

THE INFLUENCE OF CULTURE ON STUDENTS' IMPULSIVE BUYING BEHAVIOUR IN THE VAAL TRIANGLE

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DECLARATION

I declare that:

“The influence of culture on students’ impulsive buying behaviour in the Vaal Triangle area”

is my own work, that all the sources used or quoted have been identified and acknowledged by means of complete references, and that this dissertation has not previously been submitted by me for a degree at any other university.

L. Hamilton

November 2010

ABSTRACT

Impulse buying or unplanned purchases by consumers constitute a major proportion of purchases in certain product categories. Studies in the United States widely reported that impulse consumer buying behaviour accounts for up to 80% of all purchases in certain product categories, and it has been suggested that purchases of new products result more from impulse purchasing than from prior planning. South Africa is a nation of shoppers with increasing numbers defined as impulse buyers who respond to glossy adverts such as ‘never to be beaten bargains’ and ‘buy one get one free’. Culture has a profound effect on why people buy. Culture affects the specific products people buy as well as the structures of consumption, individual decision-making and communication in a society. Since South Africa has quite a diverse group of different cultures, it has been of great importance to determine whether cultural differences had an influence on impulsive buying behaviour. The primary research objective was to assess the influence of different cultures on consumer impulsive buying behaviour of students. The findings of this research study did not clearly indicate if culture had an effect on students’ impulsive buying behaviour.

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CHAPTER 1

INTRODUCTION, PROBLEM STATEMENT AND OBJECTIVES

1.1 INTRODUCTION

Impulse buying or unplanned purchases by consumers constitute a major proportion of purchases in certain product categories. Studies in the United States widely reported that impulse consumer buying behaviour accounts for up to 80% of all purchases in certain product categories, and it has been suggested that purchases of new products result more from impulse purchasing than from prior planning (Kacen & Lee, 2002:163). According to Kacen and Lee (2002:163), cultural factors moderate many aspects of consumers' impulsive buying behaviour.

A multi-country survey conducted in Australia, the United States, Hong Kong, Singapore and Malaysia about impulsive consumer showed that both regional level factors and different cultural factors systematically influence impulsive purchasing behaviour (Kacen & Lee, 2002:163). Furthermore, technologies such as television shopping channels and the internet expand consumers' impulse purchasing opportunities, increasing both the accessibility to products and services, and the ease with which impulse purchases can be made (Kacen & Lee, 2002:164). Most of the research on impulse buying behaviour focused on consumers in the United States. A few studies looked at consumers in Great Britain and only one study looked at consumers in South Africa (Abratt & Goodey, 1990; Kacen & Lee, 2002; Rook & Fischer, 1995; Rook, 1987). According to Abratt and Goodey (1990:120), it is evident that the rate of unplanned purchase in South African supermarkets, although not as high as in the United States, is sufficiently high to warrant the attention of both manufacturers and retailers. South African and British consumers could have less discretionary income and hence to be more restrained when shopping in supermarkets.

With regard to culture, the theory of individualism and collectivism holds important insights about consumer behaviour that can help to gain a better understanding of the impulsive buying phenomenon (Kacen & Lee, 2002:164). Research undertaken by Hofstede in the 1980s holds important insights about consumer behaviour that can help to gain a better understanding of the impulsive buying phenomenon.

The dimensions as identified by Hofstede are power distance, uncertainty, individualism avoidance, individualism, masculinity and time orientation (Burgess & Bothma, 2007:174). In some cultures there are greater and more pronounced differences between individuals in terms of power and wealth than in others. In cultures with a high power distance a relatively small number of high ranking individuals make all the decisions. In a lower distance culture, power is more dispersed and individuals are on a more equal footing. In some cultures, individuals feel more threatened by uncertain situations, while in other cultures uncertainty is more readily accepted. This relates to the dimension of uncertainty avoidance. When individuals feel threatened by uncertain situations, they tend to have strict laws and regulations in place to guide behaviour. Some cultures promote individuality while others reward dependence on a group. In some cultures a masculine culture is more dominant and it prizes values such as assertiveness, materialism and limited concern for other members of society. This dimension has an impact on the role of women in society. In highly masculine cultures, a woman's role is more traditional. Some cultures have a more realistic future orientation typically characterised by determination, ordering of relationships by status and keeping to this order, this dimension relates to time orientation (Burgess & Bothma, 2007:174).

A recent global shopper study undertaken by Ogilvy's Activation Unit has uncovered critical new insights into shopping behaviour (Couzyn & Fordyce,

2009:1). The research exposed that the 70% of purchase decisions are made in the store. The most compelling findings revealed that nearly 30% of shoppers around the world waited until they were in the store to decide which brand they would buy. In addition, one in ten shoppers globally simply changed their minds in store and bought a different brand to which they had planned. One in ten shoppers also switched the choice of brands inside the store (Couzyn & Fordyce, 2009:1).

South Africa is a nation of shoppers with increasing numbers defined as impulse buyers who respond to glossy adverts such as ‘never to be beaten bargains’ and ‘buy one get one free’. According to the Star Newspaper (Anon (a), 1999:21), this has emerged from one of the most comprehensive surveys of consumer shopping behaviour which has been compiled by the Media and Marketing Research (MMR). MMR’s research provided answers to a host of questions about South African consumers and how they buy. Capetonians were the most likely to respond to bargains, good buys as well as advertising come-ons on TV and in newspapers, 42.6%. Johannesburg shoppers came in second at 38.5%, Pretoria notched up 31.8% and Durbanites were rated at 29.6% (Star Newspaper, 1999:21). For most people buying is a normal and routine part of daily life (O’Guinn & Faber, 1989:147).

The factors that have been linked to impulse purchasing are also likely to be influenced by culture. Consumers’ buying behaviour is influenced by cultural, social, personal and psychological factors. Furthermore, cultural factors exert the broadest and deepest influence on consumer behaviour (Kotler 2003:182). Culture influences both “feeling-rules” as to how an individual interprets the environment, which emotions are expressed and how they are expressed (Kacen & Lee, 2002:164). Culture has a profound effect on why people buy. Culture affects the specific products people buy, as well as the structures of consumption, individual decision making and communication in a society (Engel, Blackwell and Miniard, 1993:66).

According to du Plessis and Gerber (2008:28), there are four main South African cultures, namely Blacks, Whites, Coloureds and Indians. Of the 45 million South Africans, nearly 31 million are Black, 5 million White, 3 million Coloured and 1 million Indian. Culture is an important determinant variable in consumer decision-making. Many factors can affect consumer behaviour, such as cultures, values, neighbourhoods, means of transport, the facilities which they have access to, education and media consumption (du Plessis & Rousseau, 1999:40). For example, a child growing up is exposed to different values such as achievement, success, material comfort, individualism, freedom, external comfort and youthfulness (Kotler, 2003:183).

Consumer companies, both manufacturers and retailers, spend millions on advertising and sales promotion in the hope of increasing sales of their merchandise through impulse buying (Abratt & Goodey, 1990:111). Findings indicate that unplanned buying is higher in the United States than in South Africa, but the importance of in-store stimuli holds true across cultures as can be seen in the research findings of Abratt and Goodey (1990:111) and Kacen and Lee (2002:163). Impulse buying is a pervasive and distinctive aspect of consumers' lifestyles and also a focal point of considerable marketing management activity. In the modern marketplace, spontaneous urges to buy and to consume often compete with the practical necessity to delay the immediate gratification that buying provides.

1.2 PROBLEM STATEMENT

Market researchers have had a longstanding interest in this pervasive phenomenon, but many questions about impulsive purchase behaviour still remain unanswered (Rook, 1987:189). Retailers have long realised the power of impulse buying, which indeed is a central point in many purchasing activities. Although the topic has received research interest in research studies of that of Kacen and Lee (2002) in the United States and that of Abratt and Goodey (1990) in South

Africa, little is known about how culture influences unplanned purchases in South Africa.

Since South Africa has quite a diverse group of different cultures, it will be of great importance to determine whether cultural differences have an influence on impulsive buying behaviour. Culture can be defined as the underlying framework of ideas, values, beliefs and attitudes that guide an individual's behaviour (Barrett *et al.* 2008:201). The culture of the consumer is very important because it determines how a consumer responds to the purchase of products. Culture is a variable factor, because over a time period a society's ideas, beliefs, values and attitudes can change. A person's culture affects his or her values, beliefs and attitudes and therefore it influences decisions, including his or her decisions as a consumer (Barrett *et al.* 2008: 201). The reason for undertaking this research is to measure the influence of different cultures on consumers' impulsive buying behaviour in the Vaal Triangle.

1.3 THE RESEARCH OBJECTIVES OF THE STUDY

1.3.1 THE PRIMARY RESEARCH OBJECTIVE

The primary research objective of the research study was to assess the influence of the different cultures on the consumer impulsive buying behaviour of students at the Vaal Triangle Further Education and Training colleges (FET colleges).

1.3.2 THE SECONDARY RESEARCH OBJECTIVE

The secondary research objective of the research study was to establish whether the demographic characteristics of students (for example, gender, age or culture groups) influence their impulsive buying behaviour.

1.4 THE RESEARCH DESIGN

1.4.1 SECONDARY RESEARCH

The secondary research included both local and international literature, which served to underpin the empirical research. The following sources were consulted:

- The internet
- Book publications
- Academic journals
- Databases (EBSCO Host, Google Scholar, J-Stor, Emerald and SAePublications)

1.4.2 THE PRIMARY RESEARCH

1.4.2.1 POPULATION, SAMPLE FRAME AND SAMPLING METHOD

The population comprised of full-time and part-time students at FET colleges in the Vaal Triangle. A sample of 250 students in the FET sector in the Vaal Triangle was drawn. The historical approach method was used to determine the sample size of 250. The sample size is consistent with previous studies conducted on impulse buying behaviour (O'Guinn & Faber, 1989; Rook & Fischer, 1995). The sample respondents were drawn on a random basis from student databases of the FET colleges in the Vaal Triangle.

1.4.2.2 QUESTIONNAIRE DESIGN

All questions were collated in a book format with a cover page explaining the purpose, objective and application of this research. The particulars of the author were also given including the address and contact numbers. The questions were formulated according to a model established during the literature study. The questionnaire comprised of two sections. The first section (Section A) of the questionnaire used five point Likert scales (5 = Frequently and 1 = Never) that

focused on the respondents' perceptions about the present influence of culture on their impulsive buying behaviour. The second section (Section B) requested demographic or profile information from the respondents.

Content and face validity of the questionnaire were established by asking a number of experienced academics to review the questionnaire.

1.4.2.3 DATA PROCESSING AND ANALYSIS

Microsoft Office Excel was used to produce all the data tables and figures.

1.5 IMPORTANCE OF THE RESEARCH STUDY

It is of great importance to have an understanding of the cultural influences on consumers' impulse buying behaviour and this was also the focus of the study. Unplanned buying in stores is of interest to manufacturers as well as retailers. Manufacturers spend large sums of money each year on advertising their brands to consumers, hoping to increase awareness, trial and ultimately increase market share. These manufacturers also spend large amounts of money in promoting the same brands in retail outlets. Manufacturers need information on to what extent culture influences consumers' purchasing behaviour for their brands, and retailers also need such information to differentiate their stores from those of competitors as to come up with more effective promotion and marketing strategies.

1.6 LIMITATIONS OF THE STUDY

The following limitations of the research are noted:

-The research did not assess the full extent of the possible influence of culture on the consumers' impulsive buying behaviour, as only students were included in this study.

-The model itself had limitations as it ignored other factors that could have had an effect on the consumers' impulsive buying behaviour.

1.7 PRELIMINARY CHAPTER CLASSIFICATION

CHAPTER 1: Introduction, Problem Statement and Objectives.

This chapter dealt with the introduction and background to the research study. The statement of the research problem and the importance of the research study were discussed. This chapter concluded with the organisation and structure of the research study.

CHAPTER 2: Culture and Consumer Impulsive Buying Behaviour.

This chapter presented a detailed discussion on the various cultures in South Africa. A comprehensive review was conducted on the literature and important issues regarding impulsive buying behaviour, for example, categories of impulse purchases, as well as consumer buying process were highlighted in this chapter. The influence of culture on impulsive buying behaviour was also discussed.

CHAPTER 3: Research Methodology, Data Analysis and Interpretation

This chapter presented the research methodology. It defined the population, sample frame and discussed the sampling procedure, problems experienced, as well as the response rate to the study. The chapter analysed, interpreted and evaluated the research findings.

CHAPTER 4: Limitations, Recommendations and the Conclusion

This chapter reviewed the entire study and provided the limitations and recommendations. The conclusion was provided and gave ideas for future research.

1.8 ETHICS STATEMENT

The research project complied with the ethical standards of academic research. All the information and responses were analysed in an aggregate format. The necessary approval was obtained to conduct the surveys at the different institutions. Participation in the survey was voluntary.

CHAPTER 2

CULTURE AND CONSUMER IMPULSIVE BUYING BEHAVIOUR

2.1 INTRODUCTION

The value of young consumer groups to marketers have gained greater importance as their purchasing power has been growing over time. For example, having gained access to credit cards also allowed them to buy more than in the past. Therefore, the consumer behaviour of the young college students was considered worthwhile to be researched.

Retailers constantly try to find variables that influence shoppers' impulse buying urges and decisions. Based on previous research, culture is an important variable that can affect consumers' impulse buying decisions (Kim, 2003:2). This chapter provides an in-depth review of literature related to impulse buying, definitions and characteristics of impulse buying. In addition, this chapter defines culture and explains the different cultures in South Africa.

2.2 IMPULSE BUYING

2.2.1 DEFINITIONS OF THE TERM

Stern (1962:59) poses that planned buying behaviour involves a time consuming information search followed by rational decision making. Unplanned buying, on the other hand, entails all purchases made without such advance planning and includes impulse buying.

Impulse buying occurs when a consumer experiences a sudden often powerful and persistent urge to buy something immediately (Rook 1987:191). Impulsive buying is defined as a purchase decision made within the store without an explicit recognition of a need for this purchase before entering the store (Abratt &

Goodey, 1990:111). The concept of impulsive buying behaviour has been scrutinized for more than half a century (Alzate, 2003:4).

2.2.2 CATEGORIES OF IMPULSE PURCHASES

Previous research has identified four classifications of impulse buying as outlined below (Miller, 2002 cited in Hodge, 2004:9; Stern, 1962 cited in Hodge, 2004:9).

- Pure

Pure impulse buying is truly buying on impulse where the purchase is outside of the normal purchase behaviour and initiated by emotional appeal. For example, a consumer who rarely buys magazines sees a YOU magazine at the checkout while waiting in line at the grocery store and desires it based on the cover and pictures.

- Reminder

Reminder impulse buying occurs when a purchase is made upon something cueing or reminding the consumer to make the purchase. In reminder impulse buying, the consumer knows the product's features prior to being exposed to the product as a result of prior experience through a past purchase or exposure to advertising. For example, a consumer in the plastic bags aisle buying refuse bags and notices the sandwich bags.

-Suggestion

Suggestion impulse buying occurs when the consumer sees the product, visualises an application for it, and decides that he/she needs it. In this case, the consumer had no prior product knowledge about the item and must learn about it, based on display, packaging or the product itself. Purchasing the suggestion impulse item fulfils the desire for the product immediately, even though use or consumption of the product may be delayed. For example, a consumer who sees a plastic garlic peeler for the first time in a grocery store. The garlic peeler is a flat, flexible piece of plastic with instructions. The consumer made the decision upon being

exposed to the item, its display and instructions for the first time and envisioning an application for it.

-Planned

Planned impulse buying occurs when the consumer buys products based on price and product specials. The consumer is in the store to buy specific items on his/her list, but will make planned impulse purchases based on specials and sale prices. For example, a consumer is in store to buy bread, milk, cheese and eggs. That is all that is on his/her shopping list. On the way to the checkout he/she notices a Milo cereal display where Milo cereal is on sale. The consumer knows that they eat Milo cereal every morning for breakfast and the family consumes one box per month. The consumer also knows that he/she has a full box at home because he/she purchased one last week. Regardless, the consumer adds the Milo to his/her shopping cart. The planned impulse purchase is distinguished from the three other impulse purchase categories because the product is not fulfilling an immediate need or desire since the consumer's buying is based on price.

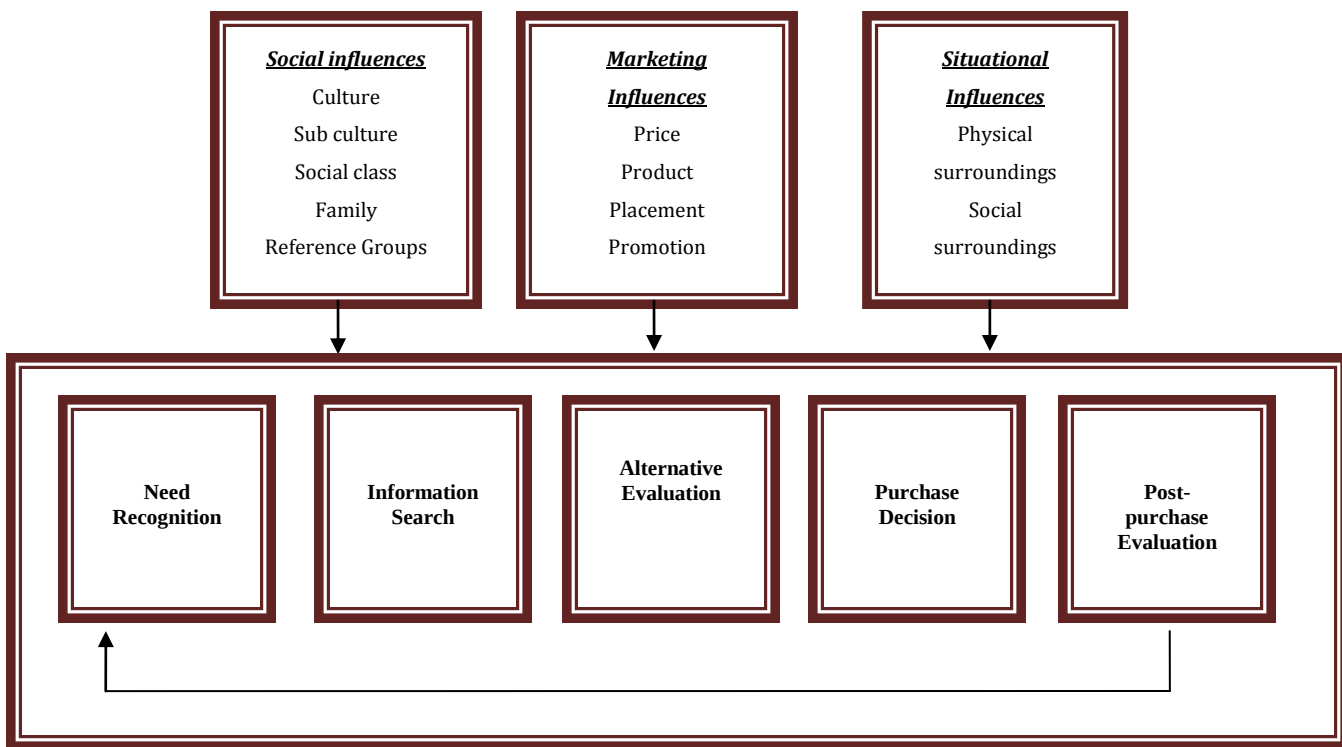
2.2.3 CONSUMER BUYING PROCESS

Impulse buying has been defined as a spontaneous and immediate purchase (Rook & Fisher, 1995) without pre-shopping intentions either to buy a specific product category or to fulfil a specific buying task. The impulse buying behaviour occurs after experiencing an urge to buy and tends to be spontaneous without a lot of reflection. Since impulse buying behaviour neither actively looks for a certain product nor have prior plans or intention to make a purchase, internal states on environmental external factors can serve as cues to trigger their impulse behaviour (Beatty & Ferrell, 1998:170).

Churchill and Peter (1998) cited in Kim (2003:5) developed a model of the consumer buying process, identifying five steps, namely, need recognition, information search, alternative evaluation, purchase decision and post-purchase

evaluation (see Figure 2.1). The buying process begins with a recognised need. This need recognition may come from an internal feeling or it may come from external stimuli generating motivation to purchase. When consumers are motivated by identifying needs, they start looking for information. Based on the information, consumers evaluate ways to fulfil the need. After evaluating options, consumers may make a purchase. Finally, consumers formally or informally evaluate the outcome of the purchase after buying a product. This consumer buying process is influenced by social, marketing and situational factors.

Figure 2.1: A model of consumer buying process



Source: Churchill and Peters (1998:142); cited in Kim (2003:6)

2.3 CULTURE

2.3.1 CULTURE DEFINED

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe and material objects and possessions acquired by a group of people in the course of generations through individual and group striving (Hofstede, 1997) cited in www.tamu.edu/classes). Culture is the fundamental determinant of a person's wants and behaviour. The growing child acquires a set of values, perceptions, preferences and behaviours through his or her family and other key institutions (Kotler, 2003:183).

2.3.2 THE THEORY OF CULTURAL DETERMINISM

The position that the ideas, meanings beliefs and values people learn as members of society, determines human nature. People are what they learn. The optimistic version of this theory postulates that human beings are being infinitely flexible can choose the ways of life they prefer. The pessimistic version maintains that people are what they are conditioned to be; this is something on which they have no control. Human beings are passive creatures and do whatever their culture tells them to do (Anon (b), 2010:1).

2.3.3 SOUTH AFRICA AND ITS CULTURE

Culture in South Africa is about as diverse as it can be. South Africa is a multiracial society (Anon (c), 2010:1). South Africa has been referred to as the rainbow nation, a title which epitomises the country's cultural diversity. The population of South Africa is one of the most complex and diverse in the world of 45 million South Africans, nearly 31 million are Black, 5 million White, 3 million

Coloured and 1 million Indian (Anon (d), 2010:1). The following is a brief outline of the characteristics of the cultural or ethnic groups:

- South African Blacks

Blacks are increasingly urbanised and westernised and usually speak English or Afrikaans in addition to their native tongue.

-South African Whites

The white minority lead lifestyles similar in many respects to whites found in Europe, North America and Australasia, with sport being immensely popular. There are, however, so-called 'poor whites' who live in the poorer suburbs.

-South African Coloureds

The mixed-race Coloureds are, culturally speaking, much closer to Whites, especially Afrikaans speakers whose language and religious beliefs they share than they are to black South Africans.

-South African Asians

Asians (predominantly Indian origin), preserve their own cultural heritage, languages and religious beliefs, being predominantly Christian, Hindu or Muslim, and speaking English, with Indian languages.

2.3.4 IMPULSIVE BUYING BEHAVIOUR AND CULTURE INTERNATIONALLY

Marketing and consumer researchers over the period of forty years have tried to grasp the concept of impulse buying and defined this terminology in their own perspectives (Tirmizi *et al.* 2009:522). In North America, estimates from market research studies indicate that up to 75 % of purchases are made impulsively (Bratko *et al.* 2001:428). Most of the researchers on impulsive buying behaviour have been carried out in the United States and other developed countries. A few

research studies on impulsive buying behaviour have been undertaken in the Far East countries, and no or very little research studies have been undertaken in Pakistan (Jalees, 2008:1). From the research conducted by Jalees, (2008:9), it was found that the level of impulsive buying in younger age groups was higher than older age groups.

Research conducted by Tirmizi *et al.* (2009:528) in another part of Pakistan found that young people between the ages of 20 and 29 years who hold a master's or bachelor degree and belong to a household that has an income greater than 12,000 Rupees, are wise spenders because they plan their spending. This higher income group has a behavioural tendency of impulse buying. It was established through this research that consumers who purchase products in the area of Islamabad and Rawalpindi plan their purchases (Tirmizi *et al.* 2009:528).

Research conducted by Kacen and Lee (2002:168) highlighted a significant difference between consumers' impulsive buying in Western versus Eastern cultures. The study provides further evidence that culture affects the relationship between trait buying impulsiveness and impulsive buying behaviour at the cultural grouping and individual different levels.

Research conducted by (Gutierrez, 2004:1069) in the Philippines investigated the extent of planned and impulse purchase decisions among urban Filipino shoppers. Most of the respondents are very deliberate in their choice of personal care products and they have already decided on what product category and brand they buy before going on their shopping spree. Irrational consumption is a growing area of concern in most countries and most prominently, impulsive purchasing tendencies have been of interest (Bratko *et al.* 2001:428).

2.3.5 INFLUENCE OF CULTURE ON IMPULSIVENESS

Cultural factors exert the broadest and deepest influence on a consumer's buying behaviour (Kotler, 2003:183). Culture determines what is acceptable with product advertising. A way culture influences decisions is through the reasons that individuals recruit when required to explain their choices. Cultures endow individuals with different rules or principles that provide guidance for making decisions (Briley *et al.* 2000:157).

2.4 SUMMARY

The position that the ideas, meanings beliefs and values people learn as members of society, determines human nature. People are what they learn. The optimistic version of this theory postulates that human beings are being infinitely flexible can choose the ways of life they prefer. The pessimistic version maintains that people are what they are conditioned to be; this is something on which they have no control. Human beings are passive creatures and do whatever their culture tells them to do (Anon (b), 2010:1).

The value of young consumer groups to marketers have gained greater importance as their purchasing power has been growing over time. For example, having gained access to credit cards also allowed them to buy more than in the past. Therefore, the consumer behaviour of the young college students was considered worthwhile to be researched.

CHAPTER 3

RESEARCH METHODOLOGY, DATA ANALYSIS AND INTERPRETATION

3.1 INTRODUCTION

In Chapter 2 it was stated that the younger consumers have gained significant recognition from marketers with regard to their importance of their purchasing power. This chapter discusses the sample design and questionnaire design. The data collection procedure is also being outlined in this chapter.

3.2 RESEARCH OBJECTIVES

3.2.1 THE PRIMARY RESEARCH OBJECTIVE

The primary research objective of the research study was to assess the influence of the different cultures on the consumer impulsive buying behaviour of students of the Vaal Triangle area.

3.2.2 THE SECONDARY RESEARCH OBJECTIVE

The secondary objective of the research study was to establish whether the demographic characteristics of students (for example, gender, age or culture groups) influence their impulsive buying behaviour.

3.3 THE RESEARCH DESIGN AND METHODOLOGY

3.3.1 THE QUESTIONNAIRE DESIGN

To obtain essential facts together with the key players' viewpoints and beliefs, students of the FET sector filled out the questionnaires. A structured questionnaire had been designed which was used throughout. The questionnaire

in this study was divided into two different sections, namely Section A and B (see Annexure 1). Section A was divided into 5 subsections, which were as follows:

- Section 1* – contained questions aimed at establishing whether the respondent had a level of impulsiveness.
- Section 2* – contained questions to determine whether window displays influenced the respondents' impulsive buying behaviour.
- Section 3* – contained questions to determine whether floor merchandising influenced the respondents' impulsive buying behaviour.
- Section 4* - contained questions to determine whether promotions influenced respondents' impulsive buying behaviour.
- Section 5* – contained questions to determine whether culture influenced respondents' impulsive buying behaviour.

Section B of the questionnaire contained questions to determine the demographic characteristics of the respondents.

The following 2 types of questions had been used in the questionnaire:

- Multiple choice questions, which required the respondents to select an answer from the list provided in the questionnaire.
- Five point Likert scales.

3.3.2 SAMPLING DESIGN AND DATA COLLECTION

In this study the target group were students of the FET sector in the Vanderbijlpark/Vereeniging/Sasolburg area. A sample of 250 students was drawn from the 3 FET colleges. No personal information of the respondents was recorded. Anonymity of the respondents and confidentiality of results were ensured in order to encourage honest and reliable answers from participants. The

researcher handed out and collected completed questionnaires personally from colleges.

3.4 RESPONDENTS' PROFILE RESULTS OF THE SAMPLE

3.4.1 RESIDENTIAL STATUS OF EITHER LIVING IN AN APARTMENT OR IN A HOME

The following tables clearly depict whether respondents resided in an apartment or a house.

Table 3.1 – Black respondents: Residential status of either living in an apartment or in a home

<i>Race 1: BLACK</i>	%
Apartment	22.9
House	77.1

Table 3.2 - White respondents: Residential status of either living in an apartment or in a home

<i>Race 2: WHITE</i>	%
Apartment	30.2
House	69.8

Table 3.3 - Coloured respondents: Residential status of either living in an apartment or in a home

<i>Race 3: COLOURED</i>	%
Apartment	-
House	100.0

Table 3.4 - Indian respondents: Residential status of either living in an apartment or in a home

<i>Race 4: INDIAN</i>	%
Apartment	100.0
House	-

From the above tables it is clearly indicated that 22.9 % of Blacks, 30.2 % of Whites and a 100 % of Indians reside in an apartment whilst 77.1 % of Blacks, 69.8 % of Whites and a 100 % of Coloureds reside in a house.

3.4.2 RESIDENTIAL STATUS: LIVING WITH PARENTS OR OTHER

The following tables clearly indicate whether respondents live with their parents, a roommate, partner, spouse or alone.

Table 3.5 – Black respondents: Living with parents or other category

<i>Race 1: BLACK</i>	%
Parents	63.6
Roommate	18.9
Partner	3.8
Spouse	4.5
Alone	9.1

Table 3.6 – White respondents: Living with parents or other category

<i>Race 2: WHITE</i>	%
Parents	65.1
Roommate	14.0
Partner	4.7
Spouse	4.7
Alone	11.6

Table 3.7 – Coloured respondents: Living with parents or other category

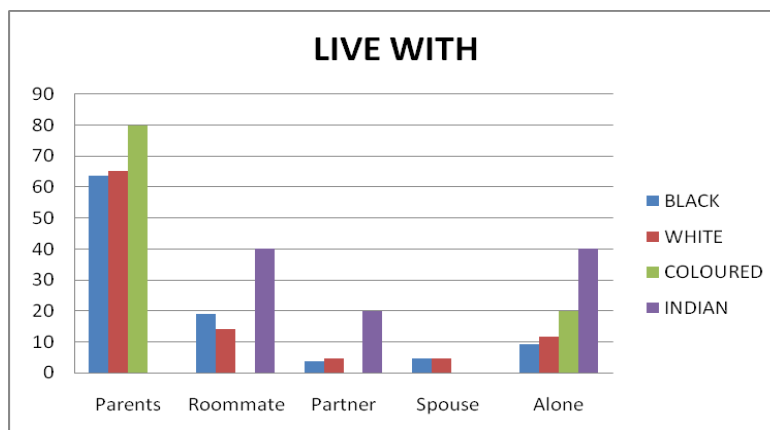
<i>Race 3: COLOURED</i>	%
Parents	80.0
Roommate	-
Partner	-
Spouse	-
Alone	20.0

Table 3.8 – Indian respondents: Living with parents or other category

<i>Race 4: INDIAN</i>	%
Parents	-
Roommate	40.0
Partner	20.0
Spouse	-
Alone	40.0

From Figure 3.1 it can be seen that 63.6 % of Blacks, 65.1 % of Whites and 80.0 % of Coloureds live with their parents, furthermore, 18.9 % of Blacks, 14.0 % of Whites and 40 % of Indians live with a roommate, whilst 3.8 % of Blacks, 4.7 % of Whites and 20 % of Indians live with a partner. Only 4.5 % of Blacks, 4.7% of Whites live with a spouse. Nine percent of Blacks, 11.6% of Whites, 20% of Coloureds and 40% of Indians live alone.

Figure 3.1: Residential status of all respondents living with parents or other category



3.4.3 GENDER DISTRIBUTION OF RESPONDENTS

The following tables show the percentage of male and female respondents.

Table 3.9 – Gender distribution of Black respondents

<i>Race 1: BLACK</i>	%
1 Male	34.1
2 Female	65.9

Table 3.10 – Gender distribution of White respondents

<i>Race 2: WHITE</i>	%
1 Male	23.3
2 Female	76.7

Table 3.11 – Gender distribution of Coloured respondents

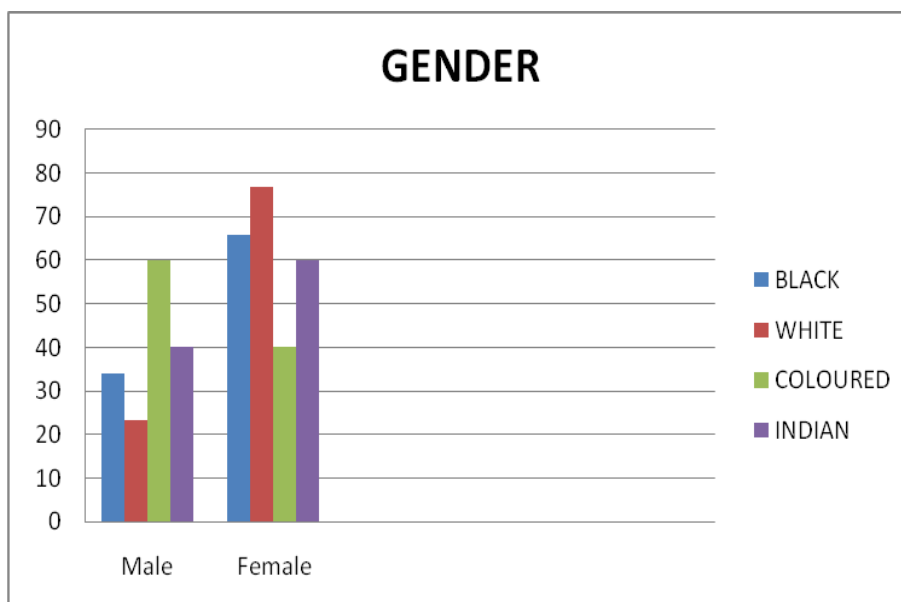
<i>Race 3: COLOURED</i>	%
1 Male	60.0
2 Female	40.0

Table 3.12 – Gender distribution of Indian respondents

<i>Race 4: INDIAN</i>	%
1 Male	40.0
2 Female	60.0

Figure 3.2 shows that 34.1% of Blacks, 23.3% of Whites, 60 % of Coloureds and 40% of Indians were male respondents. Sixty six percent of Blacks, 76.7 % of Whites, 40 % of Coloureds and 60 % of Indians were female respondents.

Figure 3.2: Gender distribution of all respondents



3.4.4 AGE DISTRIBUTION OF RESPONDENTS

The following tables clearly demonstrate the different age levels of respondents.

Table 3.13 – Age distribution of Black respondents

<i>Race 1: BLACK</i>	%
Under 20	25.2
20 – 25	58.8
25 – 30	13.0
Older than 30	3.1

Table 3.14 – Age distribution of White respondents

<i>Race 2: WHITE</i>	%
Under 20	39.5
20 – 25	46.5
25 – 30	4.7
Older than 30	9.3

Table 3.15 – Age distribution of Coloured respondents

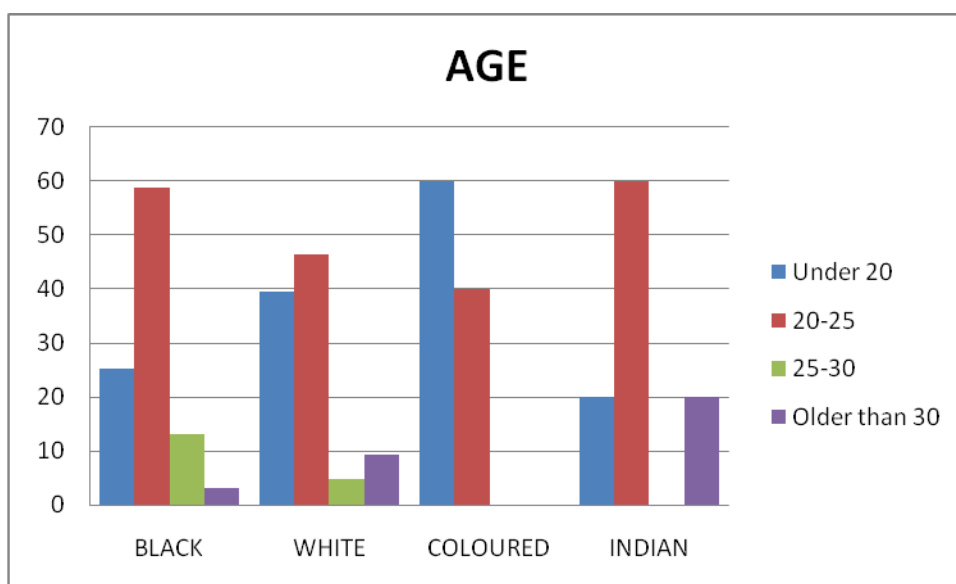
<i>Race 3: COLOURED</i>	%
Under 20	60.0
20 – 25	40.0
25 – 30	-
Older than 30	-

Table 3.16 – Age distribution of Indian respondents

<i>Race 4: INDIAN</i>	%
Under 20	20.0
20 – 25	60.0
25 – 30	-
Older than 30	20.0

Figure 3.3 shows that 25.2 % of Blacks, 39.5 % of Whites, 60 % of Coloureds and 20% of Indians under 20 years responded to the questionnaire, furthermore 58.8 % of Blacks, 46.5% of Whites, 40.0 % of Coloureds and 60 % of Indians between 20 and 25 years responded to the questionnaire. Only 13 % of Blacks and 4.7 % of Whites aged between 25 and 30 responded to the study. Three percent of Blacks, 9.3 % of Whites and 20 % of Indians older than 30 participated.

Figure 3.3: Age distribution of respondents



3.4.5 DISTRIBUTION OF JOB STATUS OF RESPONDENTS

The following tables demonstrate whether the respondents that responded to the questionnaire study were employed or unemployed.

Table 3.17 – Distribution of job status of Black respondents

<i>Race 1: BLACK</i>	%
Employed	15.0
Unemployed	85.0

Table 3.18 – Distribution of job status of White respondents

<i>Race 2: WHITE</i>	%
Employed	33.3
Unemployed	66.7

Table 3.19 – Distribution of job status of Coloured respondents

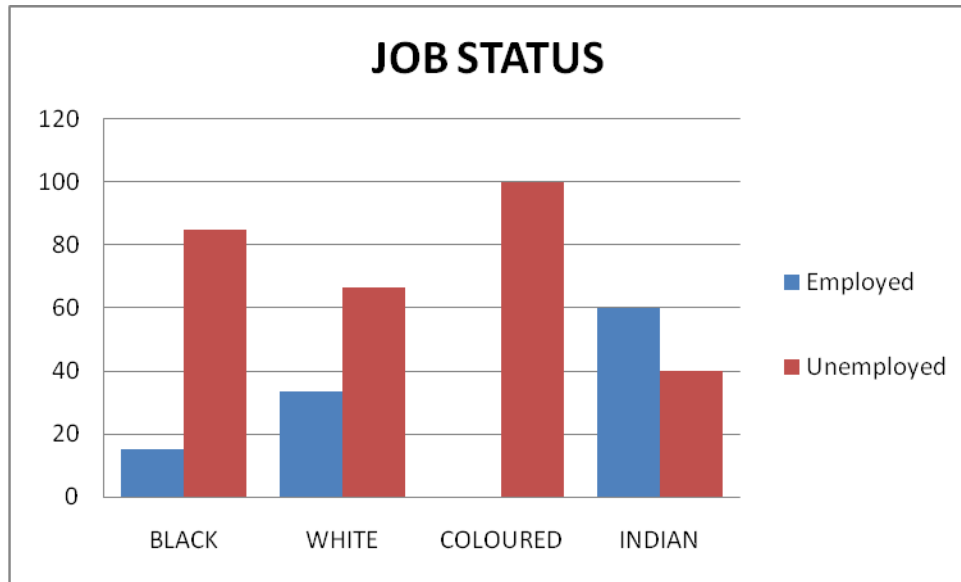
<i>Race 3: COLOURED</i>	%
Employed	-
Unemployed	100.0

Table 3.20 – Distribution of job status of Indian respondents

<i>Race 4: INDIAN</i>	%
Employed	60.0
Unemployed	40.0

Figure 3.4 shows that 15 % of Blacks, 33.3 % of Whites, 60 % of Indians were employed. Eighty five percent of Blacks, 66.7 % of Whites, 100 % of Coloureds and 40 % of Indians were unemployed.

Figure 3.4: Distribution of job status of all respondents



3.4.6 DISTRIBUTION OF COLLEGE/FET STATUS OF RESPONDENTS

The following tables indicate whether the respondents are full-time or part-time students.

Table 3.21 – Distribution of College/FET status of Black respondents

<i>Race 1: BLACK</i>	%
Full-time	92.6
Part-time	7.4

Table 3.22 – Distribution of College/FET status of White respondents

<i>Race 2: WHITE</i>	%
Full-time	81.6
Part-time	18.4

Table 3.23 – Distribution of College/FET status of Coloured respondents

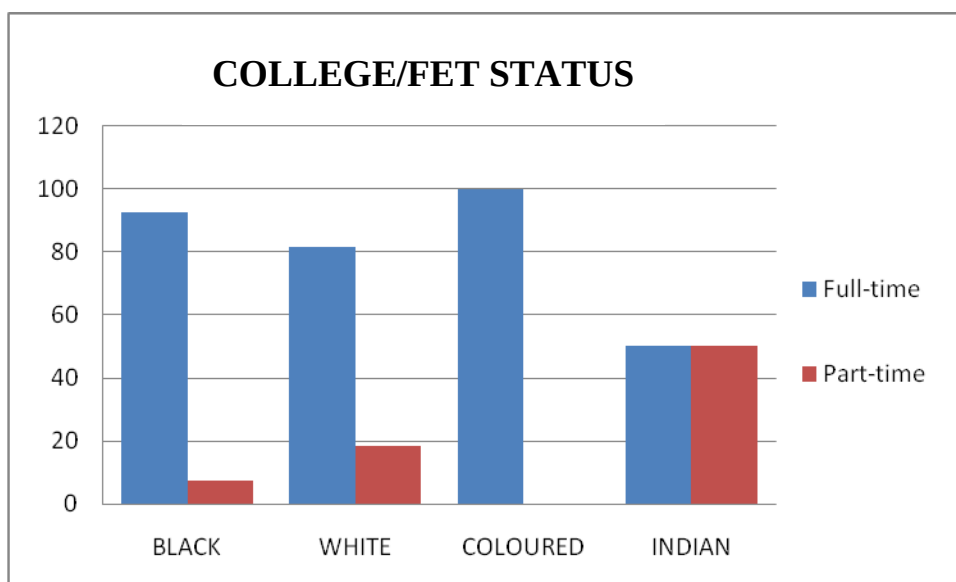
<i>Race 3: COLOURED</i>	%
Full-time	100.0
Part-time	-

Table 3.24 – Distribution of College/FET status of Indian respondents

<i>Race 4: INDIAN</i>	%
Full-time	50.0
Part-time	50.0

Figure 3.5 shows that 92.6 % of Blacks, 81.6 % of Whites, 100 % of Coloureds and 50 % of Indians are full-time. Seven percent of Blacks, 18.4 % of Whites and 50 % of Indians are part-time.

Figure 3.5: Distribution of College/FET status all of respondents



3.4.7 LEVEL OF STUDY OF RESPONDENTS

The following tables indicate at which level of study the respondents were.

Table 3.25 – Level of study of Black respondents

<i>Race 1:BLACK</i>	%
Level 2	20.5
Level 3	31.1
Level 4	0.8
N 4	13.6
N 5	9.8
N 6	22.0

Table 3.26 – Level of study of White respondents

<i>Race 2:WHITE</i>	%
Level 2	30.2
Level 3	25.6
Level 4	7.0
N 4	11.6
N 5	14.0
N 6	9.3

Table 3.27 – Level of study of Coloured respondents

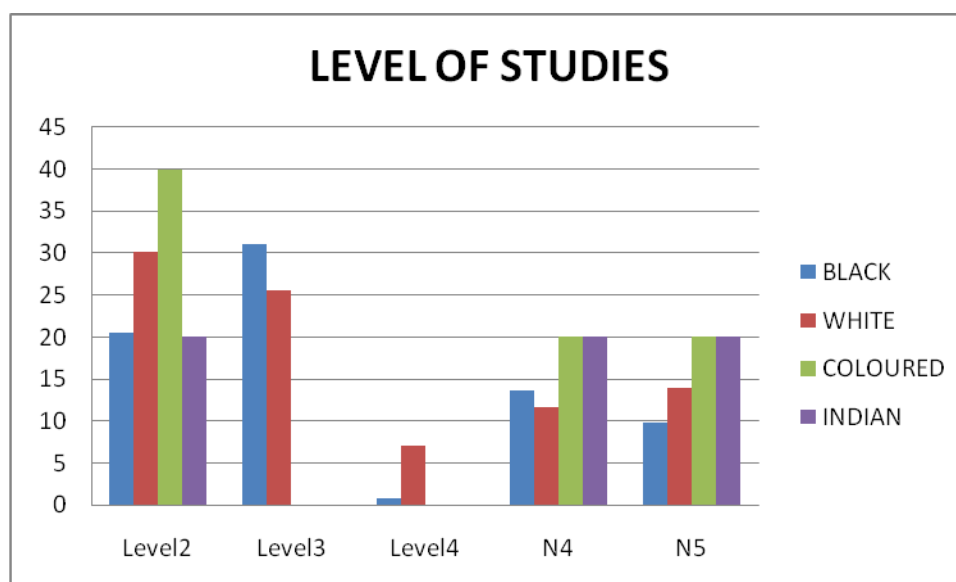
<i>Race 3:COLOURED</i>	%
Level 2	40.0
Level 3	-
Level 4	-
N 4	20.0
N 5	20.0
N 6	20.0

Table 3.28 – Level of study of Indian respondents

<i>Race 4:INDIAN</i>	%
Level 2	20.0
Level 3	-
Level 4	-
N 4	20.0
N 5	20.0
N 6	20.0

Figure 3.6 indicates that 20.2 % of Blacks, 30.2 % of Whites, 40.0 % of Coloureds and 20 % of Indians were level 2 respondents. Furthermore, 31.1 % of Blacks and 25.6 % of Whites were level 3 respondents. Only 0.8 % of Blacks and 7 % of Whites were level 4 respondents. Fourteen percent of Blacks, 11.6 % of Whites, 20 % of Coloureds and 20 % of Indians were N4 respondents. Ten percent of Blacks, 14 % of Whites, 20 % of Coloureds and 20 % of Indians were N5 respondents. Lastly, 22 % of Blacks, 9.3% of Whites, 20 % of Coloureds and 20 % of Indians were N6 respondents that participated.

Figure 3.6: Level of studies all of respondents



3.4.8 THE SUBJECT FIELD OF STUDY OF THE RESPONDENTS

The following tables indicate the different the field of study of the respondents.

Table 3.29 – The subject field of study of Black respondents

<i>Race 1:BLACK</i>	%
Business Management	12.1
Computer	0.8
Electrical	3.0
Engineering	0.8
Fitting	1.5
Human Resources Management	16.7
Labour Relations	1.5
Management	3.0
Marketing	6.1
Office Administration	24.2
Technical	0.8
Workmanship	0.8

Table 3.30 - The subject field of study of White respondents

<i>Race 2:WHITE</i>	%
Civil Engineering	2.3
Electrical	2.3
Food Service management	2.3
Human Resources Management	7.0
Management	9.3
Marketing	18.6
Office Administration	14.0

Table 3.31 - The subject field of study of Coloured respondents

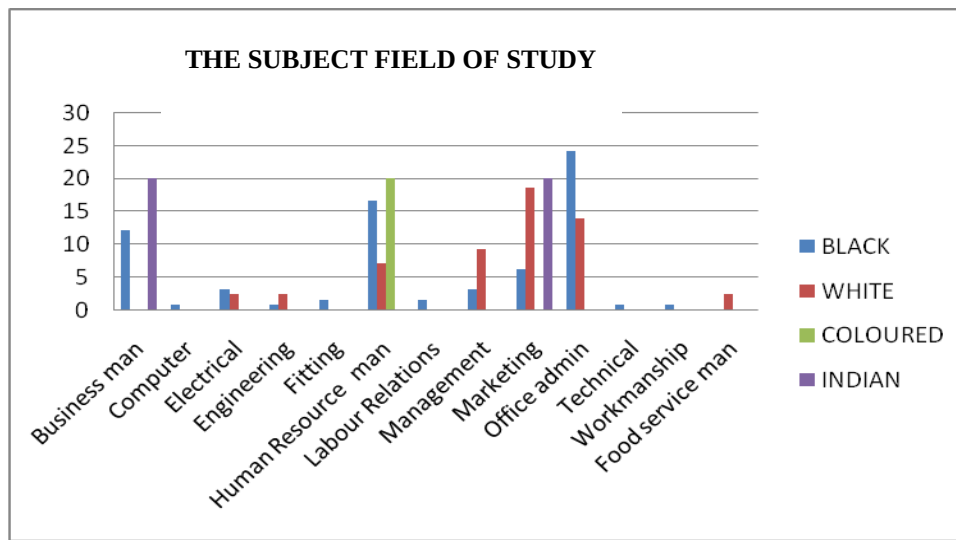
<i>Race 3:COLOURED</i>	%
<i>Not mentioned</i>	80.00
Human Resources Management	20.00

Table 3.32 - The subject field of study of Indian respondents

<i>Race 4:INDIAN</i>	%
<i>Not mentioned</i>	60.00
Business Management	20.00
Marketing	20.00

From Table 3.29 it can be seen that the majority of Black respondents studied Office Administration. In Table 3.30 the majority of White respondents studied Marketing. Figure 3.7 shows the different study fields with the percentages of respondents in that particular field.

Figure 3.7: The subject field of study of respondents



3.5 RESULTS OF THE GENERAL IMPULSIVE BEHAVIOUR OF RESPONDENTS ACCORDING TO RACE

The questionnaires were analysed according to race to determine if culture had an effect on impulsive buying behaviour. Since responses were measured by using a five-point Likert-type scale which ranged from never=1 to frequently=5, a respondent scoring above (3) on this scale in Section A could be considered to support the variable.

Table 3.33 – General impulse behaviour responses of Black respondents

<i>Race 1: BLACK</i>	Never				Frequently
	1	2	3	4	5
I go shopping to change my mood	17.6%	22.1%	33.6%	19.8%	6.9%
I feel a sense of excitement when I make an impulse purchase	5.3%	11.5%	42.7%	27.5%	13.0%
After I have made an impulse purchase, I feel regret	20.6%	30.5%	20.6%	12.2%	16.0%
I have difficulty controlling my urge to buy when I see a good offer	17.6%	19.1%	28.2%	23.7%	11.5%
When I see a good deal, I tend to buy more than I intended to buy	9.9%	15.3%	23.7%	29.0%	22.1%

Table 3.34 - General impulse behaviour responses of White respondents

<i>Race 2: WHITE</i>	Never				Frequently
	1	2	3	4	5
I go shopping to change my mood	14.0%	23.3%	27.9%	25.6%	9.3%
I feel a sense of excitement when I make an impulse purchase	7.0%	34.9%	37.2%	16.3%	4.7%
After I have made an impulse purchase, I feel regret	14.0%	25.6%	41.9%	14.0%	4.7%
I have difficulty controlling my urge to buy when I see a good offer	20.9%	14.0%	32.6%	27.9%	4.7%
When I see a good deal, I tend to buy more than I intended to buy	4.7%	20.9%	37.2%	23.3%	14.0%

Table 3.35 - General impulse behaviour responses of Coloured respondents

<i>Race 3: COLOURED</i>	Never				Frequently
	1	2	3	4	5
I go shopping to change my mood	-	20.0%	-	40.0%	40.0%
I feel a sense of excitement when I make an impulse purchase	-	20.0%	40.0%	20.0%	20.0%
After I have made an impulse purchase, I feel regret	-	40.0%	20.0%	40.0%	-
I have difficulty controlling my urge to buy when I see a good offer	20.0%	20.0%	60.0%	-	-
When I see a good deal, I tend to buy more than I intended to buy	-	-	20.0%	40.0%	40.0%

Table 3.36 - General impulse behaviour responses of Indian respondents

<i>Race 4: INDIAN</i>	Never				Frequently
	1	2	3	4	5
I go shopping to change my mood	20.0%	40.0%	20.0%	-	20.0%
I feel a sense of excitement when I make an impulse purchase	20.0%	20.0%	20.0%	20.0%	20.0%
After I have made an impulse purchase, I feel regret	40.0%	20.0%	20.0%	-	20.0%
I have difficulty controlling my urge to buy when I see a good offer	20.0%	20.0%	20.0%	-	40.0%
When I see a good deal, I tend to buy more than I intended to buy	-	20.0%	40.0%	-	40.0%

From the above, it can be seen that 6.9 % of Blacks, 9.3 % of Whites, 40.0 % of Coloureds and 20 % of Indians who frequently went shopping had a mood change. Furthermore, 17.6 % of Blacks, 14.0 % of Whites, 20 % of Coloureds and 20 % of Indians never had a mood change while on a shopping activity (see responses in statement “I go shopping to change my mood” in Tables 3.33 – 3.36).

The tables also indicate that 13.0 % of Blacks, 4.7 % of Whites, 20.0% of Coloureds and 20.0 % of Indians frequently felt a sense of excitement when they made an impulse purchase. Furthermore, 5.3 % of Blacks, 7.0 % of Whites, 20.0 % of Coloureds and 20.0 % of Indians never felt a sense of excitement when they made an impulse purchase (see responses in statement “I feel a sense of excitement when I make an impulse purchase” in Tables 3.33 – 3.36).

Sixteen percent Blacks, 4.7 % of Whites, none of the Coloureds and 20.0 % Indians felt regret after they made an impulse purchase. Furthermore, 20.6% of Blacks, 14.0 % % of Whites, none of the Coloureds and 40.0 % of Indians felt regret after they made an impulse purchase (see responses in statement “After I have made an impulse purchase, I feel regret” in Tables 3.33 – 3.36).

The findings have shown that 11.5 % of Blacks, 4.7 % of Whites, 60.0 % of Coloureds and 40.0 % of Indians frequently had difficulty controlling their urge to buy when they saw a good offer. Furthermore, 20.9% of Blacks, 14.0 % of Whites, 20.0 % of Coloureds and 20.0 % of Indians never have difficulty controlling their urge to buy when they see a good offer (see responses in statement “I have difficulty controlling my urge to buy when I see a good offer” in Tables 3.33 – 3.36).

3.6 RESULTS OF THE INFLUENCE OF WINDOW DISPLAY ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF THE DIFFERENT RACIAL GROUPS

The second variable of the study tested to see if window display had an influence on the respondents' impulsive buying behaviour.

Table 3.37 – The influence of window display on the impulsive behaviour of Black respondents

<i>Race 1: BLACK</i>	Never				Frequently
	1	2	3	4	5
I tend to enter a store when I am attracted by an eye-catching window display	6.1%	9.1%	18.9%	32.6%	33.3%
I feel compelled to enter the store when I see an interesting window display	6.8%	12.1%	28.8%	29.5%	22.7%
I tend to choose which store to shop at, depending on eye-catching window display	6.1%	6.1%	31.8%	28.0%	28.0%

Table 3.38 – The influence of window display on the impulsive behaviour of White respondents

<i>Race 2: WHITE</i>	Never				Frequently
	1	2	3	4	5
I tend to enter a store when I am attracted by an eye-catching window display	2.3%	16.3%	41.9%	32.6%	7.0%
I feel compelled to enter the store when I see an interesting window display	7.0%	23.3%	39.5%	25.6%	4.7%
I tend to choose which store to shop at, depending on eye-catching window display	2.3%	39.5%	30.2%	23.3%	4.7%

Table 3.39 – The influence of window display on the impulsive behaviour of Coloured respondents

<i>Race 3: COLOURED</i>	Never				Frequently
	1	2	3	4	5
I tend to enter a store when I am attracted by an eye-catching window display	-	-	20.0%	40.0%	40.0%
I feel compelled to enter the store when I see an interesting window display	-	20.0%	20.0%	40.0%	20.0%
I tend to choose which store to shop at, depending on eye-catching window display	20.0%	20.0%	60.0%	-	-

Table 3.40 – The influence of window display on the impulsive behaviour of Indian respondents

<i>Race 4: INDIAN</i>	Never				Frequently
	1	2	3	4	5
I tend to enter a store when I am attracted by an eye-catching window display	20.0%	-	20.0%	40.0%	20.0%
I feel compelled to enter the store when I see an interesting window display	20.0%	20.0%	-	20.0%	40.0%
I tend to choose which store to shop at, depending on eye-catching window display	-	40.0%	20.0%	20.0%	20.0%

From the above it can be seen that 33.3 % of Blacks, 7.0 % of Whites, 40.0 % of Coloureds and 20.0 % of Indians frequently entered a store when they were attracted by an eye-catching window display. Furthermore, 6.1 % of Blacks, 2.3 % of Whites, 20.0 % of Coloureds and 20.0 % of Indians never entered a store when they were attracted by an eye-catching window display (see responses in statement “I tend to enter a store when I am attracted by an eye-catching window display” in Tables 3.37 – 3.40).

The tables also show that 22.7 % of Blacks, 4.7 % of Whites, 20.0 % of Coloureds and 40.0 % of Indians frequently felt compelled to enter the store when they saw an interesting window display. Furthermore, 6.8 % of Blacks, 7.0 % of Whites, 20.0 % of Coloureds and 20.0 % of Indians felt compelled to enter the store when they saw an interesting window display (see responses in statement “I

feel compelled to enter the store when I see an interesting window display” in Tables 3.37 – 3.40).

The majority of 28.0 % of Blacks, 4.7 % of Whites, none of the Coloureds and 20.0 % of Indians frequently tend to choose which store to shop depending on eye-catching window display. Furthermore, 6.1 % of Blacks, 2.3 % of Whites, 20.0 % of Coloureds and 40.0 % of Indians never tended to choose which store to shop depending on eye-catching window display (see responses in statement “I tend to choose which store to shop at, depending on eye-catching window display” in Tables 3.37 – 3.40).

3.7 RESULTS OF THE INFLUENCE OF FLOOR MERCHANDISING ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF THE DIFFERENT RACIAL GROUPS

The third variable of the study tested to see if floor merchandising had an influence on the respondents’ impulsive buying behaviour.

Table 3.41 - The influence of floor merchandising on the impulsive behaviour of Black respondents

<i>Race 1: BLACK</i>	Never				Frequently
	1	2	3	4	5
When I see a product that catches my eye I tend to try it without looking through the whole section	16.7%	27.3%	31.1%	12.9%	12.1%
When I walk along the aisle, I tend to look through the products close to me	3.8%	13.6%	34.1%	34.1%	14.4%
I tend to try products that catch my eye when I pass by	14.4%	19.7%	28.0%	24.2%	13.6%

Table 3.42 - The influence of floor merchandising on the impulsive behaviour of White respondents

<i>Race 2: WHITE</i>	Never				Frequently
	1	2	3	4	5
When I see a product that catches my eye I tend to try it without looking through the whole section	9.3%	34.9%	32.6%	16.3%	7.0%
When I walk along the isle, I tend to look through the products close to me	7.0%	27.9%	37.2%	23.3%	4.7%
I tend to try products that catch my eye when I pass by	7.0%	23.3%	46.5%	18.6%	4.7%

Table 3.43 - The influence of floor merchandising on the impulsive behaviour of Coloured respondents

<i>Race 3: COLOURED</i>	Never				Frequently
	1	2	3	4	5
When I see a product that catches my eye I tend to try it without looking through the whole section	-	60.0%	-	20.0%	20.0%
When I walk along the isle, I tend to look through the products close to me	20.0%	-	80.0%	-	-
I tend to try products that catch my eye when I pass by	-	20.0%	20.0%	60.0%	-

Table 3.44 - The influence of floor merchandising on the impulsive behaviour of Indian respondents

<i>Race 4: INDIAN</i>	Never				Frequently
	1	2	3	4	5
When I see a product that catches my eye I tend to try it without looking through the whole section	20.0%	20.0%	40.0%	-	20.0%
When I walk along the isle, I tend to look through the products close to me	20.0%	20.0%	60.0%	-	-
I tend to try products that catch my eye when I pass by	-	60.0%	20.0%	-	20.0%

From the above, it can be seen that 12.1 % of Blacks, 7.0 % of Whites, 20.0 % of Coloureds and 20.0 % of Indians frequently tried a product that caught their eye without looking through the whole section. Furthermore, 16.7 % of Blacks, 9.3 % of Whites, 60.0 % of Coloureds and 20.0 % of Indians never tried a product that caught their eye without looking through the whole section (see responses in statement “When I see a product that catches my eye I tend to try it without looking through the whole section” in Tables 3.41 – 3.44).

A majority of 14.4 % of Blacks, 4.7 % of Whites, none of the Coloureds and Indians who frequently walked along isles tended to look through the products close to them. Furthermore, 3.8 % of Blacks, 7.0 % of Whites, 20.0 % of Coloureds and 20.0 % of Indians never looked through the products close to them when they walked along the isle (see responses in statement “When I walk along the isle, I tend to look through the products close to me” in Tables 3.41 – 3.44).

The tables also show that 13.6 % of Blacks, 4.7 % of Whites, 60.0 % of Coloureds and 20.0 % of Indians frequently tended to try products that caught their eye when they passed by. Furthermore, 14.4 % of Blacks, 7.0 % of Whites, 20.0 % of Coloureds and 60.0 % of Indians never tended to try products that caught their eye when they passed by (see responses in statement “I tend to try products that catch my eye when I pass by” in Tables 3.41 – 3.44).

3.8 RESULTS OF THE INFLUENCE OF PROMOTIONS ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF THE DIFFERENT RACIAL GROUPS

The fourth variable of the study tested to see if promotions had an influence on the respondents’ impulsive buying behaviour.

Table 3.45 - The influence of promotions on the impulsive behaviour of Black respondents

<i>Race 1: BLACK</i>	Never				Frequently
	1	2	3	4	5
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	4.5%	5.3%	2.5%	28.0%	41.7%
Sales/clearance signs entice me to look through the products	3.8%	5.3%	25.0%	33.34%	32.6%
When I see a special promotion sign, I go to the products to look at it.	3.0%	6.1%	12.1%	38.6%	40.3%
I am more likely to make an unintended purchase if the clothing has a sale clearance sign	5.3%	8.3%	33.3%	31.1%	22.0%

Table 3.46 - The influence of promotions on the impulsive behaviour of White respondents

<i>Race 2: WHITE</i>	Never				Frequently
	1	2	3	4	5
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	4.7%	23.3%	37.2%	30.2%	4.7%
Sales/clearance signs entice me to look through the products	-	20.9%	32.6%	37.2%	9.3%
When I see a special promotion sign, I go to the products to look at it.	2.3%	18.6%	30.2%	44.2%	4.7%
I am more likely to make an unintended purchase if the clothing has a sale clearance sign	4.7%	11.6%	46.5%	34.9%	2.3%

Table 3.47 - The influence of promotions on the impulsive behaviour of Coloured respondents

<i>Race 3: COLOURED</i>	Never				Frequently
	1	2	3	4	5
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	-	20.0%	20.0%	20.0%	40.0%
Sales/clearance signs entice me to look through the products	-	-	40.0%	40.0%	20.0%
When I see a special promotion sign, I go to the products to look at it.	-	-	20.0%	20.0%	60.0%
I am more likely to make an unintended purchase if the clothing has a sale clearance sign	-	20.0%	20.0%	40.0%	20.0%

Table 3.48 - The influence of promotions on the impulsive behaviour of Indian respondents

<i>Race 4: INDIAN</i>	Never				Frequently
	1	2	3	4	5
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	-	40.0%	-	-	60.0%
Sales/clearance signs entice me to look through the products	-	20.0%	20.0%	20.0%	40.0%
When I see a special promotion sign, I go to the products to look at it.	-	60.0%	-	-	40.0%
I am more likely to make an unintended purchase if the clothing has a sale clearance sign	-	40.0%	20.0%	-	40.0%

From the above, it can be seen that 41.7 % of Blacks, 4.7 % of Whites, 40.0 % of Coloureds and 60.0 % of Indians frequently tended to buy when they saw an interesting offer. Furthermore, 4.5 % of Blacks, 4.7 % of Whites, 20.0 % of

Coloureds and 40.0 % of Indians never tended to buy when they saw an interesting offer (see responses in statement “If I see an interesting offer on in-store signs, I tend to buy” in Tables 3.45 – 3.48).

The tables also show that 32.6 % of Blacks, 9.3 % of Whites, 20.0 % of Coloureds and 40.0 % of Indians were frequently enticed by sales/clearance signs to look through the products. Furthermore, 3.8 % of Blacks, 20.9 % of Whites, 40.0 % of Coloureds and 20.0 % of Indians were never enticed by sales/clearance signs to look through the products (see responses in statement “Sales/clearance signs entice me to look through the products” in Tables 3.41 – 3.44).

A majority 40.3 % of Blacks, 4.7 % of Whites, 60.0 % of Coloureds and 40.0 % of Indians frequently looked through the products with a special promotion sign. Furthermore, 3.0 % of Blacks, 2.3 % of Whites, 20.0 % of Coloureds and 60.0 % of Indians never looked through the products with a special promotion sign (see responses in statement “When I see a special promotion sign, I go to the products to look at it” in Tables 3.41 – 3.44).

The above tables show that 22.0 % of Blacks, 2.3 % of Whites, 20.0 % of Coloureds and 40.0 % of Indians were more likely to make an unintended purchase if the clothing had a sale clearance sign. Furthermore, 5.3 % of Blacks, 4.7 % of Whites, 20.0 % of Coloureds and 40.0 % of Indians never made an unintended purchase if the clothing had a sale clearance sign (see responses in statement “I am more likely to make an unintended purchase if the clothing has a sale clearance sign” in Tables 3.41 – 3.44).

3.9 RESULTS OF THE INFLUENCE OF CULTURE ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF THE DIFFERENT RACIAL GROUPS

The fifth variable of the study tested to see if culture had an influence on the respondents’ impulsive buying behaviour.

Table 3.49 - The influence of culture on the impulsive behaviour of Black respondents

<i>Race 1: BLACK</i>	Never				Frequently
	1	2	3	4	5
I buy products that I am familiar with	4.5%	6.1%	18.2%	34.8%	36.4%
When shopping, I like to go with my family	23.5%	22.7%	25.8%	10.6%	17.4%
I normally buy products that my family and friends would buy	29.5%	31.1%	16.7%	16.7%	6.1%

Table 3.50 - The influence of culture on the impulsive behaviour of White respondents

<i>Race 2: WHITE</i>	Never				Frequently
	1	2	3	4	5
I buy products that I am familiar with	2.3%	9.3%	39.5%	27.9%	20.9%
When shopping, I like to go with my family	7.0%	14.0%	37.2%	32.6%	9.3%
I normally buy products that my family and friends would buy	14.0%	27.9%	41.9%	9.3%	7.0%

Table 3.51 - The influence of culture on the impulsive behaviour of Coloured respondents

<i>Race 3: COLOURED</i>	Never				Frequently
	1	2	3	4	5
I buy products that I am familiar with	-	-	20.0%	40.0%	40.0%
When shopping, I like to go with my family	-	-	60.0%	40.0%	-
I normally buy products that my family and friends would buy	-	20.0%	40.0%	-	40.0%

Table 3.52 - The influence of culture on the impulsive behaviour of Indian respondents

<i>Race 4: INDIAN</i>	Never				Frequently
	1	2	3	4	5
I buy products that I am familiar with	-	25.0%	50.0%	25.0%	-
When shopping, I like to go with my family	25.0%	50.0%	25.0%	-	-
I normally buy products that my family and friends would buy	-	75.0%	25.0%	-	-

From the above tables, it can be seen that 36.4 % of Blacks, 20.9 % of Whites, 40.0 % of Coloureds and 25.0 % of Indians frequently bought products that they were familiar with. Furthermore, 4.5 % of Blacks, 2.3 % of Whites, 20.0 % of Coloureds and 25 % of Indians never bought products that they were familiar with

(see responses in statement “I buy products that I am familiar with” in Tables 3.49 – 3.52).

The tables show that 17.4 % of Blacks, 9.3 % of Whites, 40.0 % of Coloureds and none of the Indians frequently liked to go shopping with their family. Furthermore, 23.5 % of Blacks, 7.0 % of Whites, 60.0 % of Coloureds and 25.0 % of Indians never liked to go shopping with their family (see responses in statement “When shopping, I like to go with my family” in Tables 3.49 – 3.52).

From the above, it can be seen that 6.1 % of Blacks, 7.0 % of Whites, 40.0 % of Coloureds and none of the Indians frequently bought products that their family and friends would buy. Furthermore, 29.5 % of Blacks, 14.0 % of Whites, 20.0 % of Coloureds and 75.0 % of Indians never bought products that their family and friends would buy (see responses in statement “I normally buy products that my family and friends would buy” in Tables 3.49 – 3.52).

3.10 RESULTS OF THE GENERAL IMPULSIVE BEHAVIOUR OF RESPONDENTS ACCORDING TO GENDER

The majority of the respondents were Black. The researcher then thought it would be interesting to look at gender to see if there was an effect on impulsiveness. Only Section A of the questionnaire was analysed.

The first variable of the study tested to see how frequently the male and female respondents bought on impulse.

Table 3.53 - Behaviour of male respondents

<i>Gender 1: Male</i>	Never				Frequently
	1	2	3	4	5
I go shopping to change my mood	33.8%	24.6%	20.0%	15.4%	6.2%
I feel a sense of excitement when I make an impulse purchase	7.7%	15.4%	40.0%	23.1%	13.8%
After I have made an impulse purchase, I feel regret	26.2%	24.6%	20.0%	18.5%	10.8%
I have difficulty controlling my urge to buy when I see a good offer	20.0%	18.5%	32.3%	23.1%	6.2%
When I see a good deal, I tend to buy more than I intended to buy	9.2%	7.7%	35.4%	27.7%	20.0%

Table 3.54 - Behaviour of female respondents

<i>Gender 2: Female</i>	Never				Frequently
	1	2	3	4	5
I go shopping to change my mood	10.0%	21.5%	35.4%	22.3%	10.8%
I feel a sense of excitement when I make an impulse purchase	6.2%	17.7%	41.5%	23.1%	11.5%
After I have made an impulse purchase, I feel regret	15.4%	30.8%	28.5%	10.8%	14.6%
I have difficulty controlling my urge to buy when I see a good offer	20.0%	16.9%	29.2%	22.3%	11.5%
When I see a good deal, I tend to buy more than I intended to buy	8.5%	21.5%	23.8%	26.2%	20.0%

From the above, it can be seen that 6.2 % of males and 10.8 % of females respondents when they went shopping had a mood change during the shopping experience. Thirty four percent of males and 10.0 % of Females did not have a mood change while going shopping (see responses in statement “I go shopping to change my mood” in Tables 3.53 – 3.54).

The above tables show that 13.8 % of males and 11.5 % of females frequently felt a sense of excitement when they made an impulse purchase. Eight percent of males and 6.2 % of females never felt a sense of excitement when they made an impulse purchase (see responses in statement “I feel a sense of excitement when I make an impulse purchase” in Tables 3.53 – 3.54).

The tables above also show that 10.8 % of males and 14.6 % of females frequently felt regret after they made an impulse purchase. Twenty six percent of males and 15.4 % of females never felt regret after they made an impulse purchase (see responses in statement “After I have made an impulse purchase I feel regret” in Tables 3.53 – 3.54).

From the above, it can be seen that 6.2 % of Males and 11.5 % of Females frequently have difficulty controlling their urge to buy when they see a good offer. Twenty percent of Males and 20.0 % of Females never have difficulty controlling their urge to buy when they see a good offer (see responses in statement “I have difficulty controlling my urge when I see a good offer” in Tables 3.53 – 3.54).

The above tables show that 20.0 % of males and 20.0 % of females frequently bought more than intended when they saw a good deal. Nine percent of males and 8.5 % of females never bought more than intended when they saw a good deal (see responses in statement “When I see a good deal, I tend to buy more than I intended to buy” in Tables 3.53 – 3.54).

3.11 RESULTS OF THE INFLUENCE OF WINDOW DISPLAY ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF DIFFERENT GENDER GROUPS

The second variable of the study tested to see if window display had an influence on male and female respondents’ impulsive buying behaviour.

Table 3.55 - The influence of window display on the impulsive behaviour of male respondents

<i>Gender 1: Male</i>	Never				Frequently
	1	2	3	4	5
I tend to enter a store when I am attracted by an eye-catching window display	10.6%	12.1%	22.7%	28.8%	25.8%
I feel compelled to enter the store when I see an interesting window display	9.1%	19.7%	24.2%	27.3%	19.7%
I tend to choose which store to shop at, depending on eye-catching window display	6.1%	16.7%	31.8%	18.2%	27.3%

Table 3.56 - The influence of window display on the impulsive behaviour of female respondents

<i>Gender 2: Female</i>	Never				Frequently
	1	2	3	4	5
I tend to enter a store when I am attracted by an eye-catching window display	3.1%	10.0%	23.8%	35.4%	27.7%
I feel compelled to enter the store when I see an interesting window display	5.4%	13.8%	33.1%	28.5%	19.2%
I tend to choose which store to shop at, depending on eye-catching window display	6.9%	13.8%	30.0%	29.2%	20.0%

From the above tables it can be seen that 25.8 % of males and 27.7 % of females frequently entered a store when they were attracted by an eye-catching window display. Eleven percent of males and 3.1 % of males never entered a store when they were attracted by an eye-catching window display (see responses in statement “I tend to enter a store when I am attracted by an eye-catching window display” in Tables 3.55 – 3.56).

The majority 19.7 % of males than 19.2 % of females frequently felt compelled to enter the store when they saw an interesting window display. Nine percent of males and 5.4 % of females never felt compelled to enter the store when they saw an interesting window display (see responses in statement “I feel compelled to enter the store when I see an interesting window display” in Tables 3.55 – 3.56).

From the above tables it can be seen that 27.3 % of males and 20.0 % of females frequently tended to choose which store to shop at depending on eye-catching window displays. Six percent of males and 6.9 % of females never tended to choose which store to shop at depending on eye-catching window displays (see responses in statement “I tend to choose which store to shop at depending on eye-catching window display” in Tables 3.55 – 3.56).

3.12 RESULTS OF THE INFLUENCE OF FLOOR MERCHANDISING ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF DIFFERENT GENDER GROUPS

The third variable of the study tested to see if floor merchandising had an influence on male and female respondents' impulsive buying behaviour.

Table 3.57 - The influence of floor merchandising on the impulsive behaviour of male respondents

<i>Gender 1: Male</i>	Never				Frequently
	1	2	3	4	5
When I see a product that catches my eye I tend to try it without looking through the whole section	21.2%	30.3%	25.8%	9.1%	13.6%
When I walk along the aisle, I tend to look through the products close to me	1.5%	15.2%	39.4%	27.3%	16.7%
I tend to try products that catch my eye when I pass by	6.1%	25.8%	34.8%	21.2%	12.1%

Table 3.58 - The influence of floor merchandising on the impulsive behaviour of female respondents

<i>Gender 2: Female</i>	Never				Frequently
	1	2	3	4	5
When I see a product that catches my eye I tend to try it without looking through the whole section	14.6%	26.9%	32.3%	14.6%	11.5%
When I walk along the aisle, I tend to look through the products close to me	6.9%	16.9%	33.8%	31.5%	10.8%
I tend to try products that catch my eye when I pass by	14.6%	20.0%	30.0%	23.8%	11.5%

From the above tables, it can be seen that 13.6 % of males and 11.5 % of females frequently tried products that drew their attention without looking through the whole section, in contrast, only 21.2 % of males and 14.6 % of females never tried such a product (see responses in statement “When I see a product that catches my eye I tend to try it without looking through the whole section” in Tables 3.57 – 3.58).

The majority of 16.7 % of males than 10.8 % of females frequently walked along the isle and tended to look through the products close to them. Less than 1.5 % of Maes and 6.9 % of females never looked through the products close to them when they walked along the isle (see responses in statement “When I walk along the isle, I tend to look through the products close to me” in Tables 3.57 – 3.58).

The above tables show that 12.1 % of males and 11.5 % of females frequently tried products that caught their eye when they passed by. Six percent of males and 14.6 % of females never tried products that caught their eye when they passed by (see responses in statement “I tend to try products that catch my eye when I pass by” in Tables 3.57 – 3.58).

3.13 RESULTS OF THE INFLUENCE OF PROMOTIONS ON THE IMPULSIVE BEHAVIOUR OF RESPONDENTS OF DIFFERENT GENDER GROUPS

The fourth variable of the study tested to see if promotion had an influence on male and female respondents’ impulsive buying behaviour.

Table 3.59 - The influence of promotions on the impulsive behaviour of male respondents

<i>Gender 1: Male</i>	Never				Frequently
	1	2	3	4	5
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	6.1%	13.6%	28.8%	24.2%	27.3%
Sales/clearance signs entice me to look through the products	4.5%	15.2%	31.8%	30.3%	18.2%
When I see a special promotion sign, I go to the products to look at it.	4.5%	9.1%	19.7%	36.4%	30.3%
I am more likely to make an unintended purchase if the clothing has a sale clearance sign	7.6%	16.7%	33.3%	22.7%	19.7%

Table 3.60 - The influence of promotions on the impulsive behaviour of female respondents

<i>Gender 2: Female</i>	Never				Frequently
	1	2	3	4	5
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	3.1%	11.5%	20.8%	28.5%	36.2%
Sales/clearance signs entice me to look through the products	1.5%	8.5%	23.8%	33.8%	32.3%
When I see a special promotion sign, I go to the products to look at it.	2.3%	11.5%	15.4%	39.2%	31.5%
I am more likely to make an unintended purchase if the clothing has a sale clearance sign	4.6%	6.9%	36.2%	36.2%	16.2%

From the above, it can be seen that 27.3 % of males and 36.2 % of females frequently bought a product when they saw an interesting offer. Only 6.1 % of males and 3.1 % of females never tended to buy when they saw an interesting offer (see responses in statement “If I see an interesting offer on in-store signs, I tend to buy” in Tables 3.59 – 3.60).

Less than 29 % of males and 32.3 % of females were frequently enticed by sales/clearance signs to look through the products. Contrary to this, 4.5 % of males and 1.5 % of females were never enticed by sales/clearance signs to look through the products (see responses in statement “Sales/clearance signs entice me to look through the products” in Tables 3.59 – 3.60).

The above tables show that 30.3 % of males and 31.5 % of females frequently looked at products after seeing a special promotion sign. Only 4.5 % of males and 2.3 % of females never looked at products after seeing a special promotion sign (see responses in statement “When I see a special promotion sign, I go to the products to look at it” in Tables 3.59 – 3.60).

The majority of males and 16.2 % of females were more frequently likely to make an unintended purchase if the clothing had a sale clearance sign. Furthermore, 7.6 % of males and 4.6 % of females never were likely to make an unintended purchase if the clothing had a sale clearance sign (see responses in statement “I

am more likely to make an unintended purchase if the clothing has a sale clearance sign” in Tables 3.59 – 3.60).

3.14 RESULTS OF THE INFLUENCE OF CULTURE ON IMPULSIVE BEHAVIOUR OF RESPONDENTS OF DIFFERENT GENDER GROUPS

The fifth variable of the study tested to see if culture had an influence on male and female respondents’ impulsive buying behaviour.

Table 3.61 - The influence of culture on the impulsive behaviour of male respondents

<i>Gender 1: Male</i>	Never				Frequently
	1	2	3	4	5
I buy products that I am familiar with	3.0%	10.6%	21.2%	27.3%	37.9%
When shopping, I like to go with my family	22.7%	21.2%	28.8%	10.6%	16.7%
I normally buy products that my family and friends would buy	34.8%	25.8%	19.7%	13.6%	6.1%

Table 3.62 - The influence of culture on the impulsive behaviour of female respondents

<i>Gender 2: Female</i>	Never				Frequently
	1	2	3	4	5
I buy products that I am familiar with	3.9%	6.2%	24.8%	34.9%	30.2%
When shopping, I like to go with my family	17.1%	21.7%	29.5%	19.4%	12.4%
I normally buy products that my family and friends would buy	20.2%	31.8%	25.6%	14.7%	7.8%

From the above, it can be seen that 37.9 % of males and 30.2 % of females frequently bought products that they were familiar with. Only 3.0 % of males and 3.9 % of females never bought products that they were familiar with (see responses in statement “I buy products that I am familiar with” in Tables 3.61 – 3.62).

A majority of 16.7 % of males and 12.4 % of females frequently liked to go shopping with their family. Twenty three percent of males and 17.1 % of females never liked to go shopping with their family (see responses in statement “When shopping, I like to go with my family” in Tables 3.61 – 3.62).

Only 6.1 % of males and 7.8 % of females frequently bought products that their family and friends would buy. Thirty five percent of males and 20.2 % of females never bought products that their family and friends would buy (see responses in statement “I normally buy products that my friends and family would buy” in Tables 3.61 – 3.62).

3.15 CONCLUSION

This study focused on the influence of culture on students’ impulsive buying behaviour in the Vaal Triangle area. The research findings could not clearly indicate if culture had an effect on students’ impulsive buying behaviour because the majority of the students that responded to the questionnaire were black. The majority of students in this tertiary sector are Black.

If one looks at the majority (Black students) it can be concluded that with the first variable (general impulsive buying behaviour), a large percentage of them frequently tended to buy more than they intended to buy. With regard to the second variable (window display), it can be seen that a large percentage entered a store when they were attracted by an eye-catching window display, they felt compelled to enter the store when they saw an interesting window display and they chose which store to shop at depending on an eye-catching display. Thus it can be said that window display affected their impulsive buying.

With regard to the third variable (floor merchandising), it can be seen that when they walked along an aisle, they tended to look at the products close to them and they tended to try products that caught their eye when they passed by. Thus it can be said that floor merchandising had some effect on their impulsive buying. With the fourth variable (promotions) it can be seen that when they saw an interesting offer on in-store signs, they tended to buy the product on promotion. Sales/Clearance signs enticed them to look at the products. When they saw a

special promotion sign they went to the products to look at it. They were more likely to make an unintended purchase if the product had a sale-clearance sign. It can be concluded that promotions had an effect on their impulsive buying. With regard to the fifth variable (culture), it can be seen that they bought products that they were familiar with.

With gender (male and female) it can be seen with the first variable (general impulsive buying behaviour) that a greater percentage of females than males when they went shopping had a change in mood when they saw a good deal. Females also tended to buy more than they intended to buy compared to males. With regard to the second variable (window display), it can be seen that a greater percentage of females than males tended to enter a store when they were attracted by an eye-catching window display and they felt compelled to enter the store when they saw an interesting window display.

With regard to variable three (floor merchandising), a larger percentage of males compared to females tried products that had caught their eyes rather than to look through the whole section. Furthermore, female students had looked through products close to them when they walked along the aisle and tried the products close to them. It can be concluded by the findings that floor merchandising had an effect on female students' impulsive buying behaviour.

With regard to the fourth variable (promotions), a greater percentage of females when they saw an interesting offer on store signs tended to buy. A greater percentage of males than females were more likely to make an unintended purchase if the clothing had a sale-clearance sign. Finally it can be said that promotions had some kind of effect on females' impulsive behaviour. With regard to the fifth variable (culture), a greater percentage of males than females bought products that they were familiar with and liked shopping with family. Thus, it can be said that males were influenced by their cultures and it can be concluded that culture had an effect on males' impulsive buying behaviour.

In the next chapter the focus will be on the limitations of the research and recommendations for future research.

CHAPTER 4

LIMITATIONS, RECOMMENDATIONS AND CONCLUSION

4.1 INTRODUCTION

As already been indicated, the purpose of this study stresses the degree to if culture has an effect on students' impulsive buying behaviour. The findings, recommendations and conclusions should be of use to both manufacturers and retailers who spend millions on advertising and sales promotion.

The value of young consumer groups to marketers have gained greater importance as their purchasing power has been growing over time. For example, having gained access to credit cards also allowed them to buy more than in the past. Therefore, the consumer behaviour of the young college students was considered worthwhile to be researched (refer to Chapter 2). Impulsive buying behaviour has been conceptualized as acts which are spontaneous and unplanned (Rook, 1987). Impulsive behaviour in the social sciences literature has been conceptualised as spontaneous acts that occur in response to certain situations and stimuli (Wolman, 1973; cited in Sneath, 1996:28).

4.2 LIMITATIONS OF THE STUDY

The study had the following limitations:

- The research study was not able to assess the full extent of the influence of culture on consumer impulsive buying behaviour, as only students were included in this study.
- It was difficult to determine if culture has an effect on students' impulsive buying behaviour as the majority of respondents were black and no significant differences could be identified among the different race groups.

- The viewpoints of South African manufactures and retailers were not consulted or taken into consideration.
- Culture, gender and age differences among these respondents limit the ability to generalise the findings to the whole population group of South Africa.

4.3 RECOMMENDATIONS

- Viewpoints of manufacturers and retailers should also be taken into consideration.
- A broader race group of respondents should also be included and not only students.
- A combination of quantitative and qualitative research methods (observational or experimental research methods) is recommended.
- Further extended research among various geographical groups is recommended.
- Further research should therefore also investigate a bigger sample frame so that more demographical differences could be identified.
- An important recommendation for future research is the use of longitudinal designs. With longitudinal designs it can be determined if the relationship between culture and consumer behaviour is a changing or constant factor.

4.4 CONCLUSION

Impulse buying or unplanned purchases by consumers constitute a major proportion of purchases in certain product categories (refer to Chapter 1). The research indicated that many variables affect a persons' impulsive buying behaviour. It is showed that black students are more affected by window display, floor merchandising and promotion. As we could see from gender that floor merchandising, promotion has an effect on female students' impulsive buying behaviour. Culture has some effect on male students' impulsive buying behaviour.

Despite the findings in this study, more research is needed to fully understand if culture has an influence on students' impulsive buying behaviour. As Rook (1987) correctly stated, buying impulse behaviour is presumed to be largely universal in nature, but local market conditions, systems of exchange and various cultural forces can impact how consumers operate on impulse.

The findings of this study found that different variables can affect one's impulsive buying behaviour that can be used by retailers to increase desirability of products and to help customers being aware of the products.

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ANNEXURE 1 – QUESTIONNAIRE

THE INFLUENCE OF CULTURE ON STUDENTS' IMPULSIVE BUYING BEHAVIOUR IN THE VAAL TRIANGLE AREA.

Respondents are anonymous and information about individual answers will not be reported.

Please carefully read these instructions before completing the questionnaire

Dear Participant,

I would like to ask you to complete the questionnaire. This will not take more than 15 minutes. The questionnaire is part of the research towards Masters' degree in Business Management for the School of Economic Sciences at the North-West University (Vaal Triangle Campus). The title of the research is: "The influence of culture on students' impulsive buying behaviour in the Vaal Triangle area" I wish to stress that participation is **confidential** and that information about individual answers will not be reported. If you have any questions or queries with regard to this questionnaire or the research in general, please contact me at the following address:

(Contact address): Luzaan Hamilton
42 Vlaardingen Street
Sasolburg
1947
072 399 7675 / 072 170 1409

Note: All questions refer to you. For each question, please cross-tick as illustrated in the example below. There are no right or wrong answers – I am interested in your thoughts and opinions.

Thank you for your participation !!!

Examples of completing the questionnaire:

1. Are you a student in the FET-Sector?

☒

YES

☐

NO

	Never			Frequently	
2. Do you often buy things on impulse?	1	2	<u>3*</u>	4	5

Encircle three (3) if that is your choice.

SECTION A

Section 1: Impulse buying

	Never			Frequently	
1. I go shopping to change my mood.	1	2	3	4	5
2. I feel a sense of excitement when I make an impulse purchase.	1	2	3	4	5
3. After I make a impulse purchase I feel regret.	1	2	3	4	5
4. I have difficulty controlling my urge to buy when I see a good offer.	1	2	3	4	5
5. When I see a good deal, I tend to buy more than that I intended to buy.	1	2	3	4	5

Section 2: Influence of window display

	Never			Frequently	
6. I tend to enter a store when I am attracted by an eye-catching window display.	1	2	3	4	5
7. I feel compelled to enter the store	1	2	3	4	5

	when I see an interesting window display.					
8.	I tend to choose which store to shop depending on eye-catching window displays.	1	2	3	4	5
Section 3: Influence of floor merchandising		Never		Frequently		
9.	When I see a product that catches my eye I tend to try it without looking through the whole section.	1	2	3	4	5
10.	When I walk along the isle, I tend to look through the products close to me.	1	2	3	4	5
11.	I tend to try products that catches my eye when I pass by.	1	2	3	4	5
Section 4: Influence of promotions		Never		Frequently		
12.	If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy.	1	2	3	4	5
13.	Sales/clearance signs entice me to look through the products.	1	2	3	4	5
14.	When I see a special promotion sign, I go to the products to look at it.	1	2	3	4	5
15.	I am more likely to make an unintended purchase if the clothing has a sale or clearance sign.	1	2	3	4	5

Section 5: Influence of culture

		Never			Frequently		
16.	I buy products that I am familiar with.	1	2	3	4	5	
17.	When shopping I like to go with my family.		1	2	3	4	5
		1	2	3	4	5	
18.	I normally buy products that my family and friends would buy.	1	2	3	4	5	

SECTION B**Demographic questions:**

19. Residential status

A) I reside in

☐ Apartment

☐ House

B) I live with

☐ Parents

☐ Roommate

☐ Partner

☐ Spouse

☐ Alone

20. What is your gender?

☐ Male

☐ Female

21. What is your age?

☐ Under 20

☐ 20 – 25

☐ 25 – 30

☐ Older than 30

22. How much is your disposable income after paying your bills ? R_____/month

23. Job status?

☐ Employed

☐ Unemployed

24. School status?

☐ Full-time

☐ Part-time

25. Level of studies?

☐

N 4

☐

LEVEL 2

☐

N 5

☐

LEVEL 3

☐

N 6

☐

LEVEL 4

26. What is your current field of study? (example Marketing?) _____

27. Your race?

☐

Black

☐

White

☐

Coloured

☐

Indian

☐

Other Please specify
