

# Impulse Purchasing Relative to the Use of Clothing Store Display

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## I. Introduction

Marketers increasingly are recognizing the significant degree to which many purchases are influenced by the store environment. The proportion of unplanned purchases is even higher for some product categories. It is estimated that 85 percent of candy and gum, almost 70 percent of cosmetics, and 75 percent of oral hygiene purchases are unplanned(Solomon, 1999). Because so much decision making apparently occurs while the shopper is in the purchasing environment, retailers are beginning to pay more attention to the amount of information in their stores, as well as to the way it is presented. It has been estimated that impulse purchases increase by 10 percent when appropriate displays are used. Therefore, companies make great effort on point-of purchase stimuli(POP) such as elaborate product display or demonstration.

It is well known that consumers are interested in display especially when they buy clothes, and store display serves for consumers as a mean to supply such a information about new products, coordination methods, and fashion trend. Along with the increasing importance of store display in the VMD concept, Many previous researches has been made on store display and consumer's interest in display. However, most of the studies considered clothing as a single product having all the same characteristics regardless of items and kinds, or concentrated on only one specific item of clothing as their research subject. Consumer's involvement is different according to the items of clothing, and they pursue different amount of information according to the level of their involvement. Therefore, for more efficient store display strategy, there is a need to analyse the consumer's use of information from the store display by the kind of clothing.

The present study attempted to analyse how much consumers utilize the information from the display of clothing stores when they purchase clothing, and to analyse the differences in the use of display according to the age and sex of consumers, and according to the kind of clothing they purchase. The study also tried to find how differ the impulse purchase attitude in terms of major motives according to the degree of using information from clothing store display.

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## **II. Methodology**

Normative descriptive survey using self-administered questionnaire was conducted for the study. Various clothing products can be distinguished in several manners, such as type, kind, price line, size range, and the involvement of consumers etc. In this study, formal wear, casual wear, sports wear and underwear were selected based on the previous studies (Jang, 1996; Kim, 1987; Jung, 2002).

Questionnaire consisted of three parts: use of information from the display of clothing stores, impulse purchase behaviors, and demographics. Questions for use of display information were developed on the basis of the questionnaires used in previous studies(Hwang and Park, 2003; Noh, 1996; Lee, 2000). Questions for the measurement of impulse buying behavior were developed also on the basis of the previous studies(Kim, 2003; Jin, 1998; Koh, 1993; Pack, 1991), and consisted of 14 items related to the major motives of impulse buying. Questions were modified appropriately for clarity and length, based on the results of a pre-test. Five-point Likert scales were used for all measures according to the following range. 1=never or strongly disagree, and 5=always or strongly agree. Cronbach's reliability coefficient of the questions were 0.82 ~ 0.92.

The survey was conducted in Aug. 2004, and the sample consisted of 545 consumers between the ages of 16 and 39, residing in the Seoul area. About forty-nine percent of the sample were male, and 51% were women. Thirty-two percent of them belonged to teens, 33% of them were in twenties, 35% were in their thirties.

The questionnaires were collected immediately after the respondents answered. Descriptive statistics, *t*-test, ANOVA, Duncan's multiple comparison, and multiple regression were employed for the analysis of data.

## **III. Results**

### *1. Difference in the Use of Store Display according to the Age of Consumers*

As shown in <Table 1>, in the case of purchasing formal wear and underwear, differences were found in the use of display as a information source according to the age of consumers. While there was no difference in the level of using information from display when they purchase casual and sportswear. In the case of purchasing formal wear, respondents belong to thirties considered display most, followed by twenties, and teens consult display lowest. Results showed that, in the case of purchasing underwear, the group of thirties consult display more than other two age groups, twenties and teens.

### *2. Difference in the Use of Store Display according to Consumers' Gender*

There were significant differences in the level of using display according to consumers' gender. Female consumers consult display more than male consumers when they purchase formal, casual and underwear. While no difference was found between male and female consumers in the level of using display when they purchasing sportswear.

<Table 1> Use of Store Display by Consumers' Age in Purchasing each Type of Clothing  
(n=545)

Clothing type \ Age	Teens M(SD)	Twenties M(SD)	Thirties M(SD)	F
Formal	2.95(0.74) C	3.27(0.76) B	3.43(0.73) A	20.07***
Casual	3.13(0.74)	3.23(0.75)	3.30(0.73)	2.43
Sports	3.00(0.79)	2.87(0.81)	2.98(0.79)	1.39
Underwear	2.18(1.00) B	2.30(0.94) AB	2.50(0.83) A	4.66*

\* $P < 0.05$  \*\*\* $P < 0.001$

Alphabetic notations indicate the results of Duncan's Test.

<Table 2> Use of Store Display by Consumers' Gender in Purchasing Each Type of Clothing

Clothing type \ Sex	Male(n=269) M(SD)	Female(n=276) M(SD)	t
Formal	3.10(0.85)	3.34(0.66)	-3.70***
Casual	3.20(0.81)	3.29(0.68)	-1.98*
Sports	2.93(0.86)	2.97(0.72)	-0.57
Underwear	2.06(0.93)	2.58(0.85)	-6.80***

\* $P < 0.05$  \*\*\* $P < 0.001$ .

### 3. Difference of Impulse Purchasing Motivation according to the Use of Store Display by Consumers' Age

1) When the respondents belong to the group of teens buy formal and casual wear, those who consult store display more have the higher tendency of impulse buying due to emotional motives. However, in the case of casual and underwear, no difference was found in the tendency of impulse purchasing caused by emotional motives according to the level of using store display. In all types of clothing, those who consider display more showed a higher tendency of impulse purchasing motivated by the price related factors. The types of clothing having a greater influence of circumstances related factors on impulse purchasing were formal wear and underwear.

2) For twenties, respondents who consider store display more showed higher tendency of impulse purchasing motivated by emotional factors in underwear, and no difference was found in the case of formal, casual, and sportswear. Those considering store display more showed higher tendency of impulse purchasing motivated by price related factors in buying casual wear. There was no significant difference in the impulse purchasing behavior motivated by circumstances related factors according to the use of store display.

3) For thirties, no significant difference was found in the impulse purchasing behavior motivated by emotional factors and price related factors according to the use of store display. Those consulting store display more showed higher tendency of impulse purchasing motivated by circumstance related factors in buying underwear.

#### **IV. Conclusion and Implications**

There were differences in the use of store display according to the age, gender of consumers and the type of clothing. The thirties used store display most among the three age groups and women use store display more than man. The type of clothing that consumers consult store display most were different according to consumers' age. In general, for the teens and twenties, those who use store display more showed the higher tendency of impulse purchasing motivated by emotional factors and price-related factors. It was confirmed by the results mentioned above that store display should be differentiated according to the type of clothing, gender, age and impulse purchasing behavior of consumers.

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