

**INFLUENCING FACTORS OF PURCHASE INTENTION OF WORKING
WOMEN: RESEARCH EVIDENCE THROUGH LITERATURE REVIEW****Dr. SRINIVASA RAJU GANNAVARAPU**

Director, MANTRA School of Business Management, Hyderabad.

ABSTRACT

Consumer Behaviour, as a field of study, refers to a systematic study of activities directly involved in obtaining products/services such that it includes the decision-making processes that precede and succeed these actions. For instance, an advertising message can cause a certain psychological influence that motivates individuals to desire and, consequently, buy a certain product/service. Of late, this discipline has been marked by significant changes, mainly in decision-making processes and consequently in the influencing factors of 'purchase intention'. Today, the markets are distinctly different and are characterized by an increased and intense competition. Of late, we are witnessing a constant innovation in the products and services available in the marketplace and a greater number of companies in the same market are vying with each other to meet the buyers' expectations. Within the domain of Consumer Behaviour, the term "impulse purchasing" refers to making an unexpected, immediate purchase that is prompted by an external stimulation. However, to examine and better understand this term, it becomes essential to know the impulsive buyer well and it is possible only through a methodological analysis of the factors that have a direct impact on it. Gleaning through the findings of several research studies conducted earlier is very much essential to gain highly illuminating insights into impulse buying. So, it becomes imperative for marketers to be able to improve their campaigns and reach such buyers more effectively. In the earlier studies, 'Impulse Buying' has been studied from several perspectives viz., (i) rational processes; (ii) emotional resources; (iii) the cognitive impulses arising from the theory of social judgment; (iv) persuasive communication; (v) and the effects of advertising on impulse behaviour. An attempt is made in this survey of literature-based Paper, to exhaustively review the findings and outcomes of research studies that are currently available in the public domain.

Keywords: Consumer Behaviour; Impulse Buying; Shoppers; Personality; and Working Women.

INTRODUCTION

The act of making an impulsive purchase cannot be restricted to a single type of purchase. Purchases involving chocolates, apparel, and cell phones as well as larger-ticket items like automobiles, jewellery, and other comparable items, may all be instances of impulsive purchases. Buying on the spur of the moment refers to making a purchase without previous forethought and an irrational thinking underpins it. Marketers make an attempt to capitalize on this customer behavior in order to enhance sales as when customers enter a hypermarket with no express purpose of purchasing anything, there is a good chance they will depart with one or more things in their shopping carts. Many mobile phone manufacturers take advantage of this distinguishing characteristic in their customers by launching things that may operate as an add-on device for their phones, such as fitness bands, watches, and other similar items (1).

➤ RATIONALE FOR THE STUDY AND IDENTIFICATION OF RESEARCH GAP

There has been a discernible increase in the amount of pay packs that each household can take out for purchasing goods and consequently, there has been an increase in the number of sales of flats, autos, two-wheelers, investment plans, shopping trips, and investments in jewellery, in addition to a great number of other industries that were previously off-limits to women who were operating alone (2). The sudden increase in the amount of discretionary income that women

started having has led to an increase in the amount of money those women spend on a variety of technological devices that include but not limited to refrigerators, microwaves, air conditioners, LED televisions, smart phones, and beauty products, among other things. Women make up an important segment of the population that marketers might potentially target. The ability of women to spend money will be a major factor in the outcome (3). The retail industry in India makes a substantial contribution to the development of India's social and economic systems (4). Today, Indian women hold a significant position in society, and their accomplishments are not only visible in the realm of IT-enabled services, but also in other fields (5). The term "impulse purchasing" refers to making an unexpected, immediate purchase that is prompted by an external stimulation (6). The private consumption habits of India's populace are evolving as a direct result of the country's remarkable rate of transformation and reinvention (7).

In the field of behavioural science, the information did not concentrate on the individual requirements, nor did it identify the user's subjective views. Additionally, the information did not focus on how the population's perceptions and attitudes balanced out (8). Stress manifests itself first as a mental phenomenon that has a direct impact, both physiologically and behaviorally, on women in the workforce (9). There is ample evidence to demonstrate that women who make impulsive purchases may suffer from poor levels of self-esteem, high levels of anxiety, despair, and bad mood, as well as a significant propensity to develop obsessive-compulsive disorders. A single element is not the main determinant of compulsive purchasing behaviour. Rather, it is a mixture of socio-demographic, emotional, sensory, genetic, psychological, social, and cultural variables that interact with one another. Further empirical research in this domain in the Indian context is expected to assist merchants in suitably modifying the shop atmospherics and in-store service by providing a better understanding of the behaviour of female customers.

➤ **REVIEW OF LITERATURE**

The research study by Kwon, H. H., & Armstrong, K. L. (2002) is an exploratory study that examined impulsive purchases of licensed products for sports teams and found no discernible gender disparities (10). The study by Woodruff-Burton, H., Eccles, S., & Elliott, R. (2002) attempts to strike a balance by proposing a conceptual framework for shopping by incorporating relevant marketing and consumer research literature (11). The article by Hilton, M. (2002) examines the history of women's engagement in consumer politics in twentieth-century Britain as well as the gendering of the consumer throughout the same time period (12). The main purpose of the study by Coley, A., & Burgess, B. (2003) was to compare men and women in terms of differences in affective and cognitive processes associated with Impulse Buying (IB) behaviour and to identify gender differences in terms of impulsive purchases made from a variety of product categories (13). Mai, N. T. T., Jung, K., Lantz, G., & Loeb, S. G. (2003) did exploratory research using both qualitative and quantitative methodologies to obtain a basic picture of the impulsive purchase patterns of urban Vietnamese consumers (14). Despite certain limitations, the research work conducted by Negara, D. J., & Dharmmesta, B. S. (2003) points towards an interesting area for further research viz., 'unplanned purchase' refers to things for which the choice to buy was made at the store rather than before entering the shop as against

'planned purchase' that refers to items that were purchased in advance (15). As per Shoham, A., & Brenčić, M. M. (2003), the perceived significance of researching compulsive purchasing may be traced, at least in part, to the fact that it represents a problematic facet of consumer behaviour (16).

As per Sinha, P. K. (2003), research studies on shoppers in India have mostly been restricted to focusing on their patterns of spending time and money, their demographic profiles, and their preferences for a certain format (17). Park, J. H., & Lennon, S. J. (2004) research was to analyze impulsivity as a motive for television apparel purchasing as well as impulsive buying, parasocial contact, television exposure, and exposure to shopping (18). Research by Kyrios, M., Frost, R. O., & Steketee, G. (2004), established a debilitating disorder that is connected with a continuous failure to control the need to acquire goods and compulsive purchasing is characterized by an inability to resist the want to do so (19). In their article, Neuner, M., Raab, G., & Reisch, L. A. (2005) investigated the emergence of obsessive shopping in the context of an expanding consumer society such as Germany (20).

Sharma, P., Sivakumaran, B., & Marshall, R. (2006) investigated the similarities and differences between compulsive buying behaviours by using a conceptual framework that incorporates three essential consumer traits viz., consumer impulsiveness, optimal stimulation level, and self-monitoring (21). Sehwat, M., & Kundu, S. C. (2007) attempted to determine whether or not the residence history of customers has a different impact on the purchasing choices made by those consumers (22). Three separate tests were carried out by Vohs, K.D., and Faber, R.J. (2007) to investigate the self-regulatory attitude as well as the impulsive buying behaviour (23). As per JojiAlex, N., & Raveendran, P.T. (2007), a key source of worry in the relationship between marketers and customers is the expanding influence and usage of the credit market (24) Sreejith, A., & V P, J. R. (2007) provides a glimpse of the gradual development of the retail sector over the course of the years in India and the contribution it has made to the expansion of the economy (25). Silvera, D. H., Lavack, A. M., & Kropp, F. (2008) investigated the factors that may be used to predict instances of impulsive purchasing (26). Kuruvilla, S. J., Joshi, N., & Shah, N. (2009) investigated the purchasing patterns of mall customers and tried to discover and contrast any probable gender inequalities that may exist (27). Das, G., & Kumar, R. V. (2009) investigated the influence that retail sales promotions have on customers' propensity to make impulsive purchases (28). Manchanda, R. (2010) attempted to determine which category of women—employed or not employed—are more likely to have compulsive shopping behaviours (29).

Sharma, P., Sivakumaran, B., & Marshall, R. (2010) opined both purchasing on impulse and those seeking variety as examples of low-effort, 'feelings-based' behaviours having roots in comparable psychological processes (30). Kalla, S. M., & Goyal, A. (2010) added new information to the existing body of research by finding a connection between longer-lasting good feelings known as "happy" and impulsive purchasing (31). Handa, M., & Gulati, A. (2010) provided new information to the existing body of research by finding a connection between a

longer-lasting good feeling known as "happy" and impulsive purchasing (32). As per the model developed by Dittmar, H., & Kapur, P. (2011), the endorsement of materialistic values is connected to purchasing motivations centered on identity projection and emotion control, which, in turn, are associated with decreased well-being and dysfunctional consumer behaviour (33). Muller, A., Mitchell, et. al. (2012), utilized Ecological Momentary Assessment and investigated the degree to which certain patterns of mood and everyday stress experienced by people who have Compulsive Purchasing (CB) are connected with CB episodes (34). Khandai, S., Agrawal, B., and Gulla, A. (2012) investigated the association between the respondents' propensity for impulsive purchasing and the typical environmental elements that are known to stimulate such behaviour (35). Mishra, N. (2012) studied impulse purchasing behaviour of working men and women in Delhi and discovered that there is a substantial difference in the IB behaviour of both genders (36). Khare, A. (2013) investigated whether or not a scale for obsessive purchasing behaviour that was established by Valence et al. (1988) may be used effectively with Indian customers (37). Mishra, J. K., Tatzel, M., Arun, B. K., & Babidi, N. (2014) investigated the possible implications that higher income could have on the money-related views of people living in the new India (38). As per Bhatti, K. L., & Latif, S. (2014), independent factors such as store brand name, window display, forum display, and floor merchandising have a strong association with consumers' propensity to make impulsive purchases by the team under study (dependent variable) (39). Sharma, P., Sivakumaran, B., & Marshall, R. (2014) modified the Consumer Impulsiveness (CI) Scale and defined CI as a global characteristic to investigate its effect on a larger variety of consumer behaviours (40). Kaur, P. (2014, July) examined various features of the connection between unintentional or impulsive purchasing and feelings of buyer's regret experimentally (41).

Prashar, S., Parsad, C., and Vijay, T.S. (2015) employed a technology called neural networks to forecast consumers in India's propensity to make impulsive purchases (42). Musnaini, W. H., Anshori, M., and Astuti, S.W. (2015), investigated the influence of value awareness and product engagement on the behaviour of impulsive purchasing (43). Alauddin, M., Hossain, M.M., Ibrahim, M., and Hoque, M.A. (2015) studied impulsive purchasing behaviour of Bangladeshi customers at super shops and discovered a connection between the frequency of visits and the tendency to make impulsive purchases (44). Sharma, P., Sivakumaran, B. & Marshall, R. (2015) suggested that hedonic purchasing behaviour leads to impulsive buying behaviour, which in turn enhances the inclination of customers to seek diversity in their purchases (45). Singh, K.G. (2015) conducted research to investigate the effect that visual marketing has on the habit of impulsive purchasing made by college students (46). Kalla, S. M. (2016) investigated a variety of internal motivational variables that contribute to the phenomena of impulsive purchase in an Indian environment (47). Prakash, G., Sahney, et. al., (2017) did a cross-gender investigation of IB behaviour in the garment retail industry in India (48). Article by Datta, D., & Sharma, B. (2017) made an effort to comprehend the consumer IB

of millennials who shop in Agartala's supermarkets **(49)**. Murugan, D. M. S., & Jain, D. B. (2017) compared consumer behaviour exhibited by two categories of women (i) general females and (ii) working women **(50)**.

As per the survey, Gowda, K. R., & Chaudhary, K. (2018), a majority of Indians, particularly working women, made online shopping an integral part of their daily routines **(51)**. Choudhary, P., & Kashyap, R. (2019) studied apparel buying behaviour of Indian consumers to understand the preferences of working women and evaluated the impact of the Big Five Personality Types on various dimensions influencing their apparel buying behaviour **(52)**. Choudhary, P., & Kashyap, (2019), found out that the features of both the shop and the products themselves are the most significant elements that influence consumers' decisions to purchase garments **(53)**. Pinto, P., Hawaldar, I. T., & Pinto, S. (2020) studied how the store layout, ambient elements, and workers influenced the impulsive decision-making of female consumers who were shopping at clothes shops **(54)**. Sahetapy, W. L., Kurnia, E. Y., & Anne, O. (2020) determined the effect of hedonic motivations on IB as well as the influence of shopping lifestyle on IB, as well as the influence of hedonic motives on shopping lifestyle **(55)**.

Zheng, Y., Yang, X.,(2020) investigated the impact that negative coping strategies had (i) in the correlation between perceived stress and online compulsive shopping and (ii) the moderating effect that self-esteem had on the relationship **(56)**. Jadhav, P., & Patil, S. R. (2020) examined the purchasing patterns of women's clothing in a number of retail establishments located within the Kolhapur area **(57)**. Chaudhuri, S., Kumar, A., & Bhardwaj, A. (2021) examined whether or not certain demographic factors like age, income, and gender have an effect on people's propensity to make IB of grocery items **(58)**. Kshatriya, K., & Shah, P. S. (2021) studied whether or not customers engage in compulsive and IB behaviours **(59)**. Kaur, R., Brar, A. S., & Goel, P. (2022) investigated myriad variables contributing to the IB behaviour of working women shoppers in the state of Punjab **(60)**.

The research study by Rai, J., & Yadav, R. K. (2022) sheds light on the influence of certain social media characteristics identified as a prelude to the online impulsive propensity of women customers **(61)**. The purpose of the research by Rahim, F. F. M., Abd Rahim, H., Osman, S., & Othman, M. A. (2022) is to investigate the relationships between single moms' financial well-being and factors such as materialism, stress, saving behaviour, and compulsive purchasing behaviour **(62)**. As per the article, Sen, S., & Nayak, S. (2022) investigates pertinent research gaps and in the course of doing so, find three internal stimulation elements as probable precursors to IB **(63)**. Deshpande, B., Pradhan, D., Sivakumaran, B., & Lyngdoh, T. (2022) researched the various effects that different advertising appeals have on the amount of IB that consumers engage in for 'vice' and 'virtue' items and provided evidence that humorous appeals (scarcity appeals) increase the likelihood of IB of vice items and the underlying processes that contribute to these effects. **(64)**. Mandolfo, M., Bettiga, D., Lamberti, L., & Noci, G. (2022) explored the ways in which sales promotions might alter the psychological processing that

occurs before IB (65).. Gungordu Belbag, A. (2022)66 examined the behaviour of consumers in Turkey during the COVID-19 epidemic and the way people are adjusting to the new normal (66).

➤ SUMMARY

Gaining an understanding of the factors that influence the apparel buying behaviour of working women will be helpful for apparel retailers who wish to craft, formulate, and standardize their strategies. Majority of the research studies on the behaviour of making impulsive purchases and the various components that contribute to it are surveyed very briefly in this Paper through literature review.

However, (i) relationship between the anxiety and stress symptoms produced by work and organizational positions and (ii) women's age-wise behavioural patterns and the influence of their personality characteristics on the distinct coping strategies they use for overcoming unexpected purchasing behaviour need to be examined. An in-depth sector-specific analysis to determine the impact of nature of work and major life events on the impulsive buying behaviour of women employees engaged in various services. This impact needs to be measured in terms of differences in their perception of various stressors and their coping behaviour. In each given scenario, impulsiveness presents itself as a challenge and interpreted in a variety of ways. Earlier researchers focused primarily on internal and external factors that are responsible for impulsive behaviour. However, they ignored the work-related factors (positive or negative) and diverse stressors (individual or organizational) that work on working women in different ways. These indicators are not unified but act as the most significant indicators to measure the degree of impulsivity.

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