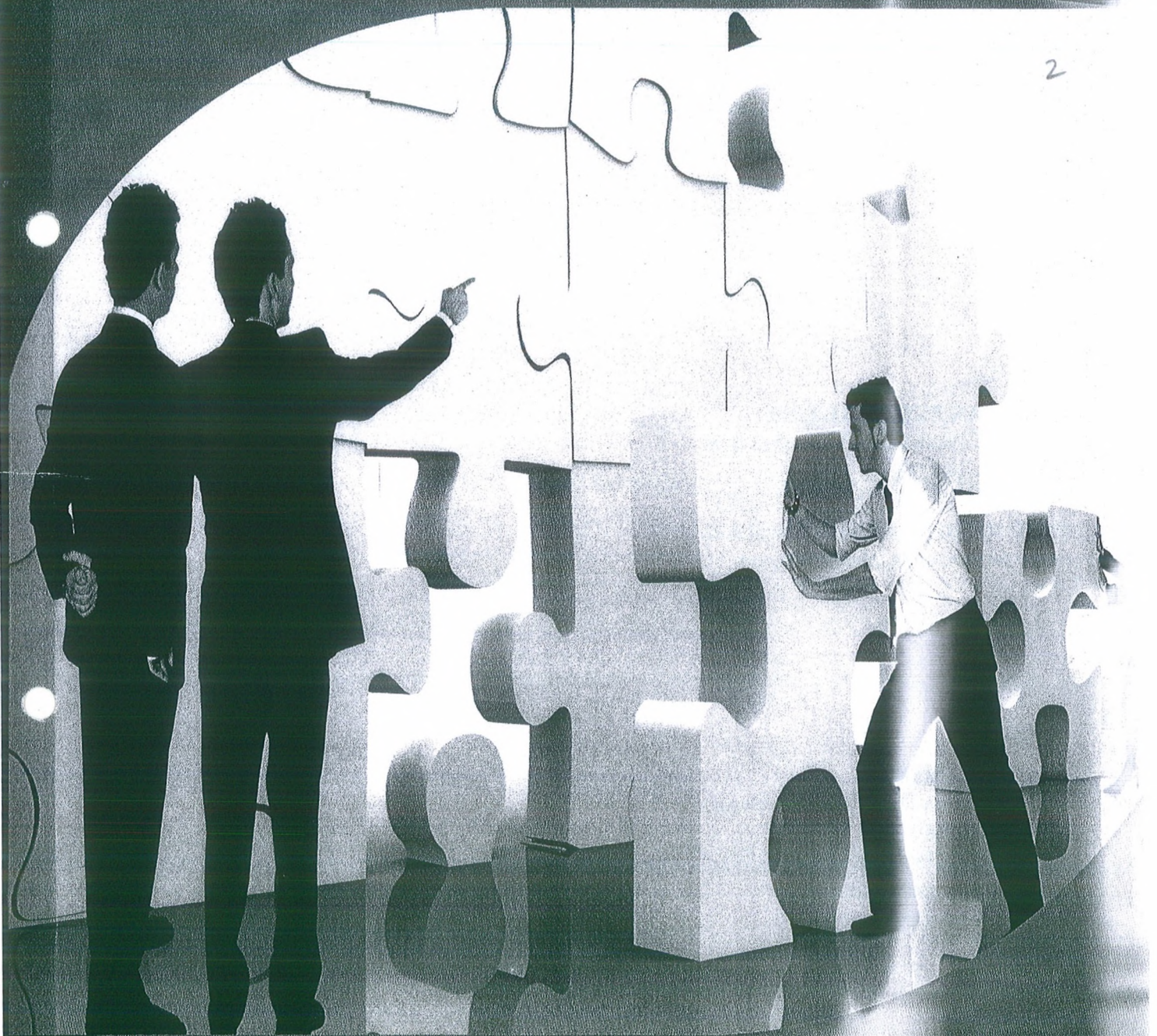


Emerging Paradigms in Management Research

Volume - IV



Dr.A.Somu

Emerging Paradigms in Management Research © February 2014

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the author or publisher.

ISBN: 978-93-80686-96-7

Publisher

SHANLAX PUBLICATIONS

61, T.P.K. Main Road, Vasantha Nagar
Madurai – 625003

Ph: 0452-4208765 Mob: 9600303383

email: shanlaxpublications@gmail.com

web: www.shanlaxpublications.com

Printed at

SHANLAX PRESS

61, T.P.K. Main Road, Vasantha Nagar
Madurai - 625003

Ph: 0452-4208765 Mob: 9600303383

email: shanlaxpress@gmail.com

web: www.shanlaxpress.com

IMPULSE BUYING BEHAVIOR AMONG YOUTH WITH SPECIAL REFERENCE TO BRANDED CLOTHES

Ms.S.Aruna & DR .P.Santhi

Post graduate student

Associate Professor, Department of commerce,

Institute for Home Science and Higher Education for Women, Coimbatore 641043

Buying Behavior Among Special Reference to Branded clothes. The objective of this research is to find out how impulse buying occurs, how its different sort of impulse buying encourages in order to give an increase impulse buying. Based on the explorative, where a survey was sent to study the behavior, the sample was respondents of youth in which impulse buying is defined as an impulsive spot purchase triggered by results from the survey show that impulse buying items are in fifth place. Through the survey conclusions are that most common types of impulse buying clothes are pure, reminder impulse buying. Stimulus in this therefore be implement by through sensory marketing to touch the products.

Impulse buying, Generation Y, have come to realized that in meeting consumer needs their profitability. The and the factors underlying the better able they are marketing strategies to meet (HEN RY ASSAEL) of consumer behavior is designed the strategic approach. A planned purchase is deliberate, thoughtful search that normally results in and better decisions impulse sense, exciting urge to buy to the consequences of the. An impulse purchase or is an unplanned decision to service, made just before a

Concept of Impulse buying

One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. While impulse purchasing happens at almost every retail chain, Wal mart in particular has gained a well-known reputation for individuals making impulse purchase. A decade after Clover's (1950) preliminary research study on impulse purchases; Stern (1962) delineated four distinct types of impulse buying: Pure impulse buying: Is a novelty or escape purchase which breaks a normal buying pattern; Reminder impulse buying: Occurs when a shopper sees an item or recalls an advertisement or other information and remembers that the stock at home is low or exhausted; Suggestion impulse buying: Occurs when a shopper sees a product for the first time and visualizes a need for it; Planned impulse buying: Takes place when the shopper makes specific purchase decisions on the basis of price specials, coupon offers and the like.

Stern (1962) provides to the research by subdividing impulse purchase into four categories. They are based on the above mentioned definitions where the purchase is unplanned.

Pure Impulsive Buying: (defined as classic impulsive buying), is a purchase that breaks the normal planned shopping pattern. This category is strongly connected to emotions and the impulsiveness is very high. It occurs because of a want to escape or because the product is a novelty. The consumer is not looking for the product at all but feels a strong emotional want. Low price is a common trigger to this category.

Suggestion Impulsive Buying: (defined as a suggestion impulsive buying), because when seeing a new product for the first time; a need develops in the shopper that can only be satisfied by buying it. This purchase can turn out to be a rational or functional purchase decision but the purchase is not planned because the consumer has no previous

knowledge about the product. That is why visualization in the store is the key factor for the purchase.

Reminder Impulsive Buying: (defined as reminder impulsive buying), is when a product suddenly reminds the consumer that they need it because they are out of it back home. There already exists an unconscious need for the product which implies that the consumer has previous knowledge about the product. The reminder impulse can also remind them about a particular advertisement or information previously noticed by the consumer, which now makes the consumer take the opportunity of purchasing. The difference between reminder impulse buying and suggestion impulse buying is that the product is known to the consumer in the first but not in the latter situation.

Un Planned Impulsive Buying: (defined as planned impulsive buying), because when entering a shop the consumer has in mind to buy something or some sort of good but the choice of what kind of product, brand, size or price etc. has not been determined. Instead special offers and other stimuli such as salespersons, influence the decisions inside the shop. The actual decision is made at the point of sale. This makes it different from planned purchase when a more specific kind of product is in mind e.g. a blouse instead of clothes.

The difference between planned impulse buying and reminder impulse buying is that planned impulse buying is in some way considered before entering the store instead of being an unconscious need that suddenly comes to mind. Piron (1991) who has studied the previous definitions of impulse buying has summarized three main criteria to the impulse buying definition;

1. The purchase should be unplanned i.e. there is no buying intention prior to the entrance of the consumer into the store.
2. Stimulus is what triggers impulse buying whether it is reminder, environmental manipulations (Engel et al 1968, Lindstrom, 2009) or the buyers' own thoughts (Hirschman, 1985).
3. The purchase decision is made on-the-spot i.e. an impulse purchase is spontaneous, sudden and occurs at the point of sale. This means that the purchase is made immediately after the buying decision.

There seems to occur a conflict between Stern's planned impulsive buying and

Piron's unplanned and on-the-spot because the two criteria rule out that purchase is planned in advance. However even if there is some sort of plan before entering the store in the planned impulsive buying, this plan is very general and comprehensive as mentioned above and therefore approved to be a defined impulse buying type.

Piron also adds another dimension to impulse buying. The focus is on the consumer and his/her accompanying emotions. Piron enlightens about the fact that impulse buying can be with or without the emotions of guilt, happiness, desire and so on and can be defined as impulse buying with the mentioned criteria. Piron concludes that a purchase can be either an experiential or a non-experiential impulse (Piron, 1991). Throughout this research the focus will be on experiential impulse because the emphasis of importance in Stern's four definitions is on impulse buying.

The research has moved forward with changes in income and attitudes towards purchase and materialism (Williamson, 1972). Evans et al (2006) therefore added a category to Stern's four categories of impulse purchase as an action of free will.

Impulse purchase as an action of free will

Purchases are made because the consumer is able to, e.g. because of a monetary reward. The purchase is often made to satisfy a need. The buyer has control over his or her decision (Evans et al, 2006).

Further on, the focus will be on five categories; pure impulse, unplanned impulse, reminder impulse, planned impulse and impulse buying as an action of free will. When dwelling deeper into the consumer behavior and the tendency to act on impulse in stores, it becomes clear that it encourages impulse buying.

Impulse buying is encouraged because of both external and internal stimuli. The external stimulus is what buyers see in the product manufacturers can use to their advantage to encourage impulse buying. Products can be made in bright colors and comfortable functions that would attract consumers' attention. How the purchase is made is not something that the consumer has control, which means that the focus is put on the layout of the store.

...ledge about their consumers instead. This ...
...made through sales, exposure and how ...
...the staff knows how to handle the ...
...ners. The most important thing is to ...
...to the consumer and look for solutions ...
...ed for their consumers in order to ...
...age a purchase. This means that the ...
...should have extensive knowledge about ...
...products sold in the store, to be able to ...
...size the advantages to the consumer in a ...
...that makes it preferable to the consumers.

Literature review

Beatty and Ferrell (1998) extended ...
...by exploring the precursors of ...
...the purchasing and examining how in- ...
...browsing, for recreational and ...
...ational purposes, influences impulse ...
...sing behavior. Prendergast and Wong ...
... as well as Gutman and Mills (1982) ...
...to explain impulsive purchasing behavior ...
...gh consumer's high involvement into ...
...n. Youn (2000) indicated this behavior ...
...tegrity of emotional and cognitive ...
...s. Hausman (2000) established that ...
...the buying is a common method of ...
...ct selection, in part, because it provides ...
... rewards. Solomon (2002) determined ...
...types of decision making: spontaneous ...
...se; impulsive purchase and compulsive ...
...se. Spontaneous purchase is identified ...
...a buyer is not familiar with the shop and ...
...arrangement in it, saving the time or ...
...ing to buy because of presented ...
...ation in displays and shop shelves. ...
...the spontaneous purchase, impulsive ...
...se is noticed when a consumer doesn't ...
...to buy a product. In view of this, product ...
...at the cash desk is formed. Compulsive ...
...sing is determined taking into account if ...
...ases are often and if excessive purchase ...
...ens, the reason of which mostly is ...
...om, stress or anger. Research findings ...
...st that emotions and feelings play a ...
...ive role in purchasing.

Generation Y

Generation Y refers to the specific ...
...ation born between the 1980's to the ...
... 1990's and was the term given to this ...
...ation after proceeding Generation X. ...
...nals, The US, Canada, Australia and the ...
...ll have a variety of years difference when ...
...sically analyzing this generation. The ...
...alian Bureau of statistics class ...
...ation Y as a child born between 1983- ...
... whereas the UK & US tend to classify

the generation as between 1980- ...
...1990's(2013/03/20 By Ryan Gibson Leave a ...
... Comment). Generation Y have been raised ...
...within a time period where they have constant ...
...access to technology. Computers, mobile ...
...phones, the internet were all accessible and ...
...part of their youth.

Branded clothes

Brand

The brand name means "name, term, ...
...design, symbol, or any other feature that ...
...identifies one seller's product distinct from ...
...those of other sellers."Brands are used in ...
...business, marketing, and advertising. Initially, ...
...in accounting, a brand defined as an intangible ...
...asset is often the most valuable asset on a ...
...corporation's balance sheet. Brand owners ...
...manage their brands carefully to create ...
...shareholder value, and brand valuation is an ...
...important management technique that ascribes ...
...a money value to a brand, and allows ...
...marketing investment to be managed (e.g.: ...
...prioritized across a portfolio of brands) to ...
...maximize shareholder value. Although only ...
...acquired brands appear on a company's ...
...balance sheet, the notion of putting a value on ...
...a brand forces marketing leaders to be focused ...
...on long term stewardship of the brand and ...
...managing for value.

Brand awareness refers to customers' ...
...ability to recall and recognize the brand under ...
...different conditions and link to the brand ...
...name, logo, jingles and so on to certain ...
...associations in memory. It consists of both ...
...brand recognition and brand recall. It helps the ...
...customers to understand to which product or ...
...service category the particular brand belongs ...
...and what products and services are sold under ...
...the brand name. It also ensures that customers ...
...know which of their needs are satisfied by the ...
...brand through its products (Keller). Brand ...
...awareness is of critical importance since ...
...customers will not consider your brand if they ...
...are not aware of it.

Clothing is fiber and textile material ...
...worn on the body. The wearing of clothing is ...
...mostly restricted to human beings and is a ...
...feature of nearly all human societies. The ...
...amount and type of clothing worn is dependent ...
...on physical stature, gender, as well as social ...
...and geographic considerations. Physically, ...
...clothing serves many purposes: it can serve as ...
...protection from the elements, and can enhance ...
...safety during hazardous activities such as ...
...hiking and cooking. It protects the wearer

about their consumers instead. This is done through sales, exposure and how the staff knows how to handle the situation. The most important thing is to understand the consumer and look for solutions that appeal to their consumers in order to increase sales. This means that the staff must have extensive knowledge about the products sold in the store, to be able to explain the advantages to the consumer in a way that makes it preferable to the consumers.

Impulsive purchase

Prendergast and Ferrell (1998) extended research by exploring the precursors of impulsive purchasing and examining how increasing involvement, for recreational and utilitarian purposes, influences impulse buying behavior. Prendergast and Wong (1998) as well as Gutman and Mills (1982) have shown impulsive purchasing behavior to be related to a consumer's high involvement in the purchase. Solomon (2000) indicated this behavior is often the result of emotional and cognitive factors. Solomon (2000) established that impulsive buying is a common method of purchase, in part, because it provides immediate gratification. Solomon (2002) determined that impulsive decision making: spontaneous purchase and compulsive purchase. Spontaneous purchase is identified as a purchase that is not familiar with the shop and environment in it, saving the time or effort to buy because of presented information in displays and shop shelves. Spontaneous purchase, impulsive purchase is noticed when a consumer doesn't think about a product. In view of this, product placement at the cash desk is formed. Compulsive purchase is determined taking into account if the purchase is often and if excessive purchase is the reason of which mostly is stress or anger. Research findings indicate that emotions and feelings play a significant role in purchasing.

Generation Y

Generation Y refers to the specific cohort born between the 1980's to the 1990's and was the term given to this generation after proceeding Generation X. The US, Canada, Australia and the UK have a variety of years difference when referring to this generation. The Bureau of statistics classifies Generation Y as a child born between 1983-1996. The UK & US tend to classify

the generation as between 1980-1990's (2013/03/20 By Ryan Gibson Leave a Comment). Generation Y have been raised within a time period where they have constant access to technology. Computers, mobile phones, the internet were all accessible and part of their youth.

Branded clothes

Brand

The brand name means "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Brands are used in business, marketing, and advertising. Initially, in accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and link to the brand name, logo, jingles and so on to certain associations in memory. It consists of both brand recognition and brand recall. It helps the customers to understand to which product or service category the particular brand belongs and what products and services are sold under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products (Keller). Brand awareness is of critical importance since customers will not consider your brand if they are not aware of it.

Clothing is fiber and textile material worn on the body. The wearing of clothing is mostly restricted to human beings and is a feature of nearly all human societies. The amount and type of clothing worn is dependent on physical stature, gender, as well as social and geographic considerations. Physically, clothing serves many purposes: it can serve as protection from the elements, and can enhance safety during hazardous activities such as hiking and cooking. It protects the wearer

from rough surfaces, rash-causing plants, insect bites, splinters, thorns and prickles by providing a barrier between the skin and the environment. Clothes can insulate against cold or hot conditions. Further, they can provide a hygienic barrier, keeping infectious and toxic materials away from the body. Clothing also provides protection from harmful .

Major brands is one of the most distinguished online shopping store that is carefully tailored to offer a splendid shopping experience to its consumers. This is an exclusive brand outlet that has been a pioneer in assisting their shoppers to get some of the most privileged international brands that caters to premium customers. With the launch of the Spanish brand Mango in the year 2001, this outlet established itself as an anchor retailer occupying an immense retail space in the Indian market. Today, www.majorbrands.in offers an extensive selection of international brands and occupies an immense retail space in existing malls. Considered as a brand custodian of fashion, the wide plethora of brands here includes Mango, Aldo, Guess, Charles & Keith, Inglot, La Senza, Nine West, Bebe, Sparkles and more. Apart from international brands, it also offers in house and affordable premium fashion brands such as Queue Up, Qup accessories and JFK.

At you have an opportunity to experience innovation and excellence by availing to a classy range of footwear, clothing, lingerie, accessories, bags and Jeweler. This dynamic store is constantly engaged to provide uncompromising excellence and committed service to their shoppers. With a relentless focus on 100% customer satisfaction, this megastore endeavors to provide a completely hassle free shopping experience. By constantly identifying the customer needs, it offers convenient modes of payment including net banking, credit card, debit card and easy cash on delivery. Loaded with attractive rates and seasonal deals, this online shopping portal successfully caters to the demands of people across 500+ cities.

Statement of the Problem

Expensive clothing, electronic equipment, and books might be considered non-impulse items, yet their purchase can involve impulsive behavior. Consumer impulse buying is widespread, both across the population and across product categories.

Impulse buying behavior studies have attracted academic researcher attention because there appears to be a contradiction between what people say and what people do. They are web savvy or highly connected via social media however there's no 'one size fits all' approach to the generation. Marketers are constantly seeking to how to best attract, manage and retain and also make best use of variety seeking and impulse buying young customer segment. This study will be devoted to a better understanding of terms such as consumer benefits , perceptions and attitudes and how they influence development of successful marketing strategies.

Objectives of the study

- To evaluate the stimuli that triggers impulse buying.
- To understand and analysis the consumer behavior.
- To examine the effect of impulse buying in branded clothes.

Research Methodology

In order to achieve the objectives of the study and to analyze the data collected, an appropriate methodology was developed. The present study is exploratory as well as descriptive. The collection of data and analysis are planned accordingly. The various aspects of methodology adopted in present study are discussed below.

Area and Period of the study

The study was conducted in Coimbatore district from December 2013 to April 2014.

Method of Sampling

A probability sampling procedure namely random sampling method was used. To select the sample respondents sample comprised of the youth, that is individuals with age group between 19 years to 35 years. For this study the sample is drawn from 100 households located in ward number 34 in north zone of Coimbatore municipal corporation, specifically "youth" , with a sample size of 150 respondents. The study was based on the primary data collected. The required data for present study was collected through a self designed questionnaire. The secondary data was collected from journals, newspaper and reports. The collected data is analyzed with the help of statistical tools like percentage analysis and factor analysis .

alpha showed the data

78.

Discussion

Following are the results and the emerged out of data analysis .

Demographic of responses

Distribution of respondents based on economic profile is presented in

Distribution of respondents based on socio economic stats

	No. of respondents (n=150)	Percentage
	48	31.90
	30	40.00
	22	28.0
	69	46.0
	81	54.0
	16	10.7
	26	17.3
	41	27.3
	57	38.0
	10	6.7
	40	26.67
	75	50.00
	20	13.33
	15	10.00
	53	35.3
	65	43.3
	32	21.3
	58	38.7
	92	61.3

Primary data

It is understood from the table 1 the youth sample respondents 40 belong to the age group between 25-30 years, female respondents constitutes 54 percent and remaining 46 percent were male respondents. Majority of the respondents (64 percent) were married and 36 percent were unmarried. As for as the occupation is concerned , 30 percent were engaged in self employment , 77 percent were salaried , 27 percent were home makers and the remaining 10 percent were students . The classification of respondents based on the education , shows that 10.7percent had education upto

school level,17.3 percent of respondents have higher secondary education , 27.3 percent of the respondents were under graduates , 38 percent were post graduates and remaining 6.7percent of the respondents studied diploma courses . The respondents were classified based on their monthly income. 35.3percent have income below Rs.20000 , 43.3percent have income between Rs 20000- Rs 30000 and remaining 21.3percent have income above Rs 30000 .

Type of impulse buying behavior

The sample respondents being youth exhibited the following types of impulse buying behavior. Table 2

Type of impulse buying behavior among youth

Type of behavior	No of respondents (n=150)	Percentage
Unplanned	48	32.00
Pure impulse	50	33.30
Suggestive	27	18.00
Reminder	25	16.70

Source : primary data

From the above table 2 it reveals that more than 33 percentage of the respondent buying their product because of pure impulse buying behavior. This category of respondents were strongly connected to emotions and the impulsiveness was very high. It occurs because of product novelty. The respondent were not looking for the product at all but feels a strong emotional want.

More than 32 percentage of the respondents exhibited Unplanned impulse buying behavior .Instead special offers and other stimuli such as salespersons, influenced by the decisions inside the shop. The actual decision is made at the point of sale. This makes it different from planned purchase when a more specific kind of product is in mind. About 18 percentage of the respondents exhibited Suggestive impulse buying behavior .This purchase can turn out to be a rational or functional purchase decision but the purchase is not planned because the consumer has no previous knowledge about the product. That is why visualization in the store is the key factor for the purchase.

More than 16 percentage of the respondents exhibited reminder impulse buying behavior . The reminder impulse can also remind them about a particular advertisement or information previously

noticed by the consumer, which makes the consumer take the opportunity of purchasing. The difference between reminder impulse buying and suggestion impulse buying is that the product is known to the consumer in the first but not in the latter situation.

Occasions of Impulse buying among youth

Table 3

Occasions of Impulse buying among youth

Type of behavior	No of respondents (n=150)	Percentage
Before work	15	10.00
When I am happy	23	15.30
When I am with my friends	16	10.70
When I have time to spare	16	10.70
When I am hungry	20	13.30
After work	24	16.00
When I am bad mood	10	6.70
When I am by myself	14	9.30
When I am in a rush	12	8.00

Source : primary data

The youth respondent exhibited impulse buying drive on different occasions also presented in table 3 . According to the above table 3 mostly 16 percent of respondent experienced impulse buying while they did purchased after their official working time .About 15 percent had the experienced of impulse buying when they are happy ,and 13.3 percent when they felt hungry .About 10 percent respondent did included in impulse buying when with the company of friends , leisured time ,and before going to work place respectively .The psychological effect like bad mood also drives 6.7 percent of the respondents to get relaxation thought impulse buying .

Stimuli for impulse buying among youth

Table 4

Stimuli for impulse buying among youth

Type of behavior	No of respondents (n=150)	Percentage
Cheap	10	6.70
Need	21	14.00
Desire	12	8.00
Quality	19	12.70
New	12	8.00
Curiosity	22	14.70
Salesperson	13	8.70
Commercial	16	10.70
Design	13	8.70
Practical	4	2.70
Emotion	4	2.70
Exciting shopping experiences	4	2.70

Source: primary data The stimulus motives youth respondent to included impulse buying were classified and presented in table 4. Among youth the noted stimuli impulse buying was curiosity 14.7 percent need 14 percent ,quality 12.7 percent ,commercial advertisement 10.7 percent ,design 8.7 percent and desire 8.7 percent.

Factors influencing Impulse Buying

To know about the agreement or disagreement about the impulse buying 24 variables were included in the questionnaire. Respondents were asked to give their response in the likert five point scale . Data so collected were subjected of factor analysis to identify the underlying factor. Varimax Rotation Kaiser Normalization was used for the analysis .the principal component analysis used for extraction purpose .The criteria for selecting number of factor was based on Eigen value .All those factor which had Eigen value more than one was included. On Varimax Rotation ,nine factor had Eigen value of more than one .The rotation result Eigen value of nine factor are present in the table 5

Table 5 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.

The KMO and Bartlett's thus test the sample adequacy and is Impulse buying significant . They included mostly in impulse buying .

Table 6 Variables for factor analysis

Variables
Important for me to be a fashion leader
I care of fashion trends and want to be one of the first to try them
I am confident in my ability to recognized fashion trends
Buying clothes are one of the most important ways I have of expressing my individuality
Being the first to try new fashion: therefore, many people regard me as being a fashion leader
Because of my active life style, I need a wide variety of clothes
Do I buy at least one outfit of the latest fashion?
Do I spend a lot of money on clothes and accessories?
Do I spend a lot of time on fashion-related activities It is important to be well- dressed?
Do I want to get ahead, you have to dress the part?
Does the way you think of yourself is reflected by what you wear?
Does buying good clothes is part of leading the good life?
Do I get told what to wear by so called fashion experts?
Does buying clothes in clothing is just a way of to get more money from the consumer?
Do I buy clothes I like, regardless of current fashion?
Do I buy things spontaneously?
Does "I buy it" describes the way I buy the things?
Do I buy things without thinking?
Does "I buy now, think about it later" describes me?
Do I sometimes I feel like buying things on the spur of the moment?
Do I sometimes I am a bit reckless about what I buy?

Table 7 Factors influencing impulse buying branded clothes

	Factors								
	1	2	3	4	5	6	7	8	9
	.761	-.023	.176	.255	-.075	.033	-.075	.077	.081
	.679	.145	-.179	-.218	-.066	-.129	.155	-.033	-.058
	.622	-.267	-.065	.174	.103	.286	.081	-.022	.176
	.531	.329	.246	-.001	.298	.024	-.286	-.190	-.170
	.027	.715	-.064	.089	-.072	.106	-.020	.099	-.062
	.006	.612	-.225	.126	.044	.191	.172	.012	.096
	-.172	.376	-.268	.254	-.011	-.299	.284	-.214	.129
	-.062	-.133	.746	-.163	.040	-.040	.092	.013	.096
	.084	-.081	.682	.209	-.150	.081	.107	-.066	-.100
	.030	.098	.048	.703	.013	.048	.237	-.059	-.074
	.126	.210	-.046	.639	.149	-.143	-.189	.084	-.014
	-.094	-.099	-.123	.128	.749	.150	.076	-.182	.115
	.085	-.163	.051	.296	.596	-.353	-.178	.145	.002
	.078	.281	-.023	-.205	.595	-.009	.254	.193	-.215
	.020	.088	-.013	-.175	-.004	.709	-.128	.083	-.052
	.051	.145	.052	.161	.009	.671	.298	.019	-.028
	.048	.061	.193	.055	.099	.076	.824	.075	.056
	-.105	-.014	-.191	.113	.069	.153	.004	.796	.183
	.109	.170	.216	-.152	-.109	-.057	.128	.637	-.354
	.074	.007	-.029	-.137	-.023	-.063	.110	.021	.817
	.030	.467	.338	.199	.037	-.072	-.222	-.048	.485
	1.822	1.702	1.538	1.503	1.461	1.409	1.305	1.262	1.262
	8.676	8.103	7.322	7.158	6.959	6.711	6.213	6.010	5.962
	8.676	16.780	24.101	31.260	38.219	44.930	51.142	57.152	63.114

From the above table 3 a loading of 0.6 and 0.7 above was considered to be significant from grouping the variables. In factor one named as "trend setters", consists of the variables I am aware of fashion trend (0.761), I am the first try new fashion, many people regard me as being a fashion leader (0.679), I recent being told what wear by so called fashion experts (0.622). Factor Two named as "Fashion appearance" consists of the variables I spend a lot of money, time on fashion related activities (0.715), Wearing good clothes is part of leading the good life (0.612), s they give their important to the physical appearance never bother to spend time and money and they involve in impulse buying. Factor three named as "Instant gratification" consists the variables the youth they instant wants everything now and don't have the tendency to involve themselves in impulse buying. In factor "Buy now, think about it later" describes me (0.716), "Just do it" describes the way I buy things (0.628). Factor Four named as "Instant decision" and who want variety of clothes to they are wants this act of emotional buying behavior Sometime I feel like buying things on spur of the moment (0.703), Because of my active life style, I need a wide variety of clothes (0.639). Factor Fifth is named as consists of the variables "self image" What you think of yourself is reflected by what you wear (0.749), factor sixth named as "being the group" consists of the variables If you want to get ahead, you have dress the part (0.671), I spend a lot of money on clothes (0.709), Factor seventh "clothing is important" named as consists of the variables Clothes are one of the most important factor (0.824), Factors Eight named as "Not a fashion leader" consists of the variables Sometime I am a bit reckless about what I buy (0.796), I buy clothes I like regardless of current fashion (0.637), Factor nine named as "unplanned buying" consists of the variables often buy things without thinking (0.817). The variation explained by the selected nine factors for each variables the variance explained by impulse buying is 7.2 percent. The buying behavior of the product also resulted as a important factor. All together 9 factors explained 63.14percent of variables in the impulse buying behavior among youth.

Conclusion

Consumer behavior plays a major role in impulse buying behavior among youth with

special references to clothes. The market impulse buying behavior is complex and changing the purchase behavior of the youth. The study brought out the fact that the researchers evaluate the of the impulse buying behavior and they are understand and analysis of consumer behavior of the clothes and examine the effect of impulse buying in buying clothes. retailers may use the findings of the study to improve their merchandise assortment and improve the shopping environment including store displays to trigger impulse purchases. In a highly competitive environment, It would also be useful to examine impulse buying behavior among youth.

It would a meaningful to examine the impulse buying behavior among youth for the clothing. In addition, further research may need to examine the impact of situational factors including physical and social factors on impulse buying. In this context we may also examine whether emotional responses to shopping environments vary by demographics such as gender, age, etc. only those retailers who exceed the expectations of their customers in terms of providing an enjoyable shopping experience can survive and become successful.

References

- Amir Foroughi1, Nor Aishah Binti Zizah Che Senik, Reihaneh Shariq Hajmisadeghi (2013) Impulse Buying Behaviour and Moderating Role of Gender among Iranian Students. Journal of Basic and Applied Scientific Research 3(4)760-765. 2013, Text Road Publication. 2090-4304.
- Ben Paul B. Ganoza (2004). Determinants of Planned and Impulse Buying :The Case of the Philippines. Asia Pacific Management Review 2004 9(6), 1061 – 1078.
- Regina Virvilaite, Violeta Saladiute, Jurate Zvinliyte (2011). The Impact of External and Internal Stimuli on Impulsive Purchasing. Economic Management 2011.16 ISSN 1648-6515.
- Shah Minal, Guha Sanjay, Shrivastava Urvashi (2012) Emerging Trends In Retail Sector: Impulse Buying Behaviour. Reference to Chhattisgarh Region.

International Journal of Engineering and management sciences , vol 3(2) 2012 142- 145 .

Sreedhar Rao Madhavaram & Debra A. Laverie (2004) Exploring Impulse Purchasing on the Internet . Advances in consumer Research volume 31@ 2004 .

- Sonali Banerjee & Sunetra Saha (2012), Impulse Buying Behaviour in Retail Stores –Triggering the Senses . Asia Pacific Journal of Marketing & Management Review Vol.1 No. 2, October 2012, ISSN 2319-2836 .