

**IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS IN
CONTEXT TO APPAREL PURCHASE
IN KATHMANDU VALLEY**

A Dissertation submitted to the Office of the Dean, Faculty of Management in
partial fulfillment of the requirements for the Master's Degree

By

Sajal Shakya

Shanker Dev Campus

Campus Roll No.: 698/073

Regd. No.: 7-2-282-149-2011

Exam Roll No: 2842/17

Kathmandu Nepal,

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Certification of Authorship

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS IN CONTEXT TO APPAREL PURCHASE IN KATHMANDU VALLEY”. The work of the dissertation has not been submitted previously for the purpose of conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

.....

Sajal Shakya

Date :

REPORT OF RESEARCH COMMITTEE

Mr. Sajal Shakya has defended research proposal entitled “**IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS IN CONTEXT TO APPAREL PURCHASE IN KATHMANDU VALLEY**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Bimala Manandhar. Submit the thesis for evaluation and viva-voce examination.

.....

Bimala Manandhar
Dissertation Supervisor

Dissertation Proposal Defended Date:

Dissertation Submitted Date:

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Research Department

Dissertation Viva-voce Date:

APPROVAL SHEET

We, the undersigned, have examined the thesis entitled **“IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS IN CONTEXT TO APPAREL PURCHASE IN KATHMANDU VALLEY”** Presented by Sajal Shakya Candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

.....
Bimala Manandhar
Dissertation Supervisor

.....
Internal Examiner

.....
Internal Expert

.....
External Expert

.....
Asso. Prof. Dr. Sajeeb Kumar Shrestha
Chairperson, Research Committee

.....
Asso. Prof. Dr. Krishna Prasad Acharya
Campus Chief

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Abstract

This research is a study of “IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS IN CONTEXT TO APPAREL PURCHASE IN KATHMANDU VALLEY”. This study aimed to find out Impulsive buying behavior of consumer in context to apparel purchase in Kathmandu valley has and also try to find out its relevancy and importance. This study was done by using the primary data collected with the help of Google sheet. For the data collection sample of 410 people in Kathmandu valley was collected .Data analysis is done with the help of Google sheet, MS Excel and SPSS. Collected was proceed in data analysis software to calcuted mean, Standard Deviation correlation and regression. This study is done to check impulsive buying behavior the relation with price of product, self-esteem, anxiety, TV/media, social desirability and in-store display.

This study includes five chapters. The first chapter introduces consists of background study Statement of problem, Objectives of study, hypothesis, importance of study and limitation of study. The second chapter literature review consists of theoretical review, empirical review and research gap. Chapter three researches Methodology consist of Research Design, Population and Sample, Nature and Sources of Data, Data Collection Procedures, Data Analysis Tools and Research frame work and definition of variables. Chapter four presentations and analysis consist Presentation and Analysis of Data and Hypothesis Testing. Chapter five summary and conclusion consist of Summary, Conclusion and Recommendation.

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LIST OF ABBREVIATIONS AND SYMBOL

%	Percentage
Covid-19	COronaVirus Disease of 2019.
Jr	Juitor
M.B.S	Master in business Study
Ms	Microsoft
Pop	Point of purchase
Spss	Statistical Package for Social Sciences
TV	Television
Who	World health Organization

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Impulse buying is a constant and distinctive aspect of consumer behavior. In marketing research, impulsive buying behavior is a mystery that literature and customers have identified as deviation from normal buying behavior. This conduct is what accounts for the enormous sales of diverse goods that occur each year all around the world (Kollat & Willett, 1967).

Impulsive buying is a crucial retail strategy that relies on buyers selecting items from a certain retail display after having suddenly decided they need or desire it. They probably wouldn't have purchased that item if there hadn't been that display in that particular area of the store. Due to the fact that buyers will have time to browse the products, this strategy is most frequently used in very near to queuing places. However, it's not only about having the proper things shown in the appropriate areas. It's also about how they are displayed, which needs to be appealing to the customer and simple to see and access.

Impulsive buying behavior in the retail environment has become a major leisure and lifestyle activity for consumers in the modern day (Virvilaitė & Saladienė 2012). The term "impulse buying" has historically been used to refer to unexpected purchases (Brici, Hodkinson, & Sullivan-Mort 2013). According to Rook (1987), an impulsive purchase occurs when a customer feels a sudden impulse to buy something. This drive is a strong emotional response that frequently combines one or more emotions.

The author believes that the emotional state experienced in these circumstances is hedonistic, frequently provoking emotional conflicts and perhaps lowering self-control. According to Nordfält (2007), different people and situations are affected by impulsive buying in different ways. Because of the fact that each person responds to events and situations differently, consumers do not all have the same buying habits.

In simple terms, the definition of impulse purchasing is the sudden and rapid choice to make a purchase within a store without having previously intended to do so. A customer who has an unexpected, frequently strong, and persistent need to acquire something

instantly is said to be acting on impulse. The need to purchase is being complicated and can lead to conflicting emotions.

The world is in a crisis faced with a global pandemic caused by a virus called COVID-19, which originated in the city of Wuhan, China and was reported on 31 December 2019 (The World Health Organization [WHO] 2020). The virus spreads around the world through human contact and interaction and produces severe acute respiratory effects in people that can range in severity from a light cold to mortality. Many countries have enacted lock down measures, forcing their residents to stay at home, in an effort to limit the spread of the virus. In general, buying basics is less influenced by a crisis than is the purchase of high-end or luxury products. Moreover, consumers tend to be less materialistic oriented, switching from known brands to generic brands and buying in bulk (Ang, Leong & Kotler 2000), as well as people tend to repair and maintain things themselves instead of purchasing that service or a new product (Milanova, 1999).

It is impossible to overstate the economic significance of impulse buying. According to Zhang, Prybuto, and Strutton's 2007 analysis, the economy would implode if consumers only made purchases when they were absolutely necessary.

Impulsive buying decisions are unreflective because they are made quickly and without much thought. People who buy on a whim are less likely to think things through or make thoughtful decisions (Rook D., 1987). Instead of focusing on finding an answer to an issue that already exists or on locating a good to meet a predetermined need, the individual is more concerned with the immediate satisfaction of satisfying the impulse to buy. Finally, impulsive purchase is immediate, in line with normal impulsivity (Barratt, 1985; Rook, 1987).

The traditional shopping choice behavior of consumers was related to need recognition, when the consumers come to know that they want to purchase a product. Once the need has been identified, the next step is for them to look for information about the product and weigh their options before deciding whether or not to buy it. They could check out certain stores that sell that item or talk to their pals. They could reconsider it even after they've made the buy.

Although cheap prices continue to be very important to the majority of Nepalese consumers, this will gradually change over the next several years as a price-plus platform

takes place. The consumer will look for a better balance of pricing with quality, practicality, reliability, innovation, and shopping experience in this situation. The recent economic recession has increased conservatism among Nepalese consumers. If brands and retailers are to keep their promise to consumers, the point of purchase (POP) will become increasingly crucial and the core of the matter.

Therefore, even high value-seeking businesses and retailers would exert greater effort in-store to improve not only store interiors but also the complete shopping experience. In terms of shopping habits, there is a noticeable increase in the tendency to shop with friends and family, which is due in part to the growing time constraints faced by the majority of Nepalese in this core consumer class. The family may spend more time together while also saving time by going shopping together. While shopping, customers are affected by their loved ones and friends. Similar to this, a consumer's personal traits can likewise influence their purchasing decisions.

1.2 Problem Statement

Many people, including students and job seekers who are not employed and whose consumption is autonomous, make impulsive buying decisions. In order to increase sales, product vendors are likewise very interested in learning what drives consumers to purchase their goods. According to the review, some people who make impulsive purchases may experience financial difficulties, feel guilty, and feel dissatisfied with the products they purchase.

The Covid-19 virus poses a three percent risk to the world economy in 2020, particularly so in China and emerging nations, according to the World Bank Group (2020). Due to the Covid-19 epidemic, it is predicted that lower growth and growing unemployment will occur in Sweden when businesses lay off staff or close their doors permanently (Svenskt Näringsliv 2020). The epidemic will cause unemployment to rise to 10%, with the economic situation reaching its lowest point in the fall of 2020.

According to Svensk Handel (2020), the worldwide pandemic has had a particularly damaging impact on the retail and service sectors. People who don't leave their houses to reduce their chance of contracting the virus hurt these sectors by lowering consumer spending in an uncertain future. Many international supply chains break down because loops in the chain fail to deliver, which makes it impossible to produce final items on

schedule (Gothenburg Research Institute 2020). Additionally, fewer customers are visiting the stores than they used to, which results in lower sales than expected.

People don't want to leave their houses, especially during current crisis, which slows down shopping, which in turn results in lower profits and eventually fewer jobs, creating a "catch 22" (Gothenburg Research Institute 2020). However, Aftonbladet (2020) demonstrates a comparable situation where there has been a rise in the consumption of less expensive "unnecessary" goods, Despite overall lower consumption, which is driven by the need to amuse oneself by making purchases that are within their means throughout that time.

The study aims to investigate the prevalence and frequency of impulsive buying as well as the factors that influence this behavior. In this research, an effort has been made to identify the characteristic that significantly affects sales and encourages clients to purchase apparel. The purpose of the study is to determine how several independent factors, including self-esteem, anxiety, TV/media, social desirability, product pricing, and in-store display, affect customers' impulsive buying of apparel.

The following questions will be answered by the research:

- What is the influence of price of the product, self-esteem and anxiety on consumer's impulsive buying behavior?
- What is the influence of TV/Media, social desirability and in-store display on consumer's impulsive buying behavior?

1.3 Objectives of the Study

Impulse buying is an area that has had substantial research attention yet remains incomplete in its consideration. Marketers and researchers have been interested in the phenomena of impulse buying for a number of years, but the majority of the studies have concentrated on looking at it in industrialized nations. In the setting of the Kathmandu Valley, this study aimed to determine the relationship between customers' self-esteem, anxiety, gender, social desirability and their likelihood for impulse buying.

The objective of this research is to discover and look into the many aspects that influence customers' impulsive buying behavior generally and in the apparel market specifically.

The overall goal of this work is to fill a vacuum in the literature by introducing to the body of information about consumer purchasing behavior and the significance of impulsive buying of apparel.

The preliminary literature evaluation created the following specific study goal:

- To explore the impulsive buying behavior of consumers in context to apparel purchase in Kathmandu valley.

From the specific objective, a number of general objectives were formulated.

The general objectives as derived from the specific objective are as follows:

To explore the influence of:

- Price of the product, Self-esteem on consumer's and Anxiety on consumer's impulsive buying behavior regarding apparel purchase.
- TV/Media, Social desirability and In-store display on consumer's impulsive buying behavior regarding apparel purchase.

The above objectives were formulated to address the identified problem/opportunity.

1.4 Hypothesis

In this study there are six factors which are price of the goods, self-esteem, anxiety, TV/media, social desirability, and in-store display—serve as independent variables, with customer impulsive buying behavior for clothing acting as the dependent variable. As a result, a hypothesis will be constructed to explore the link between these five parameters and customer impulsive buying behavior in the clothing market.

Hypotheses:

H0₁: There is no significant relationship between price of the product and the impulsive buying behavior of Nepalese consumers regarding apparel purchase.

H0₂: There is no significant relationship between self-esteem and the impulsive buying behavior of Nepalese consumers regarding apparel purchase.

H0₃: There is no relationship between anxiety and the impulsive buying behavior of Nepalese consumers regarding apparel purchase.

H0₄: There is no relationship between TV/Media and the impulsive buying behavior of Nepalese consumers regarding apparel purchase.

H0₅: There is no relationship between social desirability and the impulsive buying behavior of Nepalese consumers regarding apparel purchase.

H0₆: There is no relationship between in-store display and the impulsive buying behavior of Nepalese consumers regarding apparel purchase.

1.5 Rationale of study

The main contribution of this study was the creation and testing of a theoretically supported model to describe the intricate impulsive buying processes. The study will concentrate on several aspects influencing consumer tastes and impulsive buying behavior when they are shopping for clothing. This would enable merchants to learn more about current as well as potential customers in the same market category. Understanding more about the consumer's present requirements and preferred fashion trends would be useful. The findings of this research will provide further understanding on the theory of impulse buying by providing answers to the research questions raised in the study. The findings also provide practical information to marketers and sellers of various products so that the right customers could be contacted. The findings also serve as reference material for future researchers doing similar studies.

1.6 Limitations of the Study

This study is simply a partial study for the fulfillment of M.B.S. degree, which has to be finished within limited period. It has certain limitations.

- The researcher took the different possible limitations of this research study into account. The fact that a non-probability sampling method is used in this study can itself be seen as a limitation, as the findings cannot be generalized to the greater population.
- The data collection is based on the opinion of the respondents and it may change from time to time.

- To test the proposed apparel buying behavior model, this study has used a convenience sample of customers who are willing to respond, therefore, the findings cannot be generalized universally.
- The study area is based on the Kathmandu Valley. Hence, the result cannot be generalized to the larger population.

CHAPTER-II

LITERATURE REVIEW

This chapter is designed to view theoretical and other relevant articles and research work which are applicable to study to achieve designed objective in a systematic way. It involves study of previous research and published works that offer particular perspectives on the idea and practices of consumers' impulsive purchasing behavior.

Researchers consider that all economies show impulsive buying behavior, which has drawn a lot of research to better understand its prevalence and effects on sales. According to Rook's 1987 study, impulse purchasing happens when a customer feels a quick, strong, and persistent need to buy something right away. The need to purchase is hedonistic and can cause emotional tension. Additionally, impulsive buying frequently happen with little thought given to their effects.

Researchers have found a variety of elements and demographic variables that affect impulsive purchasing in numerous researches. Age, gender, income, education, credit card, retail shelf position, quantity of shelf space, promotional elements, and social characteristics are some of the demographic variables. Income, according to studies, affects impulsive behavior. Wealthy individuals can afford to purchase products and services. A person cannot buy anything if they have no income. Other researchers have confirmed that gender is a factor in impulsive purchasing in addition to money.

It has been shown that women are more inclined toward shopping on impulse behavior than men are. Age is a factor that some studies have found to affect impulsive behavior. These studies claim that elderly adults are less impulsive buyers than young people. The willingness of customers to make impulsive buying is significantly negatively correlated with age, and young consumers are more likely to do so. They said that educated young people make planned purchases rather than making quick decisions.

Researchers have also identified social factor, emotional factor, and product marketing factor as other factors that might affect impulsive buying. Researchers like Maloney have shown that making impulsive buying can have negative consequences for certain people, including financial difficulties, disagreement with the impulsively acquired item, feelings

of guilt, and a cancellation of non-financial aspirations (Samue, Abeka-Donkor, & Awuah, 2012).

“Impulse buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional and/or cognitive reactions”

According to this definition, the unplanned nature of an impulsive buying is its primary behavior. The consumer makes the decision to buy the product in the heat of the moment rather than in response to an already known issue. The exposure to the stimulation is the second aspect of impulsive buying. The stimulation may be thought of as the cause of the consumer's impulsivity. A piece of clothes, jewelry, or sweets might serve as the stimulation. The immediately nature of the conduct is the third characteristic of impulsive buying. The consumer decides in the excitement of the moment without considering the implications of such a purchase. Finally and certainly not least, the consumer has emotional and/or cognitive reactions, which may include remorse or a disdain for potential repercussions (Tinne, 2010).

According to Rousseau (2008) The planned purchase happens when the decision to buy took place before entering the store, whereby impulse buying takes place within the store as a result of in-store stimulation at the point of sale (Duarte et al. 2013). The three main factors distinguishing this phenomenon were found to be external environmental stimulation, personality traits and situational factors (Rook 1987). More recent studies of impulsive buying behavior attempt to uncover the internal mechanisms of impulse buying and explain the different psychological perspectives behind these purchases (Li and Jing 2014).

The term "impulse buying behavior" refers to the unplanned and impulsive buying of goods or services motivated by strong feelings or irrational impulses rather than after challenging thought and analysis. It entails an impulsive impulse for buying something without previous thought or preparation. When a customer comes across a good or a circumstance that causes an emotional reaction, it frequently results in an impulsive buying. The tendency of customers to make impulsive and unexpected buys, frequently motivated by emotional impulses and without carefully considering the implications, is referred to as impulse buying. Consumers frequently make impulsive purchases in retail

environments like supermarkets, affected by elements like advertising displays, product positioning, and emotional triggers.

Consumer Behavior during Crisis

Changes in consumption happen as a reaction to life events, psychological stressors, and financial pressures, according to Mathur et al. (2008). Consumers decrease materialism and overall expenditure by adjusting their consumption to the conditions at hand (Rindfleisch, Burroughs, & Denton 1997; Roberts, Manolis, & Tanner Jr 2003; Sneath, Lacey, & Kennett-Hensel 2008). In general, purchasing of basics goods is less impacted by a crisis than purchasing of luxury goods, which are heavily impacted. Additionally, during uncertain times, customers are more likely to buy in bulk, move from well-known brands to generic versions, and perform their own repairs and maintenance rather than paying for a service or a new item (Ang, Leong, & Kotler 2000).

Considering economic resources have a significant impact on people's living conditions and well-being, consumption patterns indicate the propensity to save resources in order to maintain an economic equilibrium (Krause, Jay & Liang 1991; Prawitz et al. 2006). Szmigin (2003) asserts that consumers require financial resources in order to satisfy both their basic bodily demands and their attraction to the market's temptations.

According to Kennett Hensel et al. (2012), those who are more fearful of the disaster will be more inclined to participate in excessive buying behavior while the crisis is still going on. This is due to the fact that fear is a strong emotion that has a significant effect on perceptions, thoughts, and action (Izard 1991). Preparatory purchasing becomes a top priority for many shoppers as a result of those sentiments. Therefore, during a crisis, elements like a store's accessibility and transaction ease would impact customers much more (Izard 1991).

2.1 Theoretical review

A theoretical framework is a basic analysis of other theories that acts as a guide for creating explanations that you'll apply in your own work.

Researchers generate theories to explain occurrences, discover connections, and predict the future. You describe the current theories that underpin your study in a theoretical

framework to demonstrate that your paper's or dissertation's topic is important and based on well-established concepts.

In other words, the theoretical framework you select for your research article, thesis, or dissertation serves to both justify and contextualize the later study you conduct. You're better prepared for success later in the research and writing process with a comprehensive theoretical foundation.

One must do a literature review in order to find out what research has been done and what still needs to be done in the area of effect of factors affecting impulsive buying behavior of low-priced goods that they have chosen. The earlier research cannot be ignored while doing research since it provides the basis for the present investigation. To put it another way, research must be continual. The researchers learn more about the state of the research area by an analysis of the necessary literature.

This chapter mainly focuses on the available literature and study results related to the topic. It is significant to point out that, as of this writing, no study has been done on the factors that affect customers' impulsive buying behavior for low-priced items. In the absence of such written pieces on the current market position, it becomes necessary to examine the literature, books, and journals pertinent to the field of advertising scenario of the low product.

Evolution of Impulse Purchasing

Hausman (2000) stated negative estimation of impulsive purchasing behavior that rise from negative definition of impulsiveness in psychology such as immaturity and lack of behavior control or irrationality, risk and waste. He highlighted that non-economic factors, such as enjoyment, imagination, social fulfillment, and emotional pleasure, drive consumer behavior and help people disregard the drawbacks of impulsive buying. Retailers have made an effort to encourage impulsive shopping among customers by adjusting store layouts, product packaging, and in-store promotions in response to their awareness of the significance of these events. Retailers should be aware of consumer society, including their buying habits, shopping habits, and spending power, in addition to the buying behaviors in the retail environment. Consumers will make more impulsive buying to fulfill people's social demands, which makes them happy and excited. Customers were shown to interact more with salespeople, which increased the likelihood

of impulsive buying, at the periods when consumers would make more buys on the impulse of the moment.

For many years, researchers have investigated impulsive buying. Early studies emphasized comprehending customer behavior in actual shop settings. Studies have extended to include the research of impulse buying behaviors in digital environments due to the growth of e-commerce and online shopping. Understanding the elements driving impulsive buying in both offline and online environments has been made more difficult and more interesting by the development of the digital world. The development of impulsive buying has a direct connection with alterations in consumer behavior, shop settings, and marketing strategies. Impulse buying behavior has changed significantly over time as a result of the expansion of e-commerce, technological improvements, and changes in consumer lives.

With the development of marketing strategies and changes in the retail environment, the idea of impulsive buying has changed throughout time. While more recent studies have looked into the psychological and mental aspects of consumer behavior, studying the underlying causes and triggers for impulse buying, earlier studies have focused on impulse buying as a diversion from planned shopping.

Chronological study of impulse buying

Author	Year of Contribution	Contribution
Clovez	1950	First to study impulse buying mix and pointed out that some product categories are more sold on
Stern	1962 Hausman (2000) stated negative	Defined impulse buying behavior by classifying as planned, unplanned, or impulse, also suggested that some product-related factors that might predict impulse buying.
Kollat and Willett	1967	Argued that consumer's characteristics and demographics influence the impulse purchases.

Weinberg and Gottwald	1982	Emphasized that Impulse buyers show greater emotions such as amusement, enthusiasm, joy and delight when compared to planned buyers.
Rook and Hoch	1985	Argued that impulsive shoppers tend to enjoy shopping more and the impulses is result of consumer's sensation and perception driven by the
Rook	1987	Introduced the concept of consumer impulsion as a lifestyle trait, which can be linked to materialism, sensation seeking and recreational aspects of
Iyer	1989	Described impulse buying as a special case of unplanned buying.
Abratt and Goodey	1990	Suggested that in-store stimuli such as POP posters can increase impulse buying behavior.
Han et al.	1991	Introduced the concept of fashion-oriented impulse for buying the new fashion products.
Piron	1991	Defined impulse purchase based on four criteria- Impulse purchases are unplanned, decided "on the spot", stem from reaction to a stimulus and involve either a cognitive reaction, or an emotional reaction, or both.
Hoch and Loewenstein	1991	Observed that it is people and not the product that experiences the urge to consume on impulse. Suggested that buying may beget more buying by loss of self control.
Rook and Gardner	1993	Defined impulse buying as an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession. 'Customers' mood states may result in impulse purchase behavior.

Rook and Fisher	1995	Introduced impulsiveness as a personality trait and defined as consumer's tendency to buy spontaneously, non-reflectively, immediately, and
Dittmar et.al,	1995	Found that gender influences the impulse buying and purchase of a product impulsively could be motivated by the self concept.
Beatty and Ferrell	1998	Formulated the definition of Impulse buying as a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task.
Wood	1998	Stated that a socio-economic factor of individuals such as low levels of household income indulges into impulse buying.
Bayley and Nancarrow	1998	Suggested that impulse buying behavior is a complex buying process and the rapid decision process during shopping, prevents deliberate consideration of
Hausman	2000	Proposed that shopping experience may encourage emotions such as feeling uplifted or energized. Consumers shop not only to buy but to satisfy their different needs.
Youn and Faber	2000	Suggested that both positive and negative feeling states of consumer are potential motivators for impulse buying.
Kacen and Lee	2002	Described that cultural forces could impact impulse purchasing of Individuals. People having Independent self concept engage more in impulse
Zhou and Wong	2003	Found that retail store environment such as POP could affect the impulse buying.

Jones et, al.	2003	Empirically tested that product-specific impulse buying is affected significantly by product involvement and it is an important factor supporting impulse buying tendencies.
Luo	2005	Found that the presence of peers increases the urge to purchase, and that the presence of family members decreases it.
Verplanken et al.	2005	Proposed that negative rather than positive affect is a driving force behind chronic impulse buying. The impulse buying could further result in curing negative state of mind.
Park et .al	2006	Studied the fashion and hedonic aspects of impulse buying. Hedonic consumption has an indirect effect on fashion-oriented impulse buying. Fashion oriented people are pleasure and enjoyment seeking.
Peck and Childers	2006	Found that touch increases impulse purchasing as the distance between product and consumer decreases (proximity). Suggested that point-of-purchase signs, displays; and packaging encouraging product touch may increase impulse purchasing.
Kaur and Singh	2007	Studied the impulse buying aspects of Indian youths and found that shopping enjoyment and the sensory stimulants influences impulse buying.
Mattila and Wirtz	2008	Found that store environmental stimuli such as social factors (perceived employee friendliness) positively affect impulse buying behavior.
Silvera et al.	2008	Studied the impact of emotions and inferred that impulse buying is influenced by the 'affect' or

Dawson and Kim	2009	Studied the affective-cognitive aspects and found significant relationship between a person's affective and cognitive state and their online impulse-buying behavior.
Harmancioglu et.al,	2009	First to study Impulse buying of new products and suggested in case of new product: product knowledge, consumer excitement and consumer esteem - drive impulse buying behavior.
Yu and Bastin	2010	Hedonic shopping value of an individual lead to impulse purchases and are inextricably related to each other.
Sharma et. al,	2010	Studied the variety seeking behavior of impulse buying. They found the variety seeking individuals are more prone to impulse purchases.
Chang et .al	2011	Observed that the positive emotional responses of consumer to the retail environment result in impulsive purchases.

Source: Muruganatham and Bhakat, 2013

Types of Impulse Buying

The research of Rook, discussions of impulsive buying was mostly concerned with the product when estimating a purchase. The consumer and his personality qualities were not taken into account in the earlier research as a factor influencing spontaneous purchases. Researchers in the next year focused on individual impulsive by looking at the numerous behavioral characteristics of impulse buying. According to Rook, when a buyer makes an impulse buy, they are overcome with an immediate, intense, and enduring desire. He defined the act of making an impulsive buying as an unintentional, non-reflective behavior that happens immediately after being exposed to stimuli within the store. According to Rook and Gardner, shoppers experience impulse buying behaviors after having a desire to acquire something and do so without giving it any thought. Buying of an out-of-stock item that produces a reminder when the item is encountered is not considered to be an impulsive buying.

The classification of a purchase as planned or impulse began with the (Stern & Hawkins, 1962) study where he provided the basic framework of impulse buying by categorizing a buying behavior as planned, unplanned, or impulse. Planned purchases involve time-consuming information-searching with rational decision making, whereas unplanned buying refers to all shopping decisions made without any advance planning. Impulse buying is distinguished from the unplanned buying in terms of quick decision making. In addition to being unplanned, an impulse purchase also involves experiencing a sudden, strong, and irresistible urge to buy. Iyer(1989) further distinguished that all impulse purchases are unplanned, but unplanned purchases are not always impulsively decided. He modified the (Stern & Hawkins, 1962) classification of impulse mixes in context of fashion products and developed as four types of impulse buying:

- Pure impulse buying
- Reminder impulse buying
- Suggestion or fashion-oriented impulse buying
- Planned impulse buying

Pure impulse buying:

Pure impulse buying is when a person actually makes a purchase out of the ordinary course of their buying behavior and is motivated by an emotional attraction. For example, a customer who rarely purchases magazines spots a copy of People magazine at the checkout counter and decides they want it based on the cover story and images. The purchase of the magazine in this case is viewed as pure impulsive since it deviates from customary buying behaviors and meets an instant demand sparked by an emotional appeal. (Iyer, 1989).

Reminder impulse buying:

Reminder impulsive buying is when a customer makes a purchase as a result of something signaling or reminding them to do so. Reminder impulsive buying occurs when a buyer buys a thing without first seeing it because they already know about it through a previous purchase or from exposure to advertising. For example, a consumer is in the paper products aisle buying paper towels and notices the toilet paper. This visual signal serves as a reminder that the customer has used up all of their toilet paper at home,

which prompts them to buy more. Although this purchase satisfies an immediate need, it is not purely an impulse buy because the customer often makes this purchase and is familiar with the characteristics of the item. The item is not something the customer often buys or had planned to buy, in contrast, in a pure impulse purchase (Iyer, 1989).

Suggestion impulse buying

When a customer sees a thing, imagines a use for it, and concludes they need it, this is known as suggestion impulse buying. In this situation, the buyer is unfamiliar with the product and must learn about it through the way it is displayed, packaging, or actual product. Even though usage or consumption of the suggested impulsive item may be postponed, buying it immediately satisfies the need for the object. An example of this is a customer who visits the grocery shop for the first time and discovers a plastic garlic peeler. The garlic peeler is a flat, malleable piece of plastic with instructions to place a single garlic bud inside, fold the plastic in half, and roll on a solid surface to remove the garlic skin (Iyer, 1989).

In the production area, there is a display device next to the garlic that has step-by-step instructions and full-color photos. The purchase of the garlic peeler is considered an impulsive buy if it is made because the customer finds it appealing since it seems to be more simpler and faster to use than a paring knife. The usage of the garlic peeler is postponed until the customer enters the kitchen and begins peeling the garlic, and it may be postponed forever until the customer needs to prepare garlic again. This is not a pure impulse purchase since the user has a reason to buy the item, as opposed to a pure impulse transaction in which the user is just satisfying an emotional need. Because the customer does not frequently purchase the product, this is not reminder of impulsive buying. The consumer made this choice after first seeing the product, its display, and its instructions and imagining a use for it (Hodge, 2004).

Planned impulse buying

When a consumer makes "planned" impulse buying, they do so in response to price and product discounts. The customer enters the store with the intention of purchasing certain products on their list, but they end up making "planned" impulsive buys because of offers and discounted pricing. As an illustration, a customer enters the store to purchase milk, eggs, and bread. On their shopping list, there is everything. They come upon a juice

display on their way to the cashier where many brands of juice are for sale. The customer is aware that her family drinks ten liters of juice each month and that her kids drink it every morning for breakfast. She bought a box last week, so she is also knows that she has a full one at home. The customer still places the juice in her shopping cart (Iyer, 1989).

2.2 Empirical Review

An empirical literature review, usually referred to as a systematic literature review, examines earlier empirical studies to address a particular research question. Empirical research depends on observations and measurements to reach conclusions rather than information derived from ideas or opinions.

Johnson and Williams (2021) looked at the psychological effects of the pandemic in connection to the buying habits in a longitudinal research. According to the study, impulsive buying behaviors were positively connected with high levels of stress and anxiety. People used internet shopping and impulsive purchases as an emotional coping method to temporarily escape the difficulties the epidemic presented. Smithson and Lee (2022) investigated how economic ambiguity influences impulse buying. According to the study, people are more prone to make impulsive buying decisions in order to take advantage of perceived offers and bargains if they believe their financial situation to be more unstable. The desire to make impulsive buys increased due to the worry of losing out on reduced goods or short-term promotions.

Gender and Impulse Buying

Studies have indicated that gender can influence the frequency of impulse buying. For instance, some studies indicate that women may purchase on impulse more frequently than males, however the underlying causes may differ.

Men are often stereotyped as entering a store, buying what they need, and then leaving the place swiftly. According to gender roles, shopping has traditionally been seen as a feminine activity and has long been connected to the home realm. Women use clothing as a means of self-expression, but males place a greater emphasis on its practical advantages. Shopping clearly refers to a wide range of goods, but compared to, say, supermarket shopping, clothing buying is regarded as more appealing. It offers a reprieve

from the daily grind and a chance for self-expression and imagination. Apparel shopping is seen as enjoyable, fulfilling, and gratifying. Women's apparel purchasing is purely an individual duty.

Women claim to shop more than men do, and they value shopping. The hedonic and experiential aspects of shopping should be highlighted because women view it as something to do for fun. Shop like men, and most window shoppers are women. Men and women think differently, and these gender-specific changes in the brain have a big impact on how someone takes in, processes, and remembers information. Women consider a variety of senses and the overall picture while making judgments about buying. Women are better able than males to absorb a wider variety of information from their surroundings. In their study of how gender affects impulse buying, Nguyen and Pham (2020) discovered that Vietnamese women are more likely than males to make impulsive purchases. This discrepancy was related to social norms since women are frequently seen as primary carers and could engage in self-indulgence through shopping.

Women are more aware of their clothing demands than men are, and they are more sensitive to them. According to reports, women place a greater emphasis on the emotional and identity-related aspects of buying than men do. Women appeared to view browsing, shopping, and social contact favorably and saw making buys as a leisure activity. Compared to males, women place a greater emotional, psychological, and symbolic importance on shopping. The obsessive buying scores of women are often higher. Women have been found to be more likely to accept problematic buying habits as the norm. Females will exhibit lower levels of compulsive buying tendencies (Singh & R.Sarvanan, 2013).

Empirical review Meta table

Background	Customer who has an unexpected, frequently strong, and persistent need to acquire something instantly is said to be acting on impulse
objectives	To find relation between Price of the product, self-esteem, anxiety TV/Media,

	social desirability and in-store display with consumer buying behavior
Review questions	Use Likert Scale question review methods.
Data extraction	Collected data by using Google form.
Data analysis	Data analysis is done by the help of MS excel and SPSS. For hypothesis bivariate pearson correlation is used.

2.3 Research Gap

All of the researchers that were previously mentioned focused on just impulse buying. While earlier research has not focused on the purchase of apparel, the primary goal of this study is to identify consumers' impulsive purchasing behavior with reference to apparel buying. The consumer's response to the clothing purchase is the primary concern. It will benefit retailers, malls, and shopping centers either directly or indirectly. Not just for them, but also for marketing students in general, understanding customer attitudes toward clothing purchases, purchasing behaviors, and decision-making processes is essential. This study looks at consumers' impulsive purchasing habits in relation to clothing purchases.

Another way, the study highlights the factors that lead one consumer to pick a product over another. Getting reliable and precise results is also important since it helps the example corporation plan its future advertising strategies and business operations. For the study, survey-based descriptive research was employed. Research projects that gather descriptive data benefit most from this design. Because the study was mostly descriptive, this design was chosen.

CHAPTER III

RESEARCH METHODOLOGY

A study's overall plan is outlined in the research methodology. It is a method for critically redefining problems, formulating a hypothesis, and proposing solutions. Putting together, categorizing, and analyzing data, making reductions, and drawing to determine if the evidence supports the proposed premise. As a means to ascertain precisely what implications can be derived from this study in the future, data analysis and measurement are used in the research.

This study strategy takes into account the population, the design, the kind of data, the data collection strategy, and the data processing. It provides the structure on which the research is based. Before providing the data analysis and interpretation, it is important to first describe the study process. So, this chapter provides an explanation of the research approach. The purpose of this study is to better understand why consumers buy products that require little effort impulsively. An effective and efficient research procedure is required to make the study meaningful.

3.1 Research Design

The purpose of conducting this research, a descriptive study was conducted. A research design is a comprehensive plan outlining the steps to take in order to gather and analyze the necessary data. This chapter clarifies the research strategy and methodology used to achieve the study's objectives. The research technique looks at the perception and knowledge of variables influencing customers' impulsive buying in relation to apparel purchases. To this study, a descriptive research design and a casual comparative research design will be used in this study. This chapter discusses the study design and plan, sample description, instrumentation, data collecting method, and analytic strategy. The study includes both quantitative and qualitative data since it examines the awareness, use, and influences of impulsive buying. Consequently, the study will be carried out by the researchers utilizing both an informal comparative study method and a descriptive research design. The study used a descriptive survey as its research design. This design is used when a researcher is investigating the problem's present status.

3.2 Population and Sample

The goal of this study was to comprehend consumer knowledge of and use of methods related to impulsive buying behavior when it came to buying clothing. For the study, convenience sampling was utilized to keep tabs on the respondents. Convenience sampling was acceptable for this study because, given the time constraints; it is the best method of reaching respondents. This sampling method often implies that the population is homogenous, meaning that its individuals have similar characteristics.

Convenience sampling involves choosing a sample based on proximity, accessibility, and the desire of respondents to participate rather than only on the basis of individual preferences. Despite not being extremely scientific, convenient sampling is entirely acceptable in descriptive research where only an approximate representation of the actual value is required.

Sample Size

The target population for this study is people from Kathmandu valley (aged 18 and above) who are engaged in impulse buying of apparels. The total sample size taken for the study was 410.

3.3 Nature and Sources of Data

The study used sampling as the primary data collection method. The respondents were given questionnaires to complete in order to collect data. Any person who met the previously stated inclusion criteria and was readily available was requested to complete the questionnaire for the purpose of this study.

Qualitative as well as quantitative approaches were used in the course of the study. A questionnaire was used to help collect quantitative data. The responders were given questionnaires. The majority of the data were gathered through personal networks. Using mathematical methods, the questionnaire data were evaluated, and the results were presented in tables and charts so that the reader could easily understand them. Recommendations were made and conclusions were derived from the research analysis findings.

3.5 Data Collection Procedures

Following the use of the self-administered questionnaire, data was collected. Written questions were included in the questionnaires, which the researchers used to collect and record the data they needed for the study. Respondents provided answers to questions that were intended to look at key study variables. Measurement scales are used to test the quality of the data once it has been collected. The researcher identified the dependent and independent variables, as well as the demographic features, from a related literature review to create the questionnaire used in this study.

The questionnaire has been divided up into three sections. The initial section of the questionnaire asked questions about the respondents' age, gender, marital status, occupation, degree of education, and average monthly income . Measurement questions for the independent and dependent variables make up the remaining portion. When appropriate, printed sets of the surveys were given to the responders. The questionnaire page provided the respondents with an accurate definition of the study's purpose.

In the study, a five-point Likert scale was used and which are:

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3.6 Data Analysis Tools

While the research study was contextual in nature, the data was analyzed using thematic analysis. The method of doing a thorough search through data to find any potential patterns that might appear more than once is known as thematic analysis (Tesch, 1990). When the analyst needs background knowledge on the research issue and is consequently immune to injustice, the exploratory influence of this acknowledged technique might be strengthened. On the other hand, before beginning data analysis, it is advised that the analyst have a fundamental understanding of the subject of the research (Tesch, 1990).

The frequency distribution of relevant information enhanced by percentage and means comparisons has been subjected to a basic descriptive analysis. It's connection to the data and its simplicity account for this. It should be mentioned that straightforward frequency distribution tables of the quantity and kind of replies converted into percentages were created and analyzed.

Google form, Google sheet, Excel and SPSS software were used for data management and analysis. The SPSS worksheet was updated using the coded response that was obtained from the respondent. Every question, including the single response and Likert scale, was coded according to with the guidelines, and the data was analyzed properly once it was gathered. Several instruments were employed to draw conclusions from the gathered answers, particularly:

- Descriptive Statistics
- Compare Means
- Frequency Analysis
- Correlation analysis
- Regression Analysis

After that, the data was copied on the Excel worksheet where the tables obtained from the SPSS was refined and then used to interpret the results. Also, necessary tables and charts were drawn using the Microsoft word in order to find out the answers. Then, the tables and charts were presented in this report along with explanations so that conclusion can be drawn which are necessary for the research purpose.

3.7 Research frame work and definition of variables

Price of the product, self-esteem, anxiety TV/Media, social desirability and in-store display are independent variables, and customer impulse buying behavior is the dependent variable, used to assess the link between the independent and dependent variables. The purpose of the dependent variable (customers' impulse buying behavior), according to the conceptual framework, is:

$$IBB=f(P,S,A,T,SD,ST)$$

Where variable represent as following

P= Price of Product

S= Self-esteem

A= anxiety

T=TV/media

SD=Social Desirability

ST= In-store display

IBB= Impulse Buying Behavior

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.1 Presentation and Analysis of Data

The goal of this chapter is to achieve the study's objective, which is to critically analyze the quantitative and qualitative data. It includes the results' analysis, discussion, and interpretation based on the information gathered. The primary data used in the analysis were obtained from the respondents' completed questionnaires with help of Google form. Google sheet, SPSS and MS Excel are used to help with the data analysis. This section of the analysis includes a detailed profile of the respondents, a descriptive analysis of the respondents, and a correlation analysis between the independent and dependent variables. Tables and diagrams are used to express the facts in a way that makes it easy to understand.

Furthermore, this section has been split down into multiple parts. The respondent's profile is included in the first section. Basic details including gender, age group, marital status, profession, education, and monthly income were summed up in the respondent's profile. Descriptive analysis is used in the second section to analyze and evaluate the data that was obtained. The mean value and standard deviations of the connected research variable items are studied under descriptive analysis in order to look at consumers' impulsive purchasing behaviors. The inferential analysis, which includes hypothesis testing using correlation analysis, is explained in the third section. The discussion and facts presented following the data analysis are covered in the final section. In the end, the results are compiled.

4.1.1 Respondent's Demographic Profile

Research design and methodology have included a brief summary of the sample used for this research. Still, this section provides a detailed description of the descriptive analysis of all respondents included in the study. The age group of the respondents was used to categorize their profiles. Respondents to the research included housewives, businessmen, college and university students, and job holders. The person who responded had a profile included of the following details: gender, age group, profession, marital status, level of

education, and monthly income. 410 responses were obtained for the research. Every profile of these responders is shown in the tables and figures.

4.1.1.1 Respondent's Gender

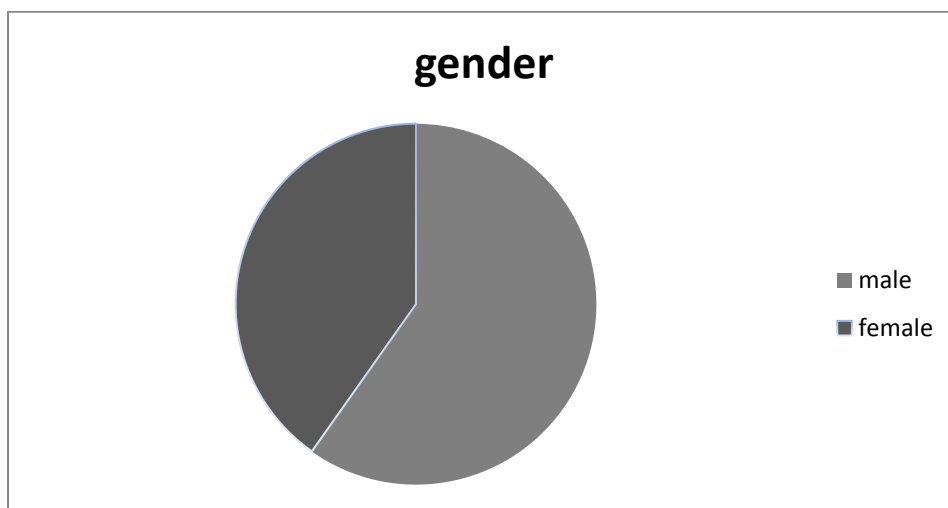
There are two genders among the respondents which are male and female. The frequency and percentage of the respondents' gender is shown in the following table and figure

Table 4. 1: Respondent's Gender

Gender	Frequency	Percent
Male	245	59.8
Female	165	40.2
Total	410	100.0

Table 4.1 shows that, of the 410 responders in total, 245 were men and 165 were women, or 59.8% and 40.2% of the overall sample, respectively. These results indicate there were more male respondents than female respondents.

Figure 4. 1: Gender



4.1.1.2 Respondents age

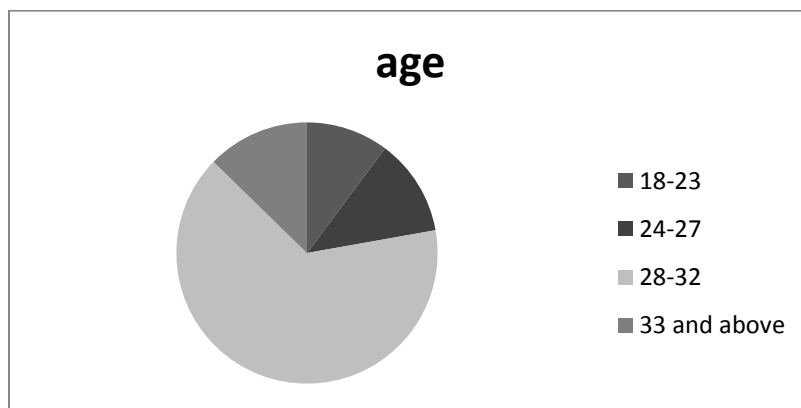
The respondent age groupings are divided into four categories as 18-22 years, 23-27 years, 28-32 years and 33 and above . Table 4.2 shows the percent composition and frequency distribution for each age group.

Table 4. 2: Respondent’s Age

Age	Frequency	Percent
18-23	42	10.2
23-27	49	12
28-32	267	65.1
33-37	52	12.7
Total	410	100.0

Table 4.2 shows that, of the 410 responders in total, 49 (10.2%) belong to 18-23 years, 49 (12) belong to 23-27 years, 267 (65.1%) respondents belongs to 28-32 years and 52 (12.7%) belong to 33 and above.

Figure 4. 2: Age



4.1.1.3 Respondent's level of Education

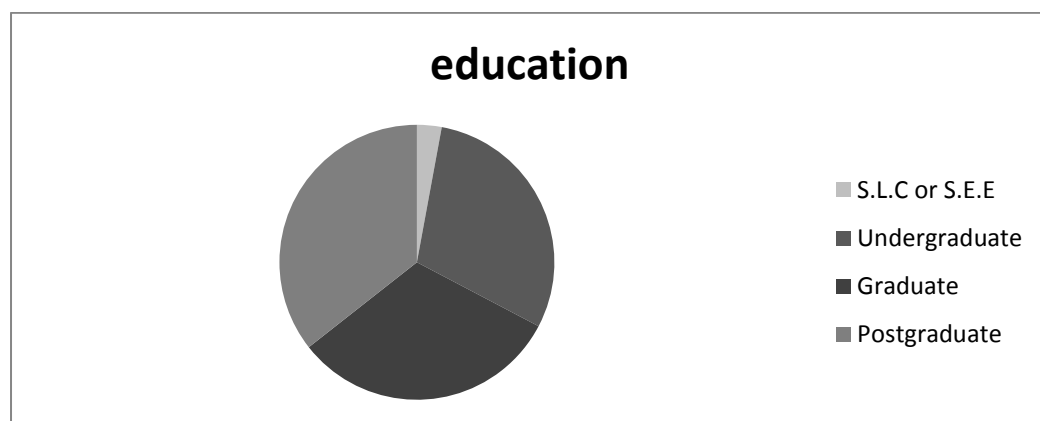
The education level of the respondents was divided into four categories. Table 4.4 shows the percent composition and frequency distribution of the various education levels.

Table 4. 3: Respondent's Education

Education	Frequency	Percent
S.L.C. or S.E.E	12	2.9
Undergraduate	122	29.8
Graduate	130	31.7
Postgraduate	146	35.6
Total	410	100.0

Table 4.3 shows that the postgraduate students were higher in number out of 410 respondents, 12(2.9%) respondents falls within SLC or SEE, 122 (29.8%) respondents fall within undergraduate, 130 (31.7 %) respondents fall within graduate and 146 (35.6 %) respondents fall within post graduate.

Figure 4. 3: Education



4.1.1.4 Respondent's Marital Status

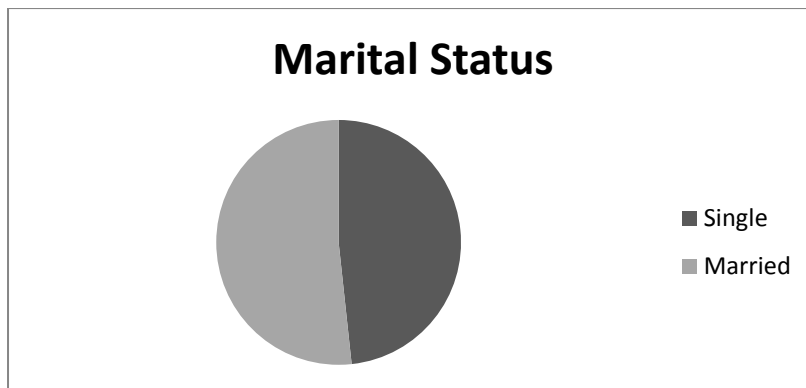
The marital status of the respondents is divided into single and married. Table 4.3 shows the percent composition and frequency distribution for marital status.

Table 4. 4: Respondent's Marital Status

Marital Status	Frequency	Percent
Single	198	48.3
Married	212	51.7
Total	410	100.0

Table 4.4 shows that out of 410 respondents 198 were single and 212 were married comprising of 48.3 % and 51.7 % respectively.

Figure 4. 4: Marital Status



4.1.1.5 Respondent's Profession

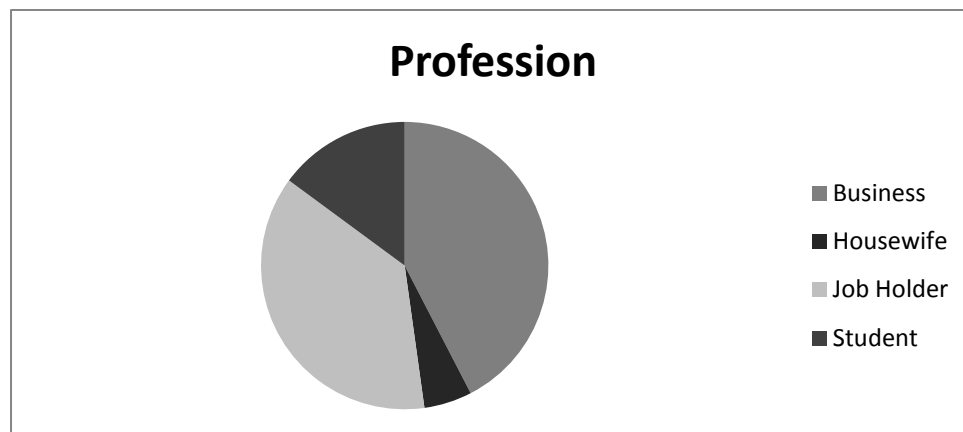
The respondent's professions are divided into four groups which are business, housewife, employee, and student. The frequency distribution and percent composition of respondent's profession status is shown in Table 4.5

Table 4. 5: Respondent’s Profession

Profession	Frequency	Percent
Business	174	42.4
Housewife	22	5.4
Job Holder	153	37.3
Student	61	14.9
Total	410	100.0

Table 4.5 shows that among four professional status of the respondents, large respondents are of business. There were 174(42.4%) respondents from business, 22 (5.4%) respondents from housewife, 153 (37.3 %) respondents were job holder, and 61(14.9%) respondents were students of 410 total respondent.

Figure 4. 5 :Profession



4.1.1.6 Monthly Income

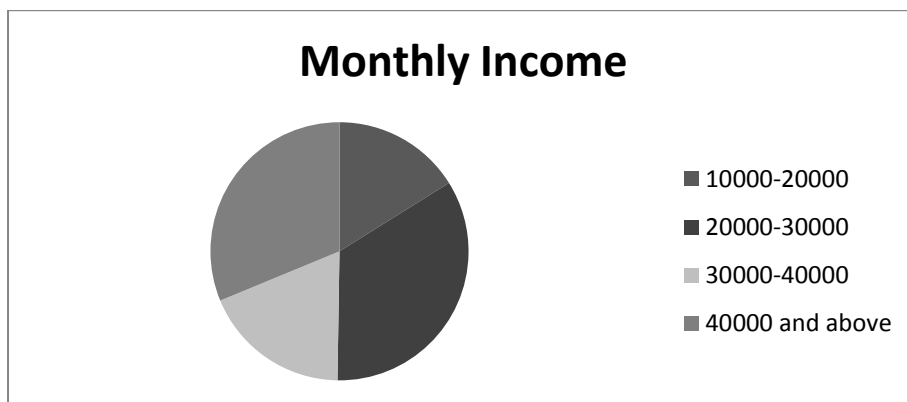
The respondent’s monthly income are divided into four groups which are Rs. 10,000-20,000, Rs. 20,000 – 30,000, Rs. 30,000-40,000 and Rs. 40,000 and above. The frequency distribution and percent composition of respondent’s monthly income is shown in Table 4.6.

Table 4. 6: Respondent’s Monthly Income

Monthly Income	Frequency	Percent
10000-20000	66	16.1
20000-30000	140	34.1
30000-40000	128	31.2
40000-Above	76	18.5
Total	410	100.0

Table 4.6 shows that among four monthly income status of the respondents, large respondents are of 20000-30000 is shows. There were 66(16.1%) respondents have monthly income of 10000-20000, 140 (34.1%) of respondent have monthly income of Rs. 20,000- 30,000, 128 (31.2%) of respondent have monthly income of Rs. 30,000- 40,000 and 76 (18.5%) respondents have monthly income of Rs. 40,000 and above.

Figure 4. 6: Monthly Income



4.1.2 Analysis of Impact of Price of product

The price you decide to charge for a good or service has a big impact on how customers behavior. You may see a sharp increase in sales if customers think you're providing a

better deal than your competition. On the other hand, you can get a less than ideal reaction if the price you set is far higher. In any case, a price adjustment may have unexpected effects on the buying habits of customers.

Pricing is the process of determining the value a manufacturer will get in the exchange of goods and services. simply, the pricing approach determines the price of a producer's product that is advantageous to both the supplier and the buyer. This study has analyzed the effect of product pricing on impulsive purchasing behavior.

The following four questions are used to examine respondents' level of agreement that product price has an important effect on impulsive buying.

P1: Price of a product plays an important role in the impulse purchase decision.

P2: I always make an impulse purchase of clothes that is on discount.

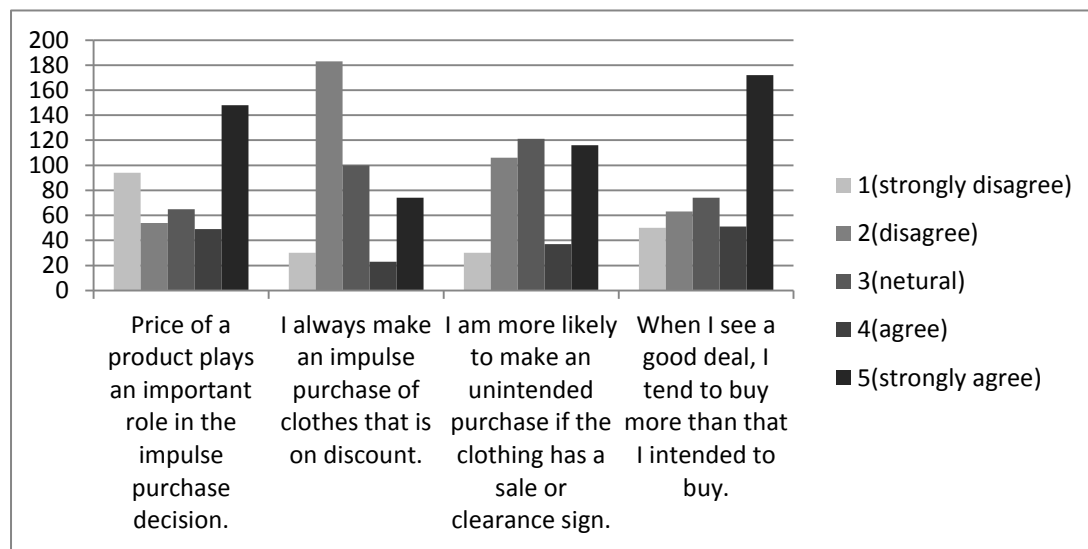
P3: I am more likely to make an unintended purchase if the clothing has a sale or clearance sign.

P4: When I see a good deal, I tend to buy more than that I intended to buy.

Table 4. 7: Descriptive Analysis of Price of Product

	P1	P2	P3	P4
N	410	410	410	410
Mean	3.25	2.82	3.25	3.57
Std. Deviation	1.599	1.221	1.309	1.459
Minimum	1	1	1	1
Maximum	5	5	5	5

Figure 4. 7 Descriptive Analysis of Price of Product



The price of product descriptive data is shown in Table 4.7. All of the question mean are higher than the middle value range, or 2, indicating that respondents gave each question significant consideration. The mean of P1, P2, P3 and P4 are 3.25, 2.82, 3.25 and 3.57 respectively. This indicates that respondents valued each topic equally when assessing the influence of price of product on consumer's impulsive buying behavior.

4.1.3 Analysis of Impact of Self-Esteem on Impulsive Buying

Self-esteem is the evaluation of oneself and one's own skills. It may be high, low, or in the middle. Although self-doubt is a common occurrence for everyone, having poor self-esteem can make you feel uneasy and unmotivated. In any case, there are a ton of things you can do to raise your sense of self-worth. This study examined the relationship between impulsive buying and self-esteem.

The following four questions are used to examine respondents' level of agreement that self-esteem has an important effect on impulsive buying.

S1: On the whole, I am satisfied by my impulse purchase decision.

S2: I buy things according to how I feel at the moment.

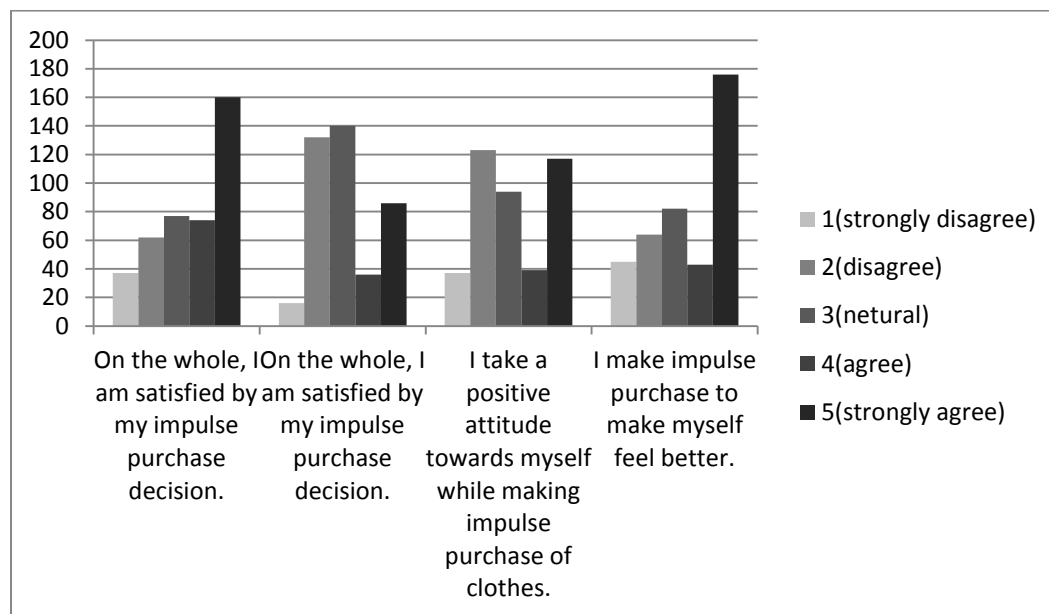
S3: I take a positive attitude towards myself while making impulse purchase of clothes.

S4: I make impulse purchase to make myself feel better.

Table 4. 8: Descriptive of Analysis of Self Esteem

	S1	S2	S3	S4
N	410	410	410	410
Mean	3.63	3.11	3.19	3.59
Std. Deviation	1.365	1.182	1.367	1.441
Minimum	1	1	1	1
Maximum	5	5	5	5

Figure 4. 8: Descriptive of Analysis of Self Esteem



The self-esteem descriptive data is shown in Table 4.8. All of the question mean are higher than the middle value range, or 3, indicating that respondents gave each question significant consideration. The mean of S1, S2, S3 and S4 are 3.63, 3.11, 3.19 and 3.59

respectively. This indicates that respondents valued each topic equally when assessing the influence of self-esteem on consumer's impulsive buying behavior.

4.1.4 Analysis of Impact of Anxiety on Impulsive Buying

Anxiety is a feeling of nervousness that may vary from minor to severe and includes concern and fear. Anxiety is an emotion that everyone experiences frequently. For instance, you might experience anxiety and worry before an exam, a medical exam, or a job interview. However, you could be suffering from an anxiety disorder if your anxiety is severe, keeps you from living your life, and lasts more than six months. This study examined the relationship between anxiety and impulsive buying.

The following three questions are used to examine respondents' level of agreement that anxiety has an important effect on impulsive buying.

A1: I feel a sense of excitement when I make an impulse purchase.

A2: Buying is a way of reducing stress in my daily life.

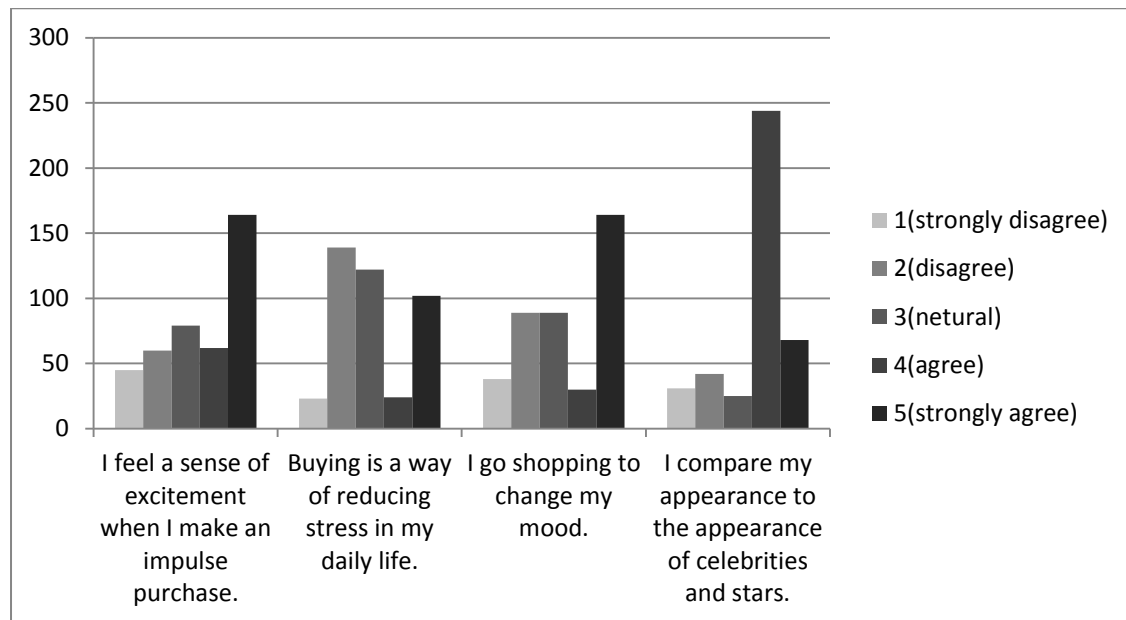
A3: I go shopping to change my mood.

A4: I compare my appearance to the appearance of celebrities and stars.

Table 4. 9: Descriptive Analysis of Anxitey

	A1	A2	A3	A4
N	410	410	410	410
Mean	3.59	3.10	3.47	3.67
Std. Deviation	1.414	1.269	1.430	1.101
Minimum	1.00	1.00	1.00	1
Maximum	5.00	5.00	5.00	5

Figure4. 9: Descriptive Analysis of Anxitey



The anxiety descriptive data is shown in Table 4.9. All of the question mean are higher than the middle value range, or 3, indicating that respondents gave each question significant consideration. The mean of A1, A2, A3 and A4vare 3.59, 3.10, 3.47 and 3.67 respectively. This indicates that respondents valued each topic equally when assessing the influence of self-esteem on consumer's impulsive buying behavior.

4.1.5 Analysis of Impact of TV\media on Impulsive Buying

One medium of mass communication is television/media. The fast growth of media in recent times can be attributed to the evolution of information technology. Therefore, the influence exercised by the media on people's daily lives has also significantly grew. Over time, the TV has affected the buying behaviors of customers who fit into various demographic characteristics, including age, gender, economic source, and educational attainment. The analysis of impact of TV/Media on impulsive buying has been carried out in this research.

T1: I am influenced to some extent by my favorite personalities in the media regarding apparel.

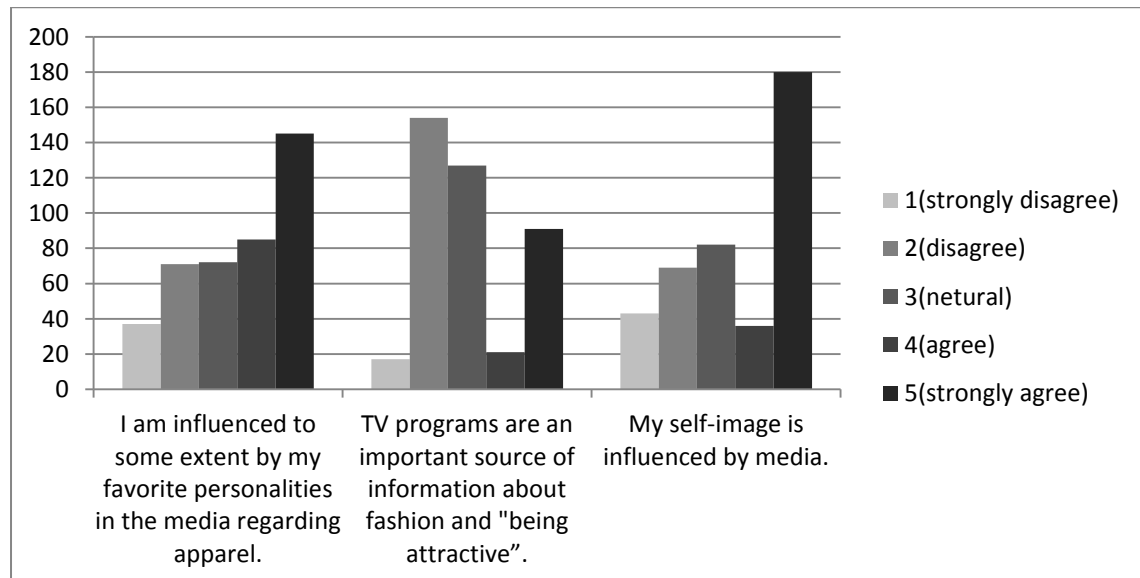
T2: TV programs are an important source of information about fashion and "being attractive".

T3: My self-image is influenced by media.

Table 4. 10: TV/media on Impulsive Buying

	T1	T2	T3
N	410	410	410
Mean	3.56	3.04	3.59
Std. Deviation	1.218	1.446	1.229
Minimum	1.00	1.00	1.00
Maximum	5.00	5.00	5.00

Figure 4. 10: TV\media on Impulsive Buying



The TV\media descriptive data is shown in Table 4.10. All of the questions' mean are higher than the middle value range, or 3, indicating that respondents gave each question significant consideration. The mean of T1, T2 and T3 are 3.56, 3.04 and 3.59,

respectively. This indicates that respondents valued each topic equally when assessing the influence of self-esteem on consumer's impulsive buying behavior.

4.1.6 Analysis of Impact of Social Desirability on Impulsive Buying

A personality characteristic called as social desirability. it makes a person desirable in social or interpersonal situations. It has to do with his popularity, societal standing, capacity for leadership, acceptability by others, and any other characteristic that makes him a desirable companion in society. One of the sources of mistake (bias) associated to respondents is social desirability. The propensity for research participants to try acting in ways that make them appear desirable to others is known as social desirability. This study examined the relationship between social desirability and impulsive buying.

SD1: I like to dress up in such a way that I am respected by others.

SD2: I think about my family's approval towards my apparel purchases.

SD3: I socially construct myself; create an image of myself through the eyes of other people.

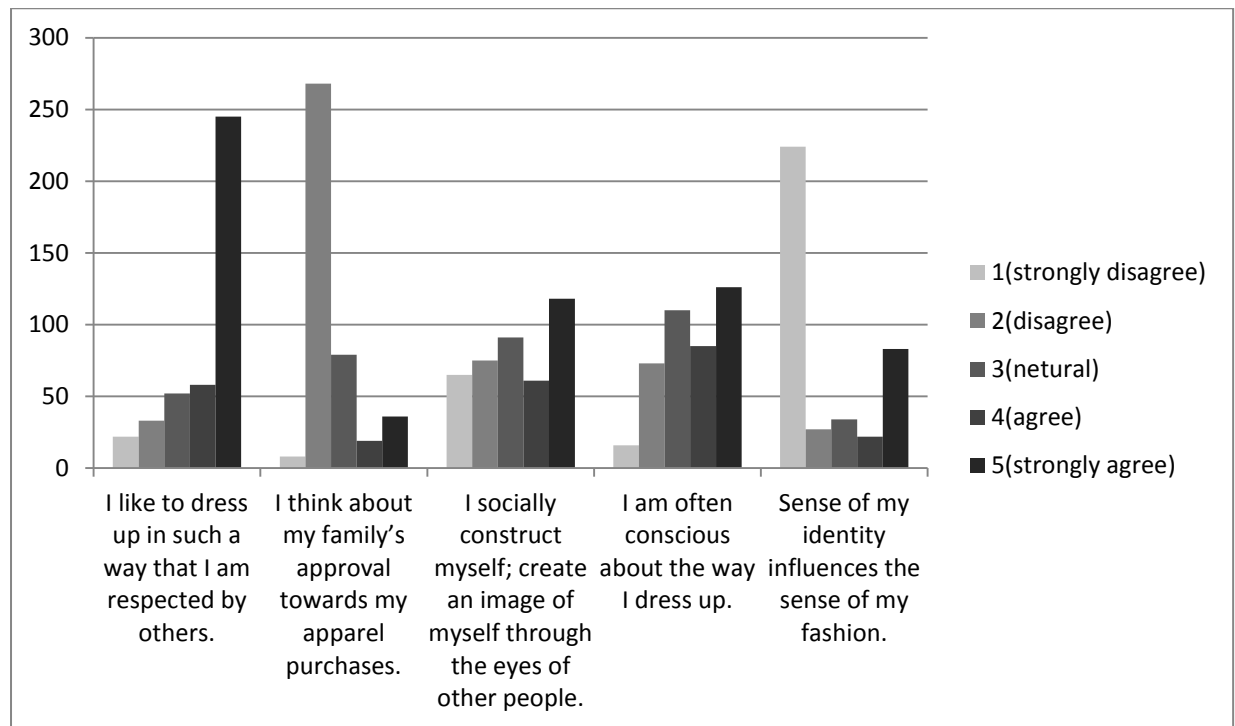
SD4: I am often conscious about the way I dress up.

SD5: Sense of my identity influences the sense of my fashion.

Table 4. 11: Descriptive Analysis of Social Desirability

	SD1	SD2	SD3	SD4	SD5
N	410	410	410	410	410
Mean	4.15	2.53	3.22	3.57	2.20
Std. Deviation	1.229	0.964	1.439	1.206	1.637
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00

Figure4. 11: Descriptive Analysis of Social Desirability



The Social Desirability descriptive data is shown in Table 4.11. All of the questions' mean are higher than the middle value range, or 2, indicating that respondents gave each question significant consideration. The mean of SD1, SD2, SD3, SD4 and SD5 are 4.15, 2.53, 3.22, 3.57 and 2.20 respectively. This indicates that respondents valued each topic equally when assessing the influence of self-esteem on consumer's impulsive buying behavior.

4.1.7 Analysis of Impact of In-store display on Impulsive Buying

Retailers use visual merchandising, a multisensory approach, to draw customers in and persuade them to make a buy. The in-store display is the first piece of visual merchandising that consumers see when they interact with a brand. This study examined the effect that in-store displays had on impulse buying.

ST1: I tend to rely on store displays when I make a decision to purchase clothing.

ST2: I get an idea of what I want to buy after looking through in-store form/dummy displays.

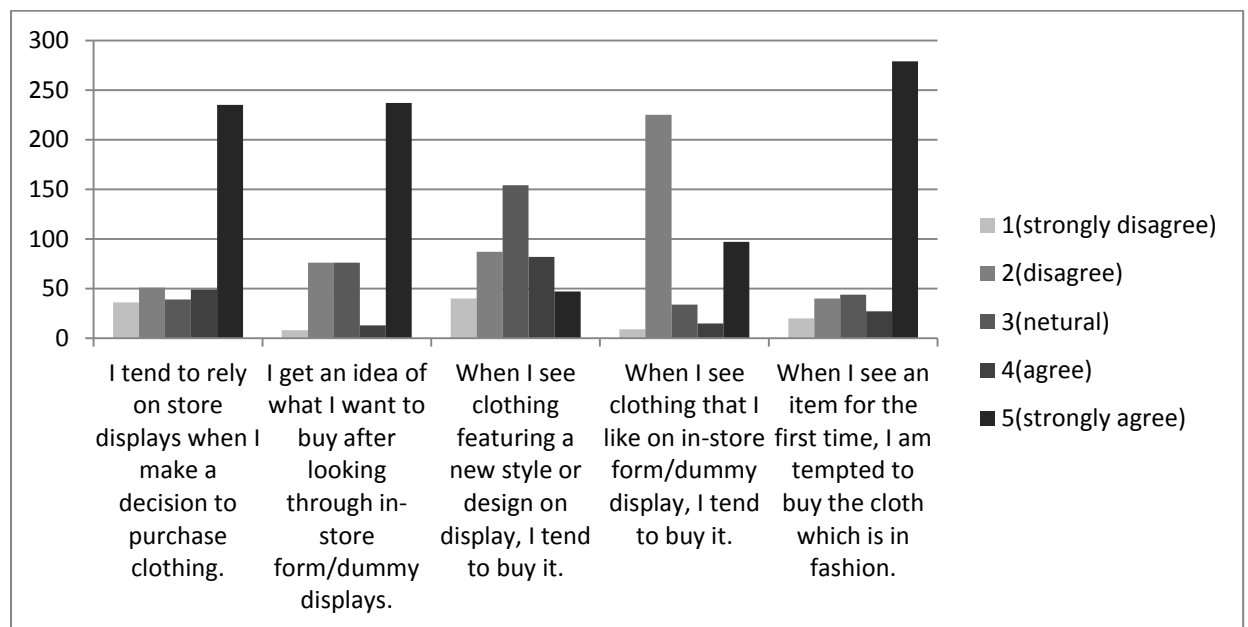
ST3: When I see clothing featuring a new style or design on display, I tend to buy it.

ST4: When I see clothing that I like on in-store form/dummy display, I tend to buy it.

Table 4. 12: In-store display on Impulsive Buying

	ST1	ST2	ST3	ST4	ST5
N	410	410	410	410	410
Mean	3.97	3.96	3.02	2.84	4.23
Std. Deviation	1.400	1.297	1.124	1.293	1.252
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00

Figure 4. 12: In-store display on Impulsive Buying



The In-store display descriptive data is shown in Table 4.12. All of the questions' mean are higher than the middle value range, or 2, indicating that respondents gave each question significant consideration. The mean of ST1, ST2, ST3, ST4 and ST5 are 3.97, 3.96, 3.02, 2.84 and 4.25 respectively. This indicates that respondents valued each topic

equally when assessing the influence of self-esteem on consumer's impulsive buying behavior.

4.1.7 Analysis of Impulsive Buying Behavior of consumers in context to apparel purchase

Impulsive Buying Behavior is a dependent variable that could influence the earlier discussed independent variable in a positive or negative way.

IBB1: I like buying things just for the excitement.

IBB2: I purchase clothes and put them away without ever using them.

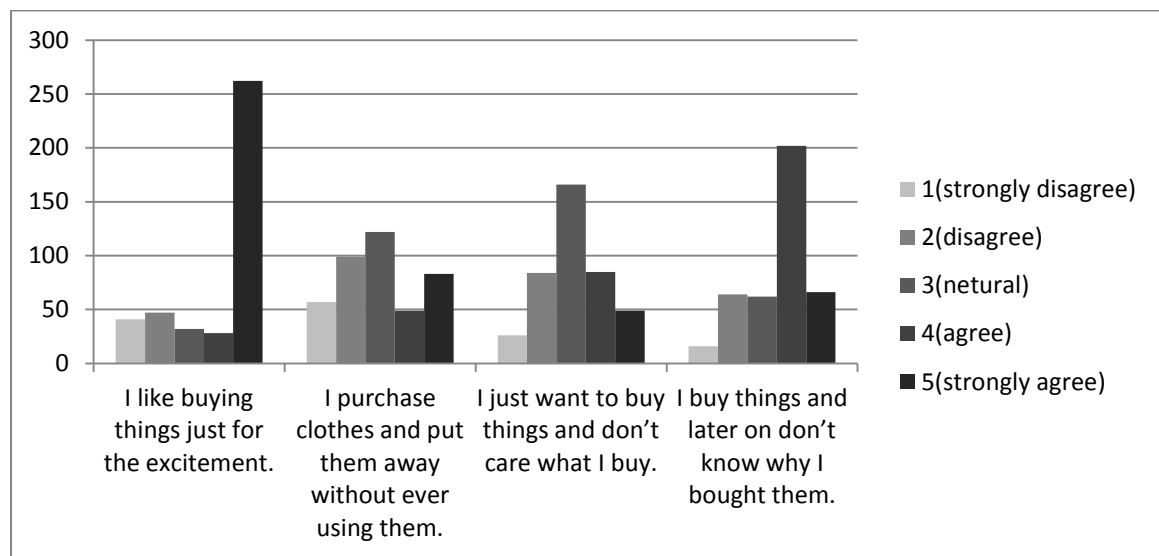
IBB3: I just want to buy things and don't care what I buy.

IBB4: I buy things and later on don't know why I bought them.

Table 4. 13: Impulsive Buying Behavior of consumers in context to apparel purchase

	IBB1	IBB2	IBB3	IBB4
N	410	410	410	410
Mean	4.03	3.00	3.11	3.58
Std. Deviation	1.442	1.316	1.065	1.056
Minimum	1.00	1.00	1.00	1.00
Maximum	55.00	5.00	5.00	5.00

Figure 4. 13: Impulsive Buying Behavior of consumers in context to apparel purchase



The Impulsive Buying Behavior of consumers in context to apparel purchase descriptive data is shown in Table 4.13. All of the questions' mean are higher than the middle value range, or 3, indicating that respondents gave each question significant consideration. The mean of IBB1, IBB2, IBB3 and IBB4 are 4.03, 3.00, 3.11, and 3.58, respectively. This indicates that respondents valued each topic equally when assessing the influence of self-esteem on consumer's impulsive buying behavior.

4.2 Hypothesis Testing

A statistical inferential method that uses data from an academic study is the hypothesis test. The study's 410 respondents formed its foundation. This section includes the analysis of correlation between dependent and independent variables. Bivariate Pearson Correlation analysis was used to test the relationship between the dependent and independent variables in appropriate level of significance. This section examines five different hypotheses aimed at addressing customers impulsive apparel purchasing behavior.

4.2.1 Correlation Analysis

Table 4. 14: Correlation Analysis

Correlations							
	Impulsive buying	Price of Product	Self-Esteem	Anxiety	Tv /Media	Social Desirability	In-Store Display
Impulsive buying	1.00						
Price of Product	.22**	1.00					
Self-Esteem	.29**	.70**	1.00				
Anxiety	.41**	.58**	.63**	1.00			
Tv /Media	.40**	.47**	.53**	.60**	1.00		
Social Desirability	.29**	.42**	.38**	.36**	.39**	1.00	
In-Store Display	.57**	.40**	.45**	.51**	.52**	.52**	1.00

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.14 shows the level of significance and degree of association between impulsive behavior and the reference group Impulsive buying, Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display. The correlation between the reference group and irrational spending is considerable in the positive direction, with a r value of 0.22. It refers to circumstances where the target market for a particular product and impulsive buying are clearly related. R values of 0.22**, 0.70**, 0.63**, 0.60**, 0.39** and 0.52** for impulsive purchasing behavior show positive significant correlations between Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display with the Reference group. Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display have a positive significant relationship,

4.2.2 Regression Analysis

Table 4. 15: Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	.352	.342	.57992
a. Predictors: (Constant), Impulsive buying, Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display				

Table 4.15 shows the regression study's model summary. The table shows the r-square value, which is 0.352. This indicates that the independent variable and its constructs account for 35.2 percent of the variance in the dependent variable, while other variables not included in this study account for 64.3 percent of the variance.

Table 4. 16: ANOVA

Model		Sum of Square	df	Mean Square	F	sig
1	Regression	73.496	6	12.249	36.423	.000
	Residual	135.534	403	0.336		
	Total	209.030	403			

a. Dependent variable : Impulsive buying

b. Predictors: (Constant), Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display

Table 4.16s ANOVA table makes an effort to show how well the model fits the data. The F value is 36.423 and the p-value is 0.000, which is less than 0.05. Thus, it can be said that there is a significant linear correlation between the dependent as well as independent variables, and that the regression line's slope is not zero.

Table 4. 17: Coefficients Table

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.397	.163		8.575	.000
	Price of product	-.079	0.048	-.097	-1.650	0.100
	Self-e	-.016	0.053	-.019	-.306	0.759
	anxiety	0.164	0.057	0.170	2.884	0.004
	Tv/Media	0.082	0.041	0.108	2.005	0.046
	Social desirability	-.011	0.047	-.012	-.237	0.813
	in-store display	0.468	0.052	0.477	8.965	0.000

a. Dependent variable : Impulsive buying

b. Predictors: (Constant), Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display

Table 4.17. shows The coefficients of the latent variables in as can be observed, the p-value of the reference group, Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display is less than 0.05, indicating a substantial influence of the reference group Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display on impulsive purchasing behavior for goods. On the contrary, the p-Value of success is higher than 0.05, suggesting that anxiety and TV/Media has no discernible impact on consumers' impulsive purchasing of goods. Additionally, the study's reference group and price had the highest levels of influence, followed by other variables with respective beta values of -0.79, -0.16, 0.164, 0.82, -0.11 and 0.486

4.2.3 Hypothesis Testing Summary

Table 4. 18: Hypothesis Testing Results

Hypothesis P-value	Result
H1 0.100	Reject
H2 0.759	Reject
H3 0.004	Accept
H4 0.046	Accept
H5 0.813	Reject
H6 0.000	Accept

The results of the hypothesis testing are summarized in Table 4.18. As can be seen, according to the examination of the results, H1 H2 and H5 has been rejected while H3, H4, and H6 have been accepted. Because the p-value, which is 0.004 0.046 0.000, is less than the 0.05 level of significance of Anxiety, Tv /Media and In-store Display is accepted. Because the p-value, which is 0.100 0.795 0.813, is more than the 0.05 level of significance of Price of product, Self-esteem and Social Desirability rejected .

CHAPTER V

SUMMARY AND CONCLUSIONS

The study is summarized in this chapter. The data analysis and hypothesis testing in the chapter before it were carried out according with the study's objective. An overview of the study's findings and conclusion is provided in this chapter. Furthermore, it makes conclusions from the data that result in generalizations. Based on the study, some recommendations and suggestions for the further study have also been mentioned. There are three sections in this chapter consisting summary of the finding in first section, conclusion of the study in second section and suggestions for implication study in third section.

5.1 Summary

The purpose of this study was to determine how various factors affected consumers' impulsive decisions to buy apparel. The purpose of the study was to determine whether the variable had a favorable or unfavorable effect on the consumer's impulsive buying choice. A survey of the literature review was used to identify the different elements that influence impulsive buying choices. The price of the products, anxiety, self-esteem, TV/media, social desirability, and in-store display are a few of the relevant factors that the researcher found to be important when analyzing consumers' impulsive buy decisions. Based on 410 sample sizes whose questionnaire responses were collected, and the study was carried out. A questionnaire was handed to the responders, and they had 30 minutes to complete it.

With 410 responders, the mean price of the product was 3.22, indicating a "neutral" degree of agreement. The average self-esteem result among the 410 respondents was 3.37, meaning that 'natural' is the level of agreement. Out of 410 responders, the average anxiety score was 2.5, meaning that most people disagreed. With 410 responders, the TV/Media mean was 3.39, indicating a "neutral" degree of agreement. The mean social desirability score among the 120 respondents was 3.13, meaning that 'natural' is the level of agreement. With 410 responders, the in-store display mean was 3.60, indicating a "agree" degree of agreement. With 410 responders, the impulsive buying mean was 3.43, indicating a "natural" degree of agreement.

The descriptive analysis of the study's independent variable is defined by the factors mentioned above. The mean determines the range of agreement level when the matching items under each variable are assessed using a Likert scale of measurement. This degree of agreement shows how customers view the related research factors in relation to their impulsive buying choices.

The hypotheses tests are carried out and results are obtained. The hypothesis H1 i.e. 'There is no significant relationship between price of the product and the impulsive buying behavior of consumers regarding apparel purchase' is 'reject'. The hypothesis H2 i.e. 'There is no significant relationship between self-esteem and the impulsive buying behavior of consumers regarding apparel purchase' is 'reject'. The hypothesis H3 i.e. 'There is no relationship between anxiety and the impulsive buying behavior of consumers regarding apparel purchase' is 'Accepted'. The hypothesis H4 i.e. 'There is no relationship between TV/Media and the impulsive buying behavior of consumers regarding apparel purchase' is 'Accepted'. The hypothesis H5 i.e. 'There is no relationship between social desirability and the impulsive buying behavior of consumers regarding apparel purchase' is 'Rejected'. The hypothesis H6 i.e. 'There is no relationship between in-store display and the impulsive buying behavior of consumers regarding apparel purchase' is 'Accepted'.

Depending on the type of data collected, different statistical tools, including Pearson correlation, were employed for the inferential analysis. The study's hypothesis testing is summed up in the points above. In contrast to H1 and H2, which were not significant at the 1% threshold of significance, H3, H4, H5, and H6 were significant. It demonstrates how impulsive consumer decisions about apparel buying are influenced by price, self-esteem anxiety, TV and media, social desirability, and in-store displays.

5.2 Conclusion

The present research looked at consumers' impulsive decisions while choosing what clothes to buy. By addressing the six independent elements that influence impulsive buying choices, this study has expanded our understanding. A printed questionnaire covering a variety of demographics, including age, gender, education level, marital status, employment status, and average monthly family income, was used to gather data for this study.

the objectives as mentioned for this research, following conclusions can be withdrawn:

- There is no significant relationship between price of the product, social desirability with impulsive buying behavior of consumers regarding apparel purchase. The study identified consumers did not find price as the contributor factor for impulsive buying.
- There is no significant relationship between self- esteem and impulsive purchase decision. Self-esteem does have impact on impulsive purchase decision of the consumers.
- There is significant relationship between anxiety, TV/media and In-store display with impulsive purchase decision. The study shows that in context of Kathmandu Valley, consumers make impulsive purchase decision and it is affected because of anxiety.

5.3 Recommendation

Some recommendations following the analysis, conclusions, and findings are as follows:

- Some directions for additional studies were identified based on the results of this study and the literature evaluation. The additional aspects can be investigated in more study investigations. Additional aspects such as window displays, ambient cues, and promotion could be included in future research.
- Expanding the scope of this research will benefit researchers and business owners alike by revealing patterns in the impulsive purchasing behavior that emerges over time and enables the best possible utilization and distribution of resources.
- This study can assist marketing managers in the clothing industry with campaign design and company growth. The present research serves as a springboard for additional investigation into related fields.
- Businesses may design campaigns based on the findings of this study; they will know how much funding to allocate to certain components in order to maximize the various features this study highlights and boost client reaction.

- Based on the findings of this study, marketers can better understand where to target consumers in Nepal who exhibit anxiety, social desirability, TV/media, and in-store displays in order to boost revenues.
- This study could help marketing managers in the clothing industry with campaign design and company expansion. This study serves as a springboard for additional investigation into related fields.

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setting Cho, James Department of Business Administration, Lunghwa University
of Science and Technology, Taiwa
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International Journal of u- and e- Service, Science and Technology Vol.9, No. 7 (2016), pp.43-60 SERSC Impact of Store Atmosphere on Impulse Buying Behaviour: Moderating Effect of Demographic Variables Umair Akram1* Peng Hui1 , Muhammad Kaleem Khan1 , Muhammad Hashim2 and Shahid Rasheed1 1 School of Economics and Management, Beijing University of Posts and Telecommunications
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Appendix 1

Table 4.1: Respondent's Gender

Gender	Frequency	Percent
Male	245	59.8
Female	165	40.2
Total	410	100.0

Table 4.2: Respondent's Age

Age	Frequency	Percent
18-23	42	10.2
23-27	49	12
28-32	267	65.1
33-37	52	12.7
Total	410	100.0

Appendix 2

Table 4.3: Respondent's Education

Education	Frequency	Percent
S.L.C. or S.E.E	12	2.9
Undergraduate	122	29.8
Graduate	130	31.7
Postgraduate	146	35.6
Total	410	100.0

Table 4.4: Respondent's Marital Status

Marital Status	Frequency	Percent
Single	198	48.3
Married	212	51.7
Total	410	100.0

Appendix 3

Table 4.5: Respondent's Profession

Profession	Frequency	Percent
Business	174	42.4
Housewife	22	5.4
Job Holder	153	37.3
Student	61	14.9
Total	410	100.0

Table 4.6: Respondent's Monthly Income

Monthly Income	Frequency	Percent
10000-20000	66	16.1
20000-30000	140	34.1
30000-40000	128	31.2
40000-Above	76	18.5
Total	410	100.0

Appendix 4

Table 4.7: Descriptive Analysis of Price of the Product

	P1	P2	P3	P4
N	410	410	410	410
Mean	3.25	2.82	3.25	3.57
Std. Deviation	1.599	1.221	1.309	1.459
Minimum	1	1	1	1
Maximum	5	5	5	5

Table 4.8: Descriptive Analysis of Self Esteem

	S1	S2	S3	S4
N	410	410	410	410
Mean	3.63	3.11	3.19	3.59
Std. Deviation	1.365	1.182	1.367	1.441
Minimum	1	1	1	1
Maximum	5	5	5	5

Appendix 5

Table 4.9: Descriptive Analysis of Anxiety

	A1	A2	A3	A4
N	410	410	410	410
Mean	3.59	3.10	3.47	3.67
Std. Deviation	1.414	1.269	1.430	1.101
Minimum	1.00	1.00	1.00	1
Maximum	5.00	5.00	5.00	5

Table 4.10: TV\media on Impulsive Buying

	T1	T2	T3
N	410	410	410
Mean	3.56	3.04	3.59
Std. Deviation	1.218	1.446	1.229
Minimum	1.00	1.00	1.00
Maximum	5.00	5.00	5.00

Appendix 6

Table 4.11: Descriptive Analysis of Social Desirability

	SD1	SD2	SD3	SD4	SD5
N	410	410	410	410	410
Mean	4.15	2.53	3.22	3.57	2.20
Std. Deviation	1.229	0.964	1.439	1.206	1.637
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00

Table 4.12: In-store display on Impulsive Buying

	ST1	ST2	ST3	ST4	ST5
N	410	410	410	410	410
Mean	3.97	3.96	3.02	2.84	4.23
Std. Deviation	1.400	1.297	1.124	1.293	1.252
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00

Appendix 7

Table 4.13: Impulsive Buying Behavior of consumers in context to apparel purchase

	IBB1	IBB2	IBB3	IBB4
N	410	410	410	410
Mean	4.03	3.00	3.11	3.58
Std. Deviation	1.442	1.316	1.065	1.056
Minimum	1.00	1.00	1.00	1.00
Maximum	55.00	5.00	5.00	5.00

Table 4. 19: Correlation Analysis

Correlations							
	Impulsive buying	Price of Product	Self-Esteem	avg Anxiety	Tv /Media	Social Desirability	In-Store Display
Impulsive buying	1.00						
Price of Product	.22**	1.00					
Self-Esteem	.29**	.70**	1.00				
Anxiety	.41**	.58**	.63**	1.00			
Tv /Media	.40**	.47**	.53**	.60**	1.00		
Social Desirability	.29**	.42**	.38**	.36**	.39**	1.00	
In-Store Display	.57**	.40**	.45**	.51**	.52**	.52**	1.00

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 8

Table 4. 20: Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	.352	.342	.57992
a. Predictors: (Constant), Impulsive buying, Price of Product, Self-Esteem, Anxiety, Tv /Media, Social Desirability and In-Store Display				

Table 4. 21: ANOVA

Model		Sum of Square	df	Mean Square	F	sig
1	Regression	73.496	6	12.249	36.423	.000
	Residual	135.534	403	0.336		
	Total	209.030	403			

Table 4. 22: Coefficients Table

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.397	.163		8.575	.000
	Price of product	-.079	0.048	-.097	-1.650	0.100
	Self-e	-.016	0.053	-.019	-.306	0.759
	anxiety	0.164	0.057	0.170	2.884	0.004
	Tv/Media	0.082	0.041	0.108	2.005	0.046
	Social desirability	-.011	0.047	-.012	-.237	0.813
	in-store display	0.468	0.052	0.477	8.965	0.000

Appendix 9

Table 4. 23: Hypothesis Testing Results

Hypothesis P-value	Result
H1 0.100	Reject
H2 0.759	Reject
H3 0.004	Accept
H4 0.046	Accept
H5 0.813	Reject
H6 0.000	Accept

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