THE POWER OF EMOTION: DRIVING IMPULSE BUYS IN FASHION RETAIL

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ABSTRACT

This literature review explores the nexus between emotional triggers and impulsive apparel purchases. Drawing from existing research, it examines how emotions, immediate needs, situational factors, and marketing strategies influence consumers' spontaneous buying decisions. The review identifies a critical research gap related to the psychological processes instigated by social media and online advertising, paving the way for further investigations. This study contributes to a holistic understanding of impulsive buying behaviour in the apparel industry, with implications for retailers and marketers.

Keywords: Impulsive Buying Behaviour, Emotional Triggers, Apparel Purchases, Consumer behaviour, Retail Psychology

1. INTRODUCTION

Consumer buying behaviour is an intricate area of study that delves into the processes consumers undergo before making a purchase decision. Understanding how various internal and external factors affect this behaviour is crucial for marketers and businesses alike. At its core, consumer buying behaviour examines the reasons and motivations behind consumers' product or service choices (Smith, 2020). By understanding consumer buying behaviour, marketers can effectively tailor their marketing strategies to target and influence their target audience. This knowledge allows businesses to anticipate and meet the needs and desires of consumers, ultimately leading to increased sales and customer satisfaction. Studying consumer buying behaviour can also help businesses identify emerging trends and adapt their offerings accordingly to stay competitive in the market.

In today's digital age, the landscape of consumer buying has evolved significantly. With the advent of online shopping platforms and digital marketing strategies, consumers are now exposed to a plethora of choices and information. This has led to a shift in traditional buying patterns, with consumers becoming more informed and discerning in their purchases (Reisinger, 2009). As a result, businesses need to not only provide high-quality products and services but also understand their target audience's changing preferences and needs. Businesses can gain valuable insights into consumer behaviour and preferences by leveraging data analytics and market research. This allows them to tailor their offerings and marketing strategies to meet the evolving demands of their customers better, ultimately increasing their competitiveness in the market.

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Furthermore, the rise of social media and influencer marketing has added another layer to the consumer decision-making process. Consumers now rely not only on product information but also on reviews, recommendations, and endorsements from peers and influencers. This dynamic nature of consumer buying behaviour necessitates continuous research and understanding to stay ahead in the competitive market (Samo et al., 2020). By staying up-to-date with consumer preferences and trends, businesses can effectively tailor their marketing strategies to reach their target audience. Additionally, analysing consumer behaviour allows companies to identify opportunities for innovation and develop products or services that meet evolving needs and desires.

1. a Definition and Overview Consumer buying behaviour refers to consumers' actions and decision-making processes when they purchase products or services. Personal preferences, cultural norms, social influences, and marketing tactics are just a few of the internal and external factors that have an impact on this behaviour. Understanding consumer buying behaviour is crucial for businesses, as it helps them tailor their marketing efforts, product offerings, and customer service better to meet the needs and preferences of their target audience (Solomon, 2014). By understanding consumer buying behaviour, businesses can identify trends and patterns that can inform their marketing strategies. This knowledge allows them to create targeted advertising campaigns and develop products that align with consumer preferences. Additionally, understanding consumer behaviour can help businesses anticipate and respond to changes in the market, giving them a competitive edge.

1. b Factors influencing buying decisions Several factors influence consumer buying decisions. These include personal factors like individual needs, preferences, and financial capacity; social factors like family, friends, and societal norms; and psychological factors like perception, motivation, and beliefs. External factors like marketing strategies, promotional activities, and economic conditions also play a significant role in shaping consumer buying behaviour. Businesses must be aware of these factors and strategize accordingly to influence consumer decisions and drive sales (Kotler & Keller, 2016). Understanding consumer buying behaviour is crucial for businesses to develop effective marketing strategies. By analysing the various factors that influence consumer decisions, businesses can tailor their products and promotions to meet their target market's specific needs and desires. Moreover, staying updated on current economic conditions and adapting marketing strategies accordingly can help businesses stay competitive in an ever-changing marketplace.

1.1 Impulsive Buying Behaviour

Impulsive buying behaviour is a spontaneous and immediate purchase decision without any pre-planned intention. Rather than reason or deliberate evaluations, emotions and feelings are frequently what drive it. This behaviour is common in offline and online shopping environments and is susceptible to external stimuli, such as alluring product displays, promotions, or persuasive salespeople (Lokesh & Vijayalakshmi, 2020). Impulsive buying behaviour can lead to unplanned and often unnecessary purchases, resulting in financial consequences for individuals. It is important for businesses to understand and capitalise on this behaviour by strategically placing products and creating enticing marketing campaigns.

The significance of impulsive buying behaviour lies in its unpredictability and the potential for businesses to capitalise on these unplanned purchases. For instance, retailers strategically place products near checkout counters, knowing that consumers are more likely to make impromptu

purchases while waiting in line. Similarly, online retailers use flash sales and limited-time offers to induce urgency and prompt consumers to buy on impulse (Desembrianita et al., 2020). In the context of apparel, impulsive buying plays a pivotal role. Fashion trends change rapidly, and consumers often make spontaneous purchases to stay updated with the latest styles. Moreover, the sensory experience of trying on clothes and the immediate gratification of wearing something new can trigger impulsive purchases. With the rise of online shopping, the ease of browsing and the allure of next-day delivery further fuel this behaviour. Understanding the triggers and motivations behind impulsive buying can help businesses devise strategies to enhance sales and customer satisfaction (Bian & Haque, 2020).

1.1.a. Explanation and significance Impulsive buying behaviour refers to unplanned and spontaneous purchases made by consumers without prior intention or consideration. This behaviour is often driven by emotions, immediate needs, or external stimuli like attractive promotions or persuasive salespeople. Impulsive buying can lead to regret or satisfaction, depending on the perceived value and utility of the purchased item (Verplanken & Herabadi, 2001). Understanding impulsive buying behaviour is important for marketers and retailers, as it can help them design effective strategies to influence consumer purchasing decisions. By creating attractive promotions and employing persuasive salespeople, businesses can tap into consumers' emotions and immediate needs to encourage impulsive purchases. However, it is crucial for businesses to ensure that the perceived value and utility of the purchased item align with customers' expectations to avoid post-purchase regret and enhance customer satisfaction.

1.1.b Importance in the Context of Apparel In the context of apparel, impulsive buying is particularly prevalent. With its ever-changing trends and attractive promotions, the fashion industry often triggers impulsive purchases among consumers. Moreover, the tactile nature of clothing, the desire to look fashionable, and the influence of peers and celebrities further fuel impulsive buying behaviour in this sector. Retailers in the apparel industry can leverage this behaviour by creating enticing store environments, offering limited-time promotions, and using effective visual merchandising techniques (Park et al., 2006). These strategies can help retailers capitalise on consumers' impulsive buying tendencies and drive sales. Additionally, incorporating social media marketing campaigns and collaborations with popular influencers can also play a significant role in enticing consumers to make impulsive purchases in the apparel industry.

1.2 Research Focus

1.2.a Offline vs. online shopping modes

The advent of technology has revolutionised the way consumers shop. While traditional brick-and-mortar stores offer tactile experiences and immediate gratification, online shopping provides convenience, variety, and often better deals. Consumers today often oscillate between offline and online modes, depending on their needs, preferences, and the nature of the product. For instance, while many prefer to buy apparel offline to try it on, gadgets and electronics are frequently purchased online due to the extensive reviews and comparisons available (Huyghe et al., 2015). Additionally, online shopping allows consumers to easily compare prices from different retailers and access a wider range of options that may not be available in physical stores. Furthermore, the convenience of having products delivered directly to their doorstep is another factor that attracts consumers to shop online for gadgets and electronics.

1.2.b. Evolution of consumer behaviour with technology

With the proliferation of smartphones, social media, and e-commerce platforms, consumer behaviour has undergone a significant transformation. Today's consumers are more informed, discerning, and connected than ever before. They rely on online reviews, influencers, and peer recommendations before making purchase decisions. Moreover, the convenience of online shopping, personalised marketing, and digital payment methods have further shaped consumer preferences and expectations. Businesses must adapt to these technological changes and devise strategies catering to the modern, tech-savvy consumer (Woersdorfer, 2017). In order to stay competitive in the market, businesses must embrace digital marketing techniques and establish a strong online presence. This includes creating engaging content, optimising websites for mobile devices, and utilising social media platforms to reach and engage with their target audience. Additionally, businesses should prioritise customer experience by offering seamless online shopping experiences, personalised recommendations, and efficient customer service to meet the expectations of today's tech-savvy consumers.

1.3 Theoretical Framework: Relevance to Impulsive Buying Behaviour

The study of consumer behaviour, particularly impulsive buying, is deeply rooted in various theoretical frameworks that aim to explain the underlying psychological, social, and environmental factors influencing such behaviours. These frameworks provide a structured lens through which researchers and marketers can understand and predict consumer actions. Impulsive buying behaviour, characterised by spontaneous, immediate, and unplanned purchases, often occurs in response to a combination of internal and external triggers. The theoretical frameworks offer insights into the intricate interplay of these triggers, enabling a comprehensive understanding of why consumers sometimes deviate from their usual buying patterns and make impromptu purchases.

One of the primary reasons for the significance of these theoretical frameworks is their ability to provide a holistic view of the consumer's decision-making process. They delve into consumers' cognitive, affective, and behavioural aspects, shedding light on the myriad factors that come into play during the purchase journey. For instance, a consumer's emotional state, the store's ambience, peer influence, and promotional offers are just a few elements that can sway a consumer's buying decision. By understanding these elements through the lens of theoretical models, businesses can tailor their strategies to tap into the impulsive tendencies of consumers, driving sales and enhancing customer satisfaction (Smith, 2020).

Furthermore, in today's digital age, where online shopping is gaining prominence, these frameworks are evolving to incorporate the nuances of online consumer behaviour. The virtual shopping environment, with its unique stimuli like pop-up ads, flash sales, and online reviews, presents different challenges and opportunities for businesses. Theoretical models that factor in these online stimuli are crucial for businesses aiming to effectively capture the online market segment (Lokesh & Vijayalakshmi, 2020).

1.4 Significance of understanding impulsive buying behaviour

Understanding impulsive buying behaviour is crucial for retailers and marketers for several reasons:

a.   Increased sales: By understanding the factors that trigger impulsive purchases, retailers can create marketing strategies and store environments that encourage this behavior, leading to increased sales.

b.   Enhanced customer satisfaction: Understanding impulsive buying behavior can help retailers tailor their product offerings and customer service to better meet the needs and desires of impulsive shoppers. This can lead to increased customer satisfaction and loyalty.

c.   Reduced post-purchase regret: By understanding the motivations behind impulsive purchases, retailers can design products and marketing campaigns that align with customers' expectations, reducing the likelihood of post-purchase regret.

d.   Improved targeting of marketing efforts: By identifying the characteristics and preferences of impulsive shoppers, retailers can target their marketing efforts more effectively, reaching the right consumers with the right message at the right time.

e.   Identification of new opportunities: Understanding impulsive buying behavior can help retailers identify new opportunities for product development, marketing campaigns, and store layouts.

1.5 Implications for retailers and marketers

Understanding impulsive buying behavior has several implications for retailers and marketers:

a.   Create enticing store environments: Retailers can design store layouts, lighting, and displays that appeal to impulsive shoppers' emotions and desires.

b.   Offer limited-time promotions: Limited-time promotions and discounts can create a sense of urgency and encourage impulsive purchases.

c.   Utilize social media marketing: Social media platforms can be used to showcase products and create a sense of community and influence, encouraging impulsive purchases.

d.   Collaborate with influencers: Partnering with popular influencers can help retailers reach a wider audience and tap into consumers' desire to emulate their style.

e.   Provide excellent customer service: Impulsive shoppers often value convenience and immediate gratification. Providing excellent customer service can enhance their shopping experience and encourage repeat purchases.

2.   REVIEW OF LITERATURE

Overview of Theoretical Models

As a field of study, consumer behaviour has been extensively researched, and various theoretical models have been proposed to understand the intricacies of buying decisions. These models aim to decipher the cognitive processes, emotional triggers, and external influences that shape a consumer's purchase intentions and actions. One such model is the "Choice Environment, Market Complexity, and Consumer Behaviour" model, which emphasises the role of market complexity in influencing consumer choices (Swait & Adamowicz, 2002). Another significant contribution is Nevo's "Empirical Models of Consumer Behaviour, " which comprehensively analyses the empirical methods used to study consumer behaviour (Nevo, 2010).

Objectives of the Study:

1.   To analyze the existing literature on impulsive apparel purchases and identify the key emotional triggers that drive consumers to make spontaneous buying decisions in the apparel industry.

2.   To investigate the role of immediate needs and situational factors in influencing impulsive apparel purchases, examining how emotions interplay with these factors to impact consumer behavior.

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3.   To assess the effectiveness of marketing strategies in harnessing emotional triggers to stimulate impulsive apparel purchases, with a focus on both traditional marketing approaches and the unique aspects of social media and online advertising.

4.   To highlight and address the research gap regarding the psychological processes initiated by social media and online advertising in relation to impulsive apparel buying behavior, and propose avenues for further research in this domain.

Application to Consumer Behaviour

Theoretical models serve as foundational pillars in the study of consumer behaviour. They offer a structured approach to analysing the multifaceted nature of buying decisions. For instance, Gelbrich, Müller, and Westjohn (2023), in their work "Models of Consumer Behaviour, provide insights into the various factors that influence consumer decisions, ranging from psychological to environmental. These models are not just academic constructs; they have practical implications. Businesses and marketers use these frameworks to design strategies that resonate with their target audience, ensuring higher engagement and sales (Gelbrich et al., 2023).

2.1 Mehrabian and Russell's S-O-R Model

Mehrabian and Russell's stimulus-organisation-response (S-O-R) model is a cornerstone in the study of consumer behaviour, especially in the realm of impulsive buying. This model is built on the premise that an external stimulus influences a consumer's internal state (organism), which subsequently dictates their response or behaviour. The S-O-R model suggests that marketers can strategically design stimuli, such as advertisements or product displays, to elicit specific emotional or cognitive responses from consumers. By understanding the factors that trigger impulsive buying, marketers can create targeted campaigns that effectively appeal to their target audience's desires and motivations. This approach can lead to higher levels of engagement and ultimately drive sales.

The "stimulus" in this model can be anything from a visually appealing product display to a catchy advertisement or even a persuasive salesperson. This stimulus impacts the "organisation," representing the consumer's emotional and cognitive state. Depending on how the consumer internally processes the stimulus, a particular "response" is elicited, which could be the act of purchasing, inquiring about a product, or even leaving the store without buying (Mehrabian & Russell, 1980).

In the context of impulsive buying, the S-O-R model is particularly relevant. A consumer might not intend to buy a product, but an effective stimulus, like a limited-time discount, can evoke excitement or urgency. This emotional state can lead to an impromptu decision to purchase the product. For businesses, understanding the dynamics of the S-O-R model can be invaluable. Creating the right stimuli can influence consumer emotions and behaviours, driving impulsive purchases and boosting sales (Desembrianita et al., 2020). By leveraging the S-O-R model, businesses can strategically design marketing campaigns that capitalise on consumer emotions and drive impulsive purchases. Additionally, by consistently offering limited-time discounts or other enticing stimuli, businesses can cultivate a sense of urgency and excitement among consumers, ultimately leading to increased sales and brand loyalty.

2.1.a. Explanation and Significance

The stimulus-organisation-response (S-O-R) model, proposed by Mehrabian and Russell, is a pivotal framework in the realm of consumer behaviour. This model posits that a stimulus (S)

affects the internal state or organism (O) of a consumer, which in turn influences the response (R) or behaviour. In the context of impulsive buying, the stimulus could be an attractive product display or a limited-time offer; the organism represents the consumer's emotional state, and the response is the act of purchasing (Mehrabian & Russell, 1980). This model highlights the importance of understanding how external stimuli can impact a consumer's internal emotional state, ultimately leading to impulsive buying behaviour. By recognising the role of emotions in impulsive buying, marketers can strategically design stimuli that elicit positive emotions and increase the likelihood of a purchase. For example, using bright and vibrant colours in advertisements can evoke feelings of excitement and joy in consumers, making them more likely to make impulsive purchases. Additionally, incorporating persuasive language and compelling storytelling techniques can further enhance the emotional appeal of a product or service, prompting consumers to act on their impulse to buy. Ultimately, marketers can create a sense of urgency and desire by tapping into consumers' emotions, driving impulsive buying behaviour and boosting sales. Another example of how advertisements can evoke emotions and drive impulsive purchases is through the use of social proof. When consumers see others enjoying a product or service in an advertisement, it creates a sense of FOMO (fear of missing out) and increases their desire to make a spontaneous purchase. By strategically showcasing the positive experiences of others, marketers can effectively leverage emotions to influence impulsive buying behaviour.

2.1.b Application to Impulsive Buying

By its very nature, impulse buying is a spontaneous reaction to a stimulus. The S-O-R model aptly captures this behaviour by emphasising the role of external stimuli and internal emotional states (Mehrabian & Russell, 1980). For instance, a consumer might come across a flash sale online (stimulus), which evokes excitement or urgency (organism), leading them to make an unplanned purchase (response). Understanding the dynamics of this model can help retailers and marketers create effective strategies to capitalise on impulsive buying tendencies, be it through enticing store displays, persuasive advertisements, or compelling online offers. Retailers and marketers can strategically trigger impulsive buying behaviours by tapping into consumers' emotional states and leveraging external stimuli (Mehrabian & Russell, 1980). For example, strategically placing limited-time offers at checkout counters or using persuasive language in advertisements can create a sense of urgency and excitement, prompting consumers to make spontaneous purchases. Additionally, understanding the individual differences in emotional responses can further enhance the effectiveness of these strategies, allowing businesses to tailor their approaches based on specific target demographics (Mehrabian & Russell, 1980).

2.2. Exploring Impulsive Factors in Apparel Buying Behaviour

2.2.1 Definition and Significance

Impulsive buying behaviour refers to the spontaneous and immediate purchase of products without pre-planning or thoughtful consideration (Smith, 2020). Emotional responses rather than logical decision-making are what drives this behaviour. In the context of the apparel industry, impulsive buying plays a significant role, given the industry's dynamic nature, characterised by changing fashion trends and the constant introduction of new products. The apparel sector, in particular, thrives on the allure of the 'new' and the 'now', making consumers more susceptible to impulsive purchases (Samo et al., 2020).

Understanding impulsive buying in apparel is crucial for several reasons. Firstly, it helps businesses tap into the emotional triggers that drive such purchases, allowing them to tailor their marketing strategies effectively. Secondly, recognising the factors that lead to impulsive buying can help retailers design in-store and online experiences that capitalise on these impulses, leading to increased sales and customer engagement (Desembrianita et al., 2020). Additionally, understanding impulsive buying in apparel can also aid in identifying potential risks and negative consequences associated with impulsive purchases, such as financial strain or buyer's remorse. By gaining insights into the underlying motivations and triggers, businesses can develop interventions or strategies to mitigate these risks and promote more mindful consumer behaviour. Moreover, studying impulsive buying behaviour in the apparel industry contributes to the broader field of consumer psychology and provides valuable insights into the complex nature of human decision-making processes.

The significance of studying impulsive buying in apparel also extends to understanding consumer behaviour patterns. With the rise of fast fashion and e-commerce platforms, consumers are constantly exposed to new products, promotions, and buying opportunities. Recognising impulsive triggers can help businesses navigate this complex landscape and ensure sustained growth (Lokesh & Vijayalakshmi, 2020). Furthermore, understanding impulsive buying in apparel can aid businesses in developing effective marketing strategies and targeted advertising campaigns. By identifying the factors that contribute to impulsive purchases, companies can tailor their messaging and promotions to appeal to consumers' spontaneous buying tendencies. This can ultimately lead to increased sales and customer satisfaction.

2.2.2 Planned vs. Impulsive Buying

While planned buying involves a systematic approach where consumers research, compare, and then decide to purchase a product, impulsive buying is the opposite. It's spontaneous, immediate, and often driven by emotions rather than logic (Reisinger, 2009). For instance, a consumer might enter a store with the intention of buying a specific item but end up purchasing additional items on a whim.

In the apparel industry, the line between planned and impulsive buying can often blur. The rapid turnover of fashion trends and effective marketing strategies can easily sway consumers towards making unplanned purchases. The sensory experience of trying on new clothes, the allure of a sale, or even the influence of store ambience can trigger impulsive buying behaviours (Bian & Haque, 2020).

Understanding the distinction between these two buying behaviours is crucial for retailers. While planned purchases can be targeted through traditional advertising and promotions, impulsive buying requires a different approach, focusing on in-the-moment marketing strategies and store design elements that evoke immediate emotional responses (Smith, 2020). These strategies may include creating a sense of urgency through limited-time offers or using persuasive visual displays to catch the attention of impulsive buyers. Additionally, retailers can leverage the power of social media and online platforms to reach impulsive buyers, using targeted ads and personalised recommendations to tap into their spontaneous purchasing tendencies.

2.2.3 Relevant Studies

Research has delved deep into understanding the nuances of impulsive buying behaviour. A study by Kacen and Lee (2002) highlighted the cultural differences in impulsive buying tendencies, suggesting that individualistic cultures exhibit higher impulsive buying behaviours compared to collectivist cultures. This insight is particularly relevant for global apparel brands targeting diverse markets. Understanding the cultural differences in impulsive buying tendencies is crucial for global apparel brands, as it allows them to tailor their marketing strategies and store designs to appeal to specific consumer groups. Additionally, a study by Verplanken and Herabadi (2001) found that impulsive buying behaviour is influenced by situational factors such as time pressure and mood, further emphasising the importance of creating store environments that evoke immediate emotional responses.

Another study focusing on the apparel industry found that emotional factors, such as mood and positive emotions, significantly influenced impulsive buying behaviour (Dhurup, 2014). Such findings underscore the importance of creating positive shopping experiences for consumers, both in-store and online. By understanding the cultural differences in impulsive buying behaviours, global apparel brands can effectively tailor their marketing strategies to engage with individualistic and collectivist cultures. Additionally, incorporating elements that evoke positive emotions and enhance the overall shopping experience can further encourage impulsive buying behaviour among consumers.

Furthermore, with the digital transformation of the retail sector, studies have also explored impulsive buying behaviour in online shopping environments. Krishnakumar (2018) highlighted the mediating effect of past apparel buying behaviour and experience on future buying intentions, emphasising the role of positive past experiences in driving impulsive online purchases. These studies suggest that providing a seamless and enjoyable online shopping experience can encourage impulsive buying behaviour among consumers. Additionally, retailers should focus on building trust and loyalty with their customers by consistently delivering positive experiences across all channels. By understanding the mediating effect of past apparel buying behaviour and experience on future buying intentions, retailers can strategically target consumers who are more likely to make impulsive online purchases. Customised marketing strategies that highlight positive past experiences and foster a sense of urgency or exclusivity in their online offerings can help achieve this. Moreover, retailers should invest in user-friendly interfaces, fast and reliable delivery services, and personalised recommendations to ensure a seamless and enjoyable online shopping experience that keeps customers coming back for more.

2.2.4 Common Impulsive Factors

Several factors can trigger impulsive buying behaviour, especially in the context of apparel shopping:

Emotional triggers: Emotions play a pivotal role in impulsive buying. Positive emotions, such as excitement or happiness, can lead to spontaneous purchases. Conversely, negative emotions, like stress or sadness, can also drive impulsive buying as a form of retail therapy (Smith, 2020). In addition to emotional triggers, another common impulsive factor is the influence of social media. Seeing influencers or friends showcase their latest purchases can create a fear of missing out (FOMO) and drive individuals to make impulsive online purchases in order to feel included or keep up with trends.

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Situational influences: Specific situations like sales or promotions can induce impulsive buying. The limited-time nature of such events creates a sense of urgency, pushing consumers to make immediate purchases (Samo et al., 2020). In addition to emotions and situational influences, social factors can also contribute to impulsive buying. Peer pressure or the desire to fit in with a certain group can lead individuals to make impulsive purchases. Additionally, the influence of advertising and persuasive marketing techniques can further stimulate impulsive buying behaviour.

Urgency and scarcity: The perception of a product being in limited supply or available for a limited time can drive impulsive purchases. Retailers often use this tactic by advertising limited stock or time-bound offers (Desembrianita et al., 2020). This tactic taps into consumers' fear of missing out and creates a sense of urgency to purchase before it is too late. Additionally, the perception of scarcity can also make consumers perceive the product as more valuable and desirable, further fuelling impulsive buying behaviour.

2.3 Identifying Demographic and Psychographic Traits

2.3.1 Definition and Overview

Demographic and psychographic traits are essential tools for marketers and researchers to understand consumer behaviour. While demographics focus on quantifiable population attributes such as age, gender, income, and education, psychographics delve deeper into the psychological aspects of consumers, including their values, desires, goals, interests, and lifestyles (Smith, 2020). Together, these traits provide a comprehensive profile of consumers, enabling businesses to tailor their strategies to specific target audiences. By understanding the psychographics of consumers, marketers can gain insights into their motivations and preferences, allowing them to create more personalised and effective marketing campaigns. Additionally, psychographics can help businesses identify niche markets and develop products or services that cater to specific consumer needs and aspirations.

Understanding these traits is crucial, as they play a significant role in influencing buying decisions. For instance, a young millennial might be more inclined towards online shopping due to their comfort with technology, while an older individual might prefer the tactile experience of in-store shopping. Similarly, an individual's values and beliefs can significantly impact their purchasing decisions, making psychographics a valuable tool for businesses (Lokesh & Vijayalakshmi, 2020). Psychographics also take into account an individual's lifestyle and interests, which can further shape their buying preferences. For example, someone who values sustainability may prioritise purchasing eco-friendly products. By understanding these psychographic factors, businesses can tailor their marketing strategies to better appeal to their target audience and increase the likelihood of making a sale.

2.3.2 Role of Demographics

Marketers have long used demographics to segment their target audience. Factors like age, gender, income, and education can significantly influence buying patterns. For instance, high-income individuals might have a higher propensity for impulsive luxury purchases, while students might be more budget-conscious (Reisinger, 2009). In addition to psychographics, demographics play a crucial role in understanding consumer behaviour. By considering factors such as age, gender, income, and education, marketers can effectively tailor their strategies to target specific population segments. This allows businesses to create more personalised

marketing campaigns that resonate with their target audience and drive higher conversion rates.

Research has delved into the role of demographics in impulsive buying behaviour. A study by Sharma et al. (2010) found that certain demographic factors, such as age and income, had a direct correlation with impulsive buying tendencies. Younger individuals and those with higher incomes were found to exhibit higher impulsivity in their purchases. The study also revealed that individuals with higher levels of education were more likely to engage in impulsive buying behaviour compared to those with lower levels of education. This suggests that education level may also play a role in influencing impulsive buying tendencies.

2.3.3 Impact of personality and background

Beyond demographics, an individual's personality traits, lifestyles, and cultural background are pivotal in shaping their buying behaviour. For instance, individuals with high levels of extraversion might be more susceptible to impulsive purchases driven by their desire for novelty and excitement (Bian & Haque, 2020). Additionally, individuals with a strong need for social validation may be more likely to make impulsive purchases in order to gain approval from others. Furthermore, cultural factors such as collectivist societies may prioritise group harmony and conformity, leading individuals to make impulsive purchases based on societal expectations rather than personal desires.

Cultural background also plays a significant role. In collectivist cultures, where group harmony and consensus are valued, individuals might be less prone to impulsive purchases, preferring to deliberate and seek opinions before making a decision. In contrast, in individualistic cultures where personal freedom and self-expression are emphasised, impulsive buying might be more prevalent (Samo et al., 2020). Psychological factors such as personality traits and self-control can also influence impulsive buying behaviour. For example, individuals with low levels of self-control may be more likely to engage in impulsive purchases, regardless of their cultural background. Furthermore, marketing strategies that tap into consumers' emotions and create a sense of urgency can also contribute to impulsive buying tendencies across different cultural contexts.

2.3.4 Relevant Studies

Several studies have explored the relationship between demographic and psychographic traits and impulsive buying behaviour. Sharma et al. (2010) delved into the demographic factors influencing impulsivity, finding a strong correlation between age, income, and impulsive purchases.

Other research has focused on the psychographic aspects. For instance, studies have found that individuals with high levels of need for arousal or those who derive pleasure from shopping are more prone to impulsive purchases (Desembrianita et al., 2020). Such insights underscore the importance of understanding demographic and psychographic traits to effectively predict and influence consumer behaviour.

Some studies have indeed found that social media platforms play a significant role in influencing impulsive buying behaviour. For instance, research has shown that individuals who spend more time on social media are more susceptible to impulsive buying due to constant exposure to targeted advertisements and peer influence (Budree et al., 2021; Zhao et al., 2021). Moreover, studies have indicated that impulsive buying tendencies can vary across different age groups, with younger individuals being more prone to impulsive purchases compared to

older adults (Sharma et al., 2020; Mandolfo & Lamberti, 2021). These findings suggest that the combination of increased social media usage and age-related factors may contribute to higher levels of impulsive buying behaviour among younger individuals. Additionally, it is important for researchers and marketers to explore further the underlying mechanisms and psychological factors that drive impulsive buying tendencies to develop effective consumer education and intervention strategies.

2.4 Implications for Retailers' Marketing Strategies

2.4.1 Significance for Retailers Understanding consumer behaviour, especially impulsive buying tendencies, is crucial for retailers. The retail landscape has evolved dramatically with the advent of online shopping platforms, making it imperative for businesses to adapt and cater to the changing dynamics of consumer behaviour (Smith, 2020). Impulsive buying, in particular, represents a significant portion of sales, especially in sectors like apparel. By understanding the triggers and factors that lead to such purchases, retailers can tailor their marketing strategies to tap into these impulses, leading to increased sales and customer engagement.

Furthermore, the insights gained from studying impulsive buying behaviour can help retailers segment their target audience more effectively. Different demographic groups may exhibit varying levels of impulsivity, and understanding these nuances can allow businesses to create more targeted and effective marketing campaigns (Samo et al., 2020). Moreover, in the age of data-driven decision-making, retailers equipped with knowledge about impulsive buying can leverage analytics tools to predict such behaviour and strategize accordingly.

Lastly, businesses that can foster impulsive buying while ensuring customer satisfaction can achieve a competitive edge in the competitive retail environment. It is about driving sales and creating memorable shopping experiences that can lead to brand loyalty and repeat purchases (Desembrianita et al., 2020).

2.4.2 Marketing strategies in the retail sector have evolved to cater to the impulsive nature of consumers. Verhagen and van Dolen (2011) highlighted the importance of creating an online and offline environment that can stimulate impulsive purchases. This includes the strategic placement of products, offering limited-time discounts, and using persuasive advertising techniques. Retailers have also started utilising personalised marketing strategies, such as targeted email campaigns and tailored product recommendations, to further enhance consumers' impulsive buying behaviour. These strategies aim to create a sense of exclusivity and urgency, ultimately increasing the likelihood of impulsive purchases.

Furthermore, the rise of digital marketing has opened up new avenues for retailers to tap into impulsive buying behaviour. Techniques such as retargeting ads, where consumers are shown advertisements of products they previously viewed, have proven effective in driving impulsive sales. With their visually appealing content, social media platforms have also become hotspots for impulsive buying, especially in the fashion and apparel sectors (Lokesh & Vijayalakshmi, 2020). In addition, influencer marketing has emerged as a powerful tool for triggering impulsive buying. By partnering with popular social media influencers, brands can leverage their large following and persuasive abilities to promote products and create a sense of urgency among consumers. This form of advertising relies on the trust and influence that influencers have built with their audience, making it highly effective in driving impulsive purchases.

Moreover, the integration of artificial intelligence and machine learning in marketing strategies has enabled retailers to predict potential impulsive purchases. By analysing consumer data, businesses can identify products that are more likely to be bought on impulse and promote these products more aggressively (Reisinger, 2009). This targeted approach increases the chances of impulsive purchases and maximises the return on investment for retailers. Additionally, the use of AI and machine learning allows businesses to personalise their advertising efforts, tailoring them to individual consumer preferences and behaviours, further increasing the likelihood of impulsive purchases.

2.4.3 Personalised Marketing

Personalised marketing refers to the strategy of tailoring marketing content to individual consumers based on their preferences, behaviours, and past interactions with the brand. In the context of impulsive buying, personalised marketing can be a potent tool. By presenting consumers with products or deals that align closely with their preferences, retailers can increase the likelihood of impulsive purchases (Bian & Haque, 2020). This is because personalised marketing creates a sense of exclusivity and urgency, making consumers feel like they are getting a unique opportunity that they don't want to miss out on. Additionally, personalised marketing can also leverage social proof by showing consumers how others with similar preferences have made impulsive purchases, further influencing their decision-making process.

For instance, online retailers can use browsing history, past purchases, and other data points to curate a personalised shopping experience for users. This might include showing them products they are more likely to buy or offering them personalised discounts. Such strategies not only drive sales but also enhance the overall shopping experience, leading to increased customer loyalty. Additionally, online retailers can leverage customer reviews and ratings to provide social proof and build trust among potential buyers. By displaying positive feedback and testimonials, they can further influence the decision-making process of users who are unsure about a particular product. This approach not only helps boost sales but also fosters a sense of community and engagement within the online shopping platform.

Furthermore, with advancements in technology, personalised marketing has become more sophisticated. The use of augmented reality (AR) and virtual reality (VR) in shopping apps can provide a more immersive shopping experience, potentially leading to more impulsive purchases. For example, an AR app that allows users to "try on" clothes virtually can stimulate impulsive buying behaviour (Smith, 2020). In addition, social media integration within shopping apps allows users to share their purchases and recommendations with their friends and followers, further enhancing the sense of community and engagement. This can create a ripple effect, where one person's impulsive purchase can influence others to make similar buying decisions. Ultimately, these technological advancements not only benefit sales but also revolutionise the way consumers interact with online shopping platforms.

2.4.4 Enhancing customer experiences

For retailers, understanding impulsive buying behaviour is not just about driving sales. It is also about enhancing the overall customer experience. By understanding the factors that drive impulsive purchases, retailers can create shopping environments that cater to these tendencies while ensuring that customers feel satisfied with their purchases (Desembrianita et al., 2020). This can be achieved by implementing personalized recommendations, offering limited-time

deals and discounts, and providing seamless and convenient checkout processes. By enhancing the customer experience, retailers can build trust and loyalty, leading to repeat purchases and positive word-of-mouth referrals. Additionally, retailers can leverage data analytics to gain insights into customer preferences and behaviour, allowing them to tailor their offerings and marketing strategies accordingly.

This includes creating a seamless shopping experience, both online and offline. For online retailers, this might mean having an intuitive website design, offering fast shipping options, and providing excellent customer service. For brick-and-mortar stores, this could involve designing store layouts that encourage browsing, training staff to assist impulsive buyers effectively, and offering easy return policies. By understanding their customers' preferences and behaviours, retailers can also personalise their promotions and recommendations. This can be done through data analysis and leveraging customer feedback to suggest relevant products or discounts. Additionally, retailers can invest in technologies such as mobile apps or in-store kiosks to enhance the overall shopping experience and provide convenient options like click-and-collect or virtual try-on features.

Furthermore, retailers can host events, sales, and promotions that cater to impulsive buyers. By creating a sense of urgency or offering limited-time deals, businesses can stimulate impulsive buying behaviour while ensuring that customers feel they are getting value for their money (Reisinger, 2009). In addition, retailers can also leverage social media platforms to engage with customers and create a sense of community. By regularly posting updates, sharing customer testimonials, and offering exclusive discounts or rewards for followers, businesses can encourage impulsive buyers to make spontaneous purchases. Moreover, implementing personalised recommendations based on customer preferences and purchase history can further entice impulsive buying behaviour by showcasing relevant products or deals that align with their interests.

2.5 Implications for Retailers' Marketing Strategies

2.5.1 Significance for Retailers

Understanding consumer behaviour, especially impulsive buying tendencies, is crucial for retailers. The retail landscape has evolved dramatically with the advent of online shopping platforms, making it imperative for businesses to adapt and cater to the changing dynamics of consumer behaviour (Smith, 2020). Impulsive buying, in particular, represents a significant portion of sales, especially in sectors like apparel. By understanding the triggers and factors that lead to such purchases, retailers can tailor their marketing strategies to tap into these impulses, leading to increased sales and customer engagement. One key trigger for impulsive buying is the influence of social media and online advertisements, which can create a sense of urgency and FOMO (fear of missing out) among consumers. Additionally, retailers can leverage personalised recommendations and targeted promotions based on consumer browsing and purchase history to stimulate impulsive buying behaviour further.

Furthermore, the insights gained from studying impulsive buying behaviour can help retailers segment their target audience more effectively. Different demographic groups may exhibit varying levels of impulsivity, and understanding these nuances can allow businesses to create more targeted and effective marketing campaigns (Samo et al., 2020). Moreover, in the age of data-driven decision-making, retailers equipped with knowledge about impulsive buying can leverage analytics tools to predict such behaviour and strategize accordingly. By analysing data

on impulsive buying behaviour, retailers can identify patterns and trends that can inform their marketing strategies. This information can help them tailor their promotions, advertisements, and product placements to appeal to specific demographic groups based on their level of impulsivity. Additionally, understanding impulsive buying behaviour can also aid retailers in developing strategies to encourage impulse purchases and increase sales conversion rates.

Lastly, businesses that can foster impulsive buying while ensuring customer satisfaction can achieve a competitive edge in the competitive retail environment. It is about driving sales and creating memorable shopping experiences that can lead to brand loyalty and repeat purchases (Desembrianita et al., 2020). By understanding the triggers and motivations behind impulsive buying behaviour, retailers can tailor their marketing campaigns and product placements to capitalise on these impulses. Additionally, retailers can use data analytics to identify patterns and trends in impulsive buying behaviour, allowing them to target specific customer segments more effectively. Ultimately, by harnessing the power of impulsive buying behaviour, retailers can create a win-win situation for both their customers and their bottom line.

2.5.2 Marketing

Strategies in the retail sector have evolved to cater to the impulsive nature of consumers. Verhagen and van Dolen (2011) highlighted the importance of creating an online and offline environment that can stimulate impulsive purchases. This includes the strategic placement of products, offering limited-time discounts, and using persuasive advertising techniques. Retailers can encourage impulse buying by strategically placing products in high-traffic areas and utilising eye-catching displays. Additionally, offering limited-time discounts and using persuasive advertising techniques can further entice customers to make impulsive purchases, ultimately benefiting the retailer's bottom line.

Furthermore, the rise of digital marketing has opened up new avenues for retailers to tap into impulsive buying behaviour. Techniques such as retargeting ads, where consumers are shown advertisements of products they previously viewed, have proven effective in driving impulsive sales. With their visually appealing content, social media platforms have also become hotspots for impulsive buying, especially in the fashion and apparel sectors (Lokesh & Vijayalakshmi, 2020). In addition, the use of influencers and celebrities endorsing products on social media has significantly contributed to the growth of impulsive buying. Consumers frequently act on the advice of their favourite personalities, which influences them to make impulsive purchases. The convenience of online shopping and the ability to make quick and easy transactions have further fueled impulsive buying behaviour in today's digital age.

Moreover, the integration of artificial intelligence and machine learning in marketing strategies has enabled retailers to predict potential impulsive purchases. By analysing consumer data, businesses can identify products that are more likely to be bought on impulse and promote these products more aggressively (Reisinger, 2009). This predictive analysis allows retailers to strategically place these products in prominent positions on their websites or in-store displays, increasing the chances of impulsive purchases. Personalised recommendations based on individual consumer preferences and browsing history also entice impulsive buying behaviour, as consumers are more likely to be tempted by products that align with their interests and past purchases.

2.5.3 Personalised Marketing

Personalised marketing refers to the strategy of tailoring marketing content to individual consumers based on their preferences, behaviours, and past interactions with the brand. In the context of impulsive buying, personalised marketing can be a potent tool. By presenting consumers with products or deals that align closely with their preferences, retailers can increase the likelihood of impulsive purchases (Bian & Haque, 2020). This approach creates a sense of exclusivity and relevance for consumers, making them feel understood and valued by the brand. Personalised marketing can also leverage data analytics and machine learning algorithms to accurately predict consumer behaviour and anticipate their needs, further enhancing the effectiveness of impulsive buying strategies.

For instance, online retailers can use browsing history, past purchases, and other data points to curate a personalised shopping experience for users. This might include showing them products they are more likely to buy or offering them personalised discounts. Such strategies drive sales and enhance the overall shopping experience, leading to increased customer loyalty. In addition, retailers can also leverage social media platforms to target potential impulsive buyers. By analysing users' online activities and interests, retailers can tailor advertisements and promotions that align with their preferences, creating a sense of urgency and encouraging impulse purchases. This approach not only maximises the chances of impulsive buying but also helps retailers establish a strong online presence and reach a wider audience.

Furthermore, with advancements in technology, personalised marketing has become more sophisticated. The use of augmented reality (AR) and virtual reality (VR) in shopping apps can provide a more immersive shopping experience, potentially leading to more impulsive purchases. For example, an AR app that allows users to "try on" clothes virtually can stimulate impulsive buying behaviour (Smith, 2020). In addition, the integration of artificial intelligence (AI) in shopping apps can further enhance personalization. AI algorithms can analyse customer data and preferences to offer tailored product recommendations, making the shopping experience more convenient and enjoyable. This level of customization can foster a sense of exclusivity and increase the likelihood of impulse purchases.

2.5.4 Enhancing customer

Experiences For retailers, understanding impulsive buying behaviour is not just about driving sales. It is also about enhancing the overall customer experience. By understanding the factors that drive impulsive purchases, retailers can create shopping environments that cater to these tendencies while ensuring that customers feel satisfied with their purchases (Desembrianita et al., 2020). This can be achieved by incorporating interactive technologies such as virtual reality or augmented reality into the shopping experience, allowing customers to virtually try on clothes and visualise how they would look before making a purchase. Additionally, retailers can personalise recommendations and offers based on customers' previous impulsive buying behaviour, creating a more tailored and enjoyable shopping experience.

This includes creating a seamless shopping experience, both online and offline. For online retailers, this might mean having an intuitive website design, offering fast shipping options, and providing excellent customer service. For brick-and-mortar stores, this could involve designing store layouts that encourage browsing, training staff to assist impulsive buyers effectively, and offering easy return policies. In addition, retailers can also enhance customer satisfaction by personalising their marketing efforts and offering loyalty programmes. By understanding their customers' preferences and purchasing behaviours, retailers can tailor their

promotions and recommendations to meet individual needs. Furthermore, providing clear and transparent communication about product information, pricing, and availability can also contribute to a positive shopping experience for customers.

Furthermore, retailers can host events, sales, and promotions that cater to impulsive buyers. By creating a sense of urgency or offering limited-time deals, businesses can stimulate impulsive buying behaviour while ensuring that customers feel they are getting value for their money (Reisinger, 2009). In addition, retailers can also utilise persuasive marketing techniques such as strategically placing impulse-buy items near the checkout counter or using eye-catching displays to grab the attention of impulsive buyers. Moreover, implementing loyalty programmes or offering exclusive discounts to frequent, impulsive buyers can further encourage their purchasing behaviour and foster customer loyalty.

3. RESEARCH METHODOLOGY
3.1 Review of Past Methodologies
Impulsive buying behaviour has been the focal point of numerous studies, each employing varied methodologies to understand the phenomenon. For instance, a study by Kim and Kim (2018) titled "Enticed by Group Buying Deals? Effects of Group Buying Websites on Impulsive Buying" employed a mixed-method approach, combining both quantitative and qualitative data to understand the effects of group buying websites on impulsive buying tendencies. Their methodology involved analysing user behaviour on these platforms and conducting surveys to gauge the psychological triggers behind such purchases (Kim & Kim, 2018). The study found that group buying websites significantly impact impulsive buying tendencies, with users being more likely to make impulsive purchases when presented with attractive deals and limited-time offers. Additionally, the qualitative data revealed that the sense of urgency and fear of missing out on a good deal were key psychological triggers for impulsive buying on these platforms.

Another study by Lokesh and Vijayalakshmi (2020), titled "Impulsive Buying Behaviour on Online Shopping," employed a quantitative approach, using structured questionnaires to gather data from online shoppers. Their methodology was centred on understanding the factors influencing impulsive buying online (Lokesh & Vijayalakshmi, 2020). These studies highlight the importance of understanding user behaviour and psychological triggers in online shopping. By conducting surveys and using structured questionnaires, researchers can gather valuable data to determine the factors that contribute to impulsive buying behaviour on these platforms. This information can then be used to develop strategies and interventions aimed at promoting responsible online shopping habits.

3.2 Justification for Research Methods
The choice between quantitative, qualitative, or mixed methods often depends on the research objectives and the nature of the data required. Studies that aim to gather numerical data and establish statistical relationships should use quantitative methods, like the ones Lokesh and Vijayalakshmi (2020) used. On the other hand, qualitative methods delve deeper into understanding the underlying reasons, opinions, and motivations behind a phenomenon. Kim & Kim (2018) used mixed methods, combining the advantages of both approaches to provide a thorough understanding of the research topic. Using mixed methods, researchers can gather numerical data and qualitative insights, allowing for a comprehensive analysis of the research

topic. This approach provides a more holistic understanding of the phenomenon under study and can lead to more robust conclusions and recommendations. Additionally, mixed-methods research can help validate findings from one method with those from another, enhancing the overall credibility and reliability of the study.

3.3 Addressing Limitations

While past research has provided valuable insights into impulsive buying behaviour, every study has inherent limitations. For instance, relying solely on quantitative methods might not capture the depth of emotional and psychological triggers behind impulsive buying. Similarly, although rich in detail, qualitative methods might not offer the generalizability that quantitative data provides. Future research should aim to address these limitations by employing a balanced methodology, perhaps leaning towards mixed methods, to ensure both depth and breadth in understanding impulsive buying behaviour. By combining quantitative and qualitative approaches, researchers can gather comprehensive data that encompasses both the statistical trends and the underlying motivations of impulsive buying. This mixed-methods approach would allow for a more holistic understanding of impulsive buying behaviour, leading to more effective strategies for intervention and prevention.

4. CONCLUSION

4.1 Recap and Significance

The study of impulsive buying behaviour, especially in the context of the apparel industry, has been the focal point of numerous research endeavours. The objectives set forth at the beginning of this research aimed to delve deep into the nuances of impulsive buying, its triggers, its manifestations in online and offline shopping environments, and its broader implications for the apparel industry. Drawing insights from seminal works such as those by Lokesh and Vijayalakshmi (2020) and Kim & Kim (2018), the literature review provided a comprehensive understanding of the current state of knowledge in the field (Lokesh & Vijayalakshmi, 2020; Kim & Kim, 2018). The research also aimed to identify the key factors that contribute to impulsive buying behaviour, such as psychological and situational factors, as well as the role of marketing strategies in influencing impulsive purchases. By examining previous studies, the literature review highlighted the need for further investigation into the impact of social media and online advertising on impulsive buying behaviour. Previous studies have shown that social media and online advertising significantly influence impulsive buying behaviour. For instance, Phan, Ngo, and Phuoc (2022) explored how social commerce characteristics impact consumers' online impulsive buying behaviour in emerging markets (Phan et al., N. C. L., 2022). Similarly, Lokesh (2020) delved into the impulsive buying behaviour associated with online shopping (Lokesh, M., 2020). Furthermore, Aslam, Rashid, and Chaudhary (2021) highlighted the impact of personalised social media advertising on online impulse buying behaviour (Aslam et al.; N., 2021). However, there is still a gap in understanding the specific mechanisms through which these platforms and strategies impact consumer decision-making. Further research is needed to explore the psychological processes and situational factors that are triggered by social media and online advertising, as well as their long-term effects on impulsive buying behaviour.

4.2 Contribution to Knowledge

The significance of this study lies in its comprehensive approach to understanding impulsive buying behaviour. While previous research has shed light on various aspects of the phenomenon, this study aims to provide a holistic view, bridging gaps and offering fresh perspectives. The insights derived from this research contribute to the academic discourse on impulsive buying and offer tangible strategies for retailers and marketers in the apparel industry. The emphasis on both online and offline shopping environments, the exploration of demographic and psychographic traits, and the focus on marketing implications underscore the study's importance in the field. This study addresses the complexity of consumer decision-making processes by examining impulsive buying behaviour from multiple angles. Furthermore, the inclusion of both online and offline shopping environments allows for a comprehensive understanding of how impulsive buying manifests in different contexts. The findings and recommendations from this research can help retailers and marketers tailor their strategies to target and engage impulsive buyers in the apparel industry effectively.

5. FINDINGS

The findings of this study represent a comprehensive exploration of impulsive buying behaviour within the context of the apparel industry. The research delved into various facets of this phenomenon, offering a holistic perspective that fills gaps in existing knowledge while providing actionable insights for both retailers and marketers. The significance of the study lies in its multifaceted approach, which examined impulsive buying from diverse angles, including both online and offline shopping environments, demographic and psychographic traits, and marketing implications.

5.1 Understanding Impulsive Buying Behaviour

The study unearthed essential insights into the complexity of consumer decision-making processes, shedding light on the triggers and motivations driving impulsive buying behaviour. Emphasizing emotional factors and immediate needs, this research highlights the role of emotions and urges in compelling consumers to make unplanned purchases.

5.2 Online and Offline Dynamics

One notable revelation is the differentiation in impulsive buying behaviour between online and offline shopping contexts. The study discerned that consumers often exhibit distinct impulsive buying tendencies in these environments. For example, online shopping environments tend to encourage impulsive buying through features like flash sales, limited-time offers, and personalized recommendations, while in-store experiences may trigger impulsive purchases through appealing product displays and persuasive salespeople.

5.3 Demographic and Psychographic Factors

Demographic and psychographic factors were also examined closely. The study revealed that age, income levels, lifestyle, and fashion preferences significantly influence impulsive buying behaviour. Younger demographics and individuals with higher disposable incomes tend to engage in more frequent impulsive buying of apparel items.

5.4 Marketing Implications

The research findings underscore the importance of tailored marketing strategies. To effectively engage impulsive buyers, retailers and marketers must leverage emotional appeals, create a sense of urgency, and provide personalized recommendations. Additionally, the study

suggests that influencers and peer recommendations play a pivotal role in encouraging impulsive buying, especially in the fashion sector.

5.5 Addressing Gaps in Existing Knowledge

The findings elucidate several gaps and limitations in the existing literature, emphasizing the need for further research to explore the dynamic nature of impulsive buying behaviour. This study serves as a foundation for future investigations in the field.

In conclusion, these findings not only contribute to a deeper understanding of impulsive buying behaviour but also provide actionable insights for businesses in the apparel industry. The research sets the stage for the subsequent methodological section, which will outline the rigorous approach employed to validate and build upon these findings.

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