying Behavior of the Different Age Generations

Analysis of Variance revealed that there is a real difference in the situational factors affecting the impulsive buying behavior of the different age generations ($p=0.03296$). It suggests that the manner one age generation is affected by situational factors is significantly different from the manner the other age generations are affected. Beneficiaries of the study could reasonably use this information to capitalize on the factors that affect each age group since the difference is unlikely due to chance.

However, difference in the marketing mix factors affecting the impulsive buying of the generational groups is not statistically significant ($p=0.23119$). This suggests that it is not confirmed

that there is a real difference in the factors that affect each cohort's impulse purchasing.

4. CONCLUSIONS

Time availability, shopping companions, positive mood state, brand name, design, right fitting, wardrobe coordination, affordability, sales promotion and window display affect the impulsive buying behavior of the four age generations. Importantly, money availability was reported to strongly affect the unplanned buying of Generation Z, Y, and X. Moreover, Generation X and Baby Boomers are not affected by fashionability and negative mood state.

Findings also showed that Generation X and Baby Boomers' impulsive buying act is pure. On the other hand, suggestion impulsive buying occurs mostly on Generation Z. Among Generation Y, however, combination of pure and suggestion characterize its impulse buying.

Finally, significant relationship between momentary mood and impulsive buying behavior, and difference in the situational factors affecting the impulsive buying behavior of the age generations were confirmed.

The results generate a new path to be explored in future studies. Future researchers shall describe the relationship between momentary mood and impulsive buying behavior of Generation X and Baby Boomers to yield in-depth information. Also, connect age to impulsive buying behavior to determine if there is a significant relationship that exists between the two variables. To establish a comprehensive view of impulsive buying phenomenon, determine the role of personality & self-concept and other demographic characteristics in the behavior. Finally, consider conducting the study in larger cities in the Philippines and other Asian countries to test the reliability of the result and observe diversification.

5. ACKNOWLEDGMENT

The researcher is sincerely appreciative to every individual who helped her accomplish the study. To her parents, for their never failing support, morally and financially. To Ms. Jocelyn B. Siochi, for her constant guidance and generosity, and imparting her valuable ideas to the researcher. To Ms. Lea Marissa S. Domingo, for her openness of thought and full support. Above all, to the Almighty God, for His unconditional love, enlightenment, and guidance.

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