

## Dimensions of point of purchase factors in impulsive buying of women's skincare cosmetics in India

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### Keywords

Impulsive buying behavior, point of purchase factors, brick and mortar stores, skin care products, positive reinforcers

### Abstract

*Impulsive buying is a much talked and researched subject particularly in view of the immense business that it generates all over the world. The point of purchase factors in brick and mortar stores play a crucial role in determining the buying behavior. Impulsive buying behavior, on one hand is difficult to predict or estimate, on the other hand much talked and extremely crucial area in consumer behavior. Women associate themselves very innately with skin care products for many different aspects like looks, aging, sun protection, moisturizing. As a matter of fact the skincare products become an extension of their very own personalities. In the present research paper an attempt is made to understand the importance of various factors present at the point of purchase and the degree to which they act as positive reinforcers in impulsive buying of skin care items. Twenty two constructs had been identified based on extensive literature review. These were later grouped into eight factors using factor analysis. These factors are in store promotions, merchandising, ambience, atmospherics, support at point of purchase, display, convenience and visual communication. Further cluster analysis is carried out to understand the importance of these factors. A total of 229 completely filled questionnaires are utilized for analyzing the data. ANOVA is used to understand the difference between groups. The study is conducted in the state of Uttarakhand, India.*

### 1. Introduction

Impulsive buying has long remained a puzzle for marketers as well as consumers. However it generates substantial business world-wide and this developed the interest of many researchers as well as marketers in understanding the phenomenon. The nature of impulse buying is not only difficult to understand but also difficult to predict. The subject has been researched for over sixty years. What makes an impulse sale so appealing is that these are instant sales and the customer does not give much thought about the price, reliability, usefulness or other consequences.

In simplest terms, Impulsive buying is unplanned and unintended buying behavior. Hausman (2000) states that Impulsive buying is an important source of income for retailers and between 30% to 40% fall under this category. There are several cues that trigger impulse buying. Impulsive buying behaviour is a universally recognized, pervasive phenomenon and distinctive aspect of consumer lifestyle and thus become the focal point of all marketing activities. (Gardner & Rook, 1988, Rook 1987, Rook and Hoch, 1985). However this phenomenon has remained an enigma and very little is known about the dynamics of internal mechanism and variables that must drive the enactment of such behavior. This kind of buying takes place when the desires are strong enough to override constraints (Hoch, Loweinstein, 1991; Weinberg & Gottwald, 1982). In the absence of self-control people give in to their desires and impulsive buying occurs (Youn, 2000).

## 2. Definitions of Impulsive buying

Traditionally the impulse buying research began in the 1950's. Defining impulse buying was the main topic in early impulse buying literature (1960s - 1990s). The initial study concerned supermarket purchases made by the firm division of Dupont Company. Applebaum (1951) in his exploratory study was the first to suggest that impulse purchasing may stem from the consumer's exposure to a stimulus while in the store; Nesbitt (1959) viewed it as intelligent shopping. In other words, smart shoppers do not plan their purchases, but search for and take advantage of in-store promotions, thus maximizing their buying power. He further states that impulse buying is a result of promotional stimuli and buying items are not decided in advance before starting a shopping trip. For retailers impulse buying is defined as any sort of unplanned buying. (Clover, 1950; Stern, 1962; Abratt & Goodrey, 1990).

"Traditional" marketer-controlled stimuli such as the product itself, the product's position on the shelf, atmospherics (Kotler, 1972), salesmanship, tie-ins have been identified by consumer researchers as prompts for unplanned or impulse purchases. Dittmar et al. (1995) defined Impulsive buying as unplanned buying. Hoch and Lowenstein (1991) explained impulsive buying as struggle between the psychological forces of desires and willpower. Stern (1962) identifies the impulsive mix and then develops a framework. Kacen and Lee (2002) defined impulsive buying as unplanned buying with rapid decision making and a subjective bias in form of immediate possession. Kollat and Willet (1967) advocated that women tend to engage in impulse buying more as compared to men. Rook and Fisher (1995) defined impulsive buying as consumer tendency to buy spontaneously, unreflectively, immediately and kinetically. Rook (1987) advocated that when a customer experiences a sudden often powerful urge to buy something immediately can be called as Impulsive Buying. He further stated that impulse buying is a behavior originating due to impulsiveness. Cobb (1986) reported that impulse buying has long been considered a significant form of consumer buying action. Impulsive buying intention is an intention to buy which is unreflective, unplanned and without deliberation. Wood (1998) expressed impulsive buying as akrasia or "weakness of will".

Kacen and Lee (2002) defined impulsive buying as unplanned buying with rapid decision making and a subjective bias in form of immediate possession. Xiao and Nicholson (2012) defined impulsive buying as unplanned and sudden buying act, in response to subjective or external stimuli, accompanied by powerful and persistent urge; after the purchase, the customer experiences emotional, cognitive and/ or behavior reactions, which may become the new trigger of repeated impulsive buying, a reflection of impulsivity traits, socio values about buying beliefs; both a process and an outcome.

Many scholars have argued that the definition of unplanned buying is not sufficient to describe impulsive behavior. Weinberg, Gottwald (1982); Rook & Hoch (1985) stated that the definition of impulse buying should be differentiated from unplanned buying. In their study they observed the emotional response and expression of consumers when indulged in impulsive buying and concluded that this buying was more emotional than normal purchasing.

## 3. Factors affecting Impulsive buying

A number of different factors have been studied by different authors to study impulsivity. Tuley, Millman (2000) focuses on the effect of facility based environmental cues or atmospherics on buyer behavior. The term 'atmospherics' was first used and defined by Kotler about 30 years back. In a study on atmospherics Spangenberg, Gowley and Henderson (1996) noted environmental psychology, Stimulus- Organism-Response (S-O-R). Atmosphere is stimulus that causes customer's evaluation (O) and causes behavior response (R). (Mehrabian

and Russell, 1974), (Donavan and Rossiter,1982). Berman & Evans (1995) divide atmospheric stimuli or elements on the store, the general interior, layout and design variable, POP and decoration variables. The study advocates that the atmosphere that produces one response in a group of people may produce an altogether different response in another set of people or groups. External cues are specific triggers associated with buying or shopping. They involve market controlled environmental and sensory factors. Internal cues refer to consumer's feelings, moods and emotional states. The study also included atmospheric cues like sight, sound and smell in retail environment that influence desire to purchase impulsively. Eroglar & Machleit (1993), Mitchell (1994). Additional marketing cues like point of purchase displays, promotions and advertisements can affect the desire to buy on impulse. Wilson et al. (2000) opined that store environment has a profound effect on the mood of the shopper, and it has a great role to play in influencing spontaneous consumer decision making. Chen (2001) describes the factors which influence impulsive buying such as external stimuli (buying frequency, store displays, promotions, advertising, atmosphere in stores and retailers) internal perceptions (lifestyle, personality, emotions, money and time pressure) buying behavior (price, time of purchase, payment) and demographic variables (age, gender, income, occupation, household income and social status). It is important for marketers to be aware of these four factors so that they can make a complete and functional marketing plan.

Kwan and Armstrong (2002) in their writings advocated that impulse purchase behavior in shopping situations is the result of the characteristics of the product being purchased, characteristics of the consumer making the purchase and the situational factors surrounding the purchase context. Dittmar (2005) in his study introduced six factors that influence impulsive buying. The first factor is Cost. The lower the cost, the greater the probability of buying on impulse in case of consumer and nondurable goods. Second factor which influences impulsive buying is mass distribution. With easy accessibility and increase in mass distribution the impulsive buying increases. Third factor influencing impulsive buying is Propaganda activities; with more propaganda, the motive of impulsive buying increases. Fourth factor influencing impulsive buying is the Store environment. The location, decoration, layout, light affects the impulsive buying. The fifth factor affecting such buying is income and economic status. Higher income and better economic status decreases the risk of impulsive buying, hence increases impulsive buying tendency. (Vohs & Faber, 2007) suggested that ease of physical examination and proximity to the goods, being able to touch goods or test free samples also stimulates sensory inputs.

Anna S Mattila, Jochen Wirtz (2008) in their investigative study examined the role of environmentally induced stimulation influencing impulse buying. They asserted that two factors viz. perceived crowding and employee friendliness jointly influences consumer's unplanned purchases. Mariri Tendai, Chipunza Crispin (2009) advocated that the in-store shopping environment is very important determinant of impulsive buying. Factors such as in-store background music, store display, scent, in store promotions, prices, shop cleanliness, shop density and store personnel all make up the in store shopping environment. The store ambience can play a truly evocative role by arousing all the senses through different cues. The store ambience plays an important role in making the store more welcoming, friendly and impressive.

Though retailers across the world have realized the power of impulse buying yet not much is known about in store environment and the way it influences unplanned purchases in the skin care category of cosmetics, this study is undertaken in order to develop clarity on the role of different factors existing at purchase point in influencing and shaping impulsive buying behaviour.

#### 4. Skin care Market

The skin care market has long remained an often neglected or least cared for segment of the Cosmetics market. The dominant ones being the colour cosmetics and the hair care sector. The Indian Personal care and beauty industry has been able to maintain a consistent healthy growth since 2013 despite worrying factors looming over the economy in the form of inflation. Under the skin care category the whitening products have emerged as the most popular choice not only amongst the women folk but among the men's segment as well. Taking care of skin especially facial skin has become quite a regime for the young females who wish for flawless, youthful skin. Amongst the other factors which contributed towards growth is rising awareness followed by increased consciousness amongst Indian consumers for their image. Simpi, Sinha (2012) estimated the total size of the Indian retail and beauty market estimated to be of \$ 1.5 billion, with fragrances comprising of the largest component. According to them the skin care segment stood at 19% of the total market. Under the skin care category the whitening products have emerged as the most popular choice not only amongst the women folk but among the men as well. This propelled the manufacturers for adding new claims like spot reduction or skin brightening products to attract the consumers. Skin care market is under nascent stage with penetration level in rural areas very miniscule.

#### 5. Point of Purchase Factors

In the modern shopping environment the point of purchase factors can make or ruin a buying decision. Point of purchase factors are those factors which influences the customer when the customer is present at the buying place. These factors influence in a very direct way and many times the influence is quick or spontaneous. Impulsive buying is unplanned, this kind of buying accounts for majority of purchase especially in items like skin care products where the relative awareness is very less, thus the various factors operating at this point where purchase is made plays very crucial role in shaping the ultimate buying behavior.

#### 6. Research Methodology

This research is based on both exploratory and descriptive design. The exploratory work is done in the form of literature review, which helped in defining the problem and identification of variables. It has diagnostic essence as the impact of point of purchase factors is described.

After undertaking a detailed literature review, twenty two constructs were identified. Many research scholars have used one or more of these factors in understanding impulsive buying in retail setting without taking any product category under consideration. The dependent variable is Impulsive buying and different constructs acting at point of purchase have been identified as independent variables. These constructs being in store promotions, informative graphics/signs, innovative displays, packaging, photo panels, celebrities endorsements, shelf placements, trial options, sales personnel, latest variants, lighting, compatible temperatures, cleanliness, aesthetics, colour, music, scent, quick billing system and familiarity with the store. An attempt is made to study the impact of these constructs on impulsive buying behaviour of skin care products in brick and mortar stores. The study is under taken with the following objectives.

##### 6.1 Objectives

- a) To assess the demographic factors and their role in enhancing consumer impulsivity towards point of purchase factors
- b) To analyze the consumer impulsivity towards point of purchase factors in buying of skin care products.

- c) To determine the influence of residential background on impulsive buying in skin care products at point of purchase.

Data collection is done using structured questionnaire. In order to minimize sampling errors, total of 250 questionnaires were distributed at prominent malls in Dehradun and Haridwar and busy markets in Mussorie. Total of 229 completely filled questionnaires were received back for analysis.

The perception of the respondents is measured using five point likert scale. Likert scale also known as summated rating scale is easy to construct or administer. The respondents were asked to select their choice ranging from strongly agree to strongly disagree. Sophisticated analytical tools like ANOVA, factor analysis are used to analyze the data. Cronbach's Alpha value is found to be 0.8 which shows the reliability and KMO value of 0.6 shows that the data could be subjected to further analysis.

ANOVA was used to identify the impact of various demographics such as age, gender, education and residential background on the factors.

## 6.2 Hypothesis

H0a-There is no significant impact of education level on the perception towards any Point of Purchase factors.

H1a-There is significant impact of education level on the perception towards any Point of Purchase factors.

H0b-There is no significant impact of gender on the perception towards any Point of Purchase factors.

H1b- There is significant impact of gender on the perception towards any Point of Purchase factors.

H0c-There is no significant impact of residential background on the perception towards any point of purchase factors.

H1c- There is significant impact of residential background on perception towards any point of purchase factors.

## 7. Analysis

	<i>Categories</i>	<i>Count</i>	<i>Percentage</i>
Gender	Male	119	52.0
	Female	110	48.0
Age	18-25	79	34.5
	26-39	77	33.6
	40-54	40	17.5
	above 55	33	14.4
Marital Status	Married	109	47.6
	Unmarried	120	52.4
Education Level	Up to matriculate	43	18.8
	intermediate	68	29.7
	graduate	54	23.6
	post graduate	38	16.6
	professional qualification	26	11.4
Family Size	1 to 3 member	121	52.8
	4-5 member	106	46.3
	more than 5 member	2	.9
Occupation	Student	70	30.6
	business	61	26.6
	service	55	24.0
	professional	29	12.7
	housewife	14	6.1

Table 1 Demographic Characteristic of Respondents

Table 1 shows the demographic profile of the respondents. Total of 229 respondents filled the questionnaire. 52% of the total respondents are male and 48% are females. 34.5% of respondents are between the age of 18-25, 33.6% fall in between the age of 26-39, 17.5 percent are in the age of 40 to 54 and 14.4% of respondents fall in the age above 55 years. 47.6% of respondents are married and 52.4% are unmarried. As far as the education level is concerned 18.8% are matriculate, 29.7% are intermediate, 23.6% are graduate, 16.6% are post graduate and 11.4% are professionally qualified. Occupation wise 30.6% are students, 26.6% are in business, 24% are in service, 12.7% professionally qualified and 6.1 % are house wives.

	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	98	42.8	42.8	42.8
Valid semi urban	67	29.3	29.3	72.1
Rural	64	27.9	27.9	100.0
Total	229	100.0	100.0	

**Table2: Residential background**

Table 2 shows the residential background. 42.8% of respondents belong to urban areas 29.3% are from semi urban Background and 27.9% belong to rural areas.

	Frequency	Percent	Valid Percent	Cumulative Percent
Department Stores	75	32.8	32.8	32.8
Super Markets	20	8.7	8.7	41.5
Valid Beauty & Cosmetic Stores	90	39.3	39.3	80.8
Malls	39	17.0	17.0	97.8
Others	5	2.2	2.2	100.0
Total	229	100.0	100.0	

**Table3: Place where one act impulsively**

Table 3 shows 39.3% of respondents have showed their preference for Beauty & Cosmetics Stores as places where they tend to act impulsively.

	Frequency	Percent	Valid Percent	Cumulative Percent
Sun Protection Cream	27	11.8	11.8	11.8
Fairness Cream	83	36.2	36.2	48.0
Valid Anti Aging Cream	41	17.9	17.9	65.9
moisturizing Cream	78	34.1	34.1	100.0
Total	229	100.0	100.0	

**Table 4: Preference in Facial Skincare**

Table 4 shows that the fairness cream is the most popular reason for buying skincare products. Moisturizing is the next most favoured reason. Anti aging is preferred by .9% of the respondents and sun protection cream by 11.8% of the respondents

	Component								Com muni laties
	1	2	3	4	5	6	7	8	
Celebrities endorsing skin care products act like positive reinforcer leading to impulsive buying	.893								
Packaging of skin care products act as positive reinforcer in impulsive buying.	.755	.365							
Displaying skin care products that catch customer's attention acts as positive reinforcer in buying skin care products	.501	.341					-	.40	.741
Innovative displays act as positive reinforcer in impulsive buying.		.836					.354	9	.754
Promotions at place of purchase act as positive reinforcer in impulsive buying of skin care product.		.786							.690
Colors at Point of purchase displays influence me to buy skin care products on impulse.		.565	.48				.470		.867
Compatible temperatures (cool in summers and warm in winters) act as positive reinforcer in impulsive buying of skin care products			.83						.801
Availability of new/ latest variant act as positive reinforcer for impulsive buying of skin care products			.71						.651
Cleanliness at the place of purchase acts as a positive reinforcer in impulse buying of skin care products.			.61	.42				.40	.896
Creative use of colours at the display point acts as positive reinforcer for impulse buying of skin care products				.83					.822
Mood altering music at the place of purchase acts as positive reinforcer for impulse buying of skin care products	.336			.78					.897
Scents (odour) acts as positive reinforcer in impulsive buying of skin care products.			.35	.60		.540			.824
Helpful sales people act as positive reinforcer in impulsive buying of skin care product.					.84				.840
Availability to touch and feel of the skin care product acts as positive reinforcer in impulsive buying of skin care products		.330			.77				.790
Trial options acts as positive reinforcer in impulsive buying of skin care products.					.64	.324		.30	.768
Shelf placing as regards height of vision acts as positive reinforcer in impulsive buying of skin care products						.770			.760
Familiarity with the store acts as positive reinforcer in impulsive buying of skin care products.						.617	.425		.774

Window displays act as positive reinforcer in impulsive buying of skin care products	.449	.417				.491			.731
Quick billing systems acts as positive reinforce in impulsive buying of skin care products.		.309					.724		.770
Informative graphics /signs of skin care items act as positive reinforce in impulsive buying of skin care							-		.666
Lighting at the place of display of skin care products acts as positive reinforce in impulsive buying.							.724		.77
Graphics such as photo panels add personality to skin care products and act as positive reinforce.	.616							.65	.872
Total	4.943	3.167	2.276	1.772	1.51	1.375	1.185	1.091	
% of Variance	22.47	14.394	10.346	8.056	6.863	6.25	5.386	4.96	
Cumulative %	22.47	36.864	47.21	55.266	62.129	68.379	73.765	78.725	

Table5: Rotated Component Matrix

From the above table it was observed that there are three attributes such as Celebrities endorsing skincare products, Packaging of skincare products, displaying skincare products act as positive reinforcer in impulsive buying at point of purchase. These components are grouped as in store Promotions, Innovative displays, promotions and colours acting as positive reinforcers at point of purchase are grouped as second component called merchandising. Compatible temperatures, availability of new/latest variants and cleanliness at the point of purchase acting as positive reinforcer are grouped as third component called ambience. Creative use of colours, mood altering music acting as positive reinforcers at the point of purchase are grouped as the fourth component called Atmospherics. Helpful sales people, availability of touch and feel and trial options are grouped as the fifth component called Support at pop. Shelf placing, familiarity with the store, window displays at the point of purchase are grouped as the sixth component called Display. Quick billing system, Information graphics are grouped under the seventh component called Convenience. Visual communication, lighting and graphics are grouped as the eight component named as visual communication.

	N	Mean	Std. Deviation
In store promotions	229	3.6798	.62151
Merchandising	229	3.4076	.71793
Ambience	229	3.6463	.79935
Atmospherics	229	3.2780	.81282
Support at pop	229	3.6041	.76438
Display	229	3.5167	.63701
Convenience	229	3.7205	.52195
visual communication	229	3.5328	.43177
Valid N (listwise)	229		

Table 6: Descriptive Statistics

Table 6 shows the descriptive statistics of the various factors. In store promotions, Ambience, support at POP, convenience, display and visual communication have a mean of 3.5 or above which shows that respondents have positive perception towards the impact of these factors as positive reinforcers for skin care products at point of purchase. The standard deviation of atmospherics is highest (0.812) which implies that the responses on the attributes related to this factor is somewhat fluctuating from agree to disagree.



Table 7 shows that both male and female respondents have indicated their preference towards convenience as the most favored factor. Therefore convenience at the point of purchase leads to impulsive buying of skin care products in both genders.

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
In store promotions	Between Groups	.419	1	.419	1.084	.299
	Within Groups	87.653	227	.386		
	Total	88.072	228			
Merchandising	Between Groups	.012	1	.012	.023	.878
	Within Groups	117.504	227	.518		
	Total	117.516	228			
Ambience	Between Groups	.481	1	.481	.751	.387
	Within Groups	145.202	227	.640		
	Total	145.683	228			
Atmospherics	Between Groups	.341	1	.341	.516	.473
	Within Groups	150.291	227	.662		
	Total	150.633	228			
Support at pop	Between Groups	2.612	1	2.612	4.539	.034
	Within Groups	130.602	227	.575		
	Total	133.214	228			
Display	Between Groups	.213	1	.213	.525	.470
	Within Groups	92.306	227	.407		
	Total	92.519	228			
Convenience	Between Groups	.682	1	.682	2.519	.114
	Within Groups	61.432	227	.271		
	Total	62.114	228			
Visual communication	Between Groups	.202	1	.202	1.084	.299
	Within Groups	42.302	227	.186		
	Total	42.504	228			

Table 7: Mean

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
In store promotions	Between Groups	.419	1	.419	1.084	.299
	Within Groups	87.653	227	.386		
	Total	88.072	228			
Merchandising	Between Groups	.012	1	.012	.023	.878
	Within Groups	117.504	227	.518		
	Total	117.516	228			
Ambience	Between Groups	.481	1	.481	.751	.387
	Within Groups	145.202	227	.640		
	Total	145.683	228			
Atmospherics	Between Groups	.341	1	.341	.516	.473
	Within Groups	150.291	227	.662		
	Total	150.633	228			
Support at pop	Between Groups	2.612	1	2.612	4.539	.034
	Within Groups	130.602	227	.575		
	Total	133.214	228			
Display	Between Groups	.213	1	.213	.525	.470
	Within Groups	92.306	227	.407		
	Total	92.519	228			
Convenience	Between Groups	.682	1	.682	2.519	.114
	Within Groups	61.432	227	.271		
	Total	62.114	228			
Visual communication	Between Groups	.202	1	.202	1.084	.299
	Within Groups	42.302	227	.186		
	Total	42.504	228			

Table 8: ANOVA

From the above table it is observed that for support at POP, the significance value is less than 0.05, which implies that Null hypothesis is rejected. In other words there is significant impact of gender of respondents on the perception towards any point of purchase products.

**Report**

education level	In store promotions	Merchandising	Ambience	Atmospherics	Support at pop	Display	convenience	Visual Communication
Up to matriculate	3.6744	3.3876	3.6977	3.0775	3.5116	3.4109	3.6512	3.5349
Intermediate	3.6225	3.3284	3.7108	3.2206	3.6225	3.4951	3.6691	3.5294
Graduate	3.6481	3.5000	3.5494	3.3951	3.7654	3.5432	3.7778	3.5185
post graduate	3.7719	3.3246	3.5263	3.4211	3.4474	3.4825	3.6579	3.5395
professional qualification	3.7692	3.5769	3.7692	3.3077	3.6026	3.7436	3.9423	3.5577
Total	3.6798	3.4076	3.6463	3.2780	3.6041	3.5167	3.7205	3.5328

**Table 9: Mean**

Table 9 shows that respondents up to matriculate prefer Ambience as the most favored factor. Intermediate qualified respondents also prefer Ambience, graduate have showed their increased preference for Convenience, layout is the most favored in case of post graduates and professionally qualified have shown preference for convenience. Overall it is observed that Convenience is the most preferred factor.

		Sum of Squares	Df	Mean Square	F	Sig.
In store promotions	Between Groups	.809	4	.202	.519	.722
	Within Groups	87.263	224	.390		
	Total	88.072	228			
Merchandising	Between Groups	1.912	4	.478	.926	.449
	Within Groups	115.604	224	.516		
	Total	117.516	228			
Ambience	Between Groups	1.843	4	.461	.718	.581
	Within Groups	143.839	224	.642		
	Total	145.683	228			
Atmospherics	Between Groups	3.493	4	.873	1.329	.260
	Within Groups	147.140	224	.657		
	Total	150.633	228			
Support at pop	Between Groups	2.730	4	.682	1.172	.324
	Within Groups	130.484	224	.583		
	Total	133.214	228			
Display	Between Groups	1.934	4	.484	1.196	.313
	Within Groups	90.585	224	.404		
	Total	92.519	228			
Convenience	Between Groups	1.992	4	.498	1.855	.119
	Within Groups	60.122	224	.268		
	Total	62.114	228			
visual communication	Between Groups	.030	4	.007	.039	.997
	Within Groups	42.475	224	.190		
	Total	42.504	228			

**Table 10: ANOVA across Education Level of Respondents**

From the above table, it is observed that for all factors the significance is greater than 0.05 which implies that the Null hypothesis is accepted. In other words there is no significant

impact of education level of respondents on the perception towards any point of purchase factors.

residential background	In store promotions	merchandising	Ambience	Atmospherics	Support at pop	Display	convenience	Visual communication
Urban	3.6176	3.4020	3.7582	3.2353	3.5882	3.4837	3.7059	3.4755
semi urban	3.8194	3.4259	3.4861	3.3287	3.6528	3.5370	3.7361	3.5903
Rural	3.6121	3.3939	3.6485	3.2909	3.5697	3.5515	3.7273	3.5636
Total	3.6798	3.4076	3.6463	3.2780	3.6041	3.5167	3.7205	3.5328

**Table 11 : ANOVA across residential background**

The highest mean of 3.8194 is observed for in store promotions amongst semi urban respondents. Semi urban respondents have shown impulsivity towards skincare products due to convenience factor also.

Amongst the urban respondents ambience is the most favored factor followed by convenience. Rural respondents favour convenience the most, followed by in store promotions.

		Sum of Squares	Df	Mean Square	F	Sig.
In store promotions	Between Groups	2.050	2	1.025	2.693	.070
	Within Groups	86.022	226	.381		
	Total	88.072	228			
Merchandising	Between Groups	.038	2	.019	.036	.964
	Within Groups	117.478	226	.520		
	Total	117.516	228			
Ambience	Between Groups	3.124	2	1.562	2.477	.086
	Within Groups	142.558	226	.631		
	Total	145.683	228			
Atmospherics	Between Groups	.380	2	.190	.286	.752
	Within Groups	150.252	226	.665		
	Total	150.633	228			
Support at pop	Between Groups	.261	2	.131	.222	.801
	Within Groups	132.953	226	.588		
	Total	133.214	228			
Display	Between Groups	.208	2	.104	.254	.776
	Within Groups	92.311	226	.408		
	Total	92.519	228			
Convenience	Between Groups	.042	2	.021	.076	.927
	Within Groups	62.072	226	.275		
	Total	62.114	228			
Visual communication	Between Groups	.625	2	.313	1.687	.187
	Within Groups	41.879	226	.185		
	Total	42.504	228			

**Table 12 ANOVA**

Table 12 shows that there is no significant impact of residential background on point of purchase factors. Hence Null hypothesis holds valid.

### Segmentation of consumers using Cluster Analysis

Cluster analysis is a major technique for classifying a large number of information into manageable meaningful lots. It is a data reduction tool that creates subgroups that are more manageable than individual datum. Like factor analysis, it examines the full complement of inter-relationships between variables. Using cluster analysis, different marketing strategies preferred by customers can be classified with greater precision and direct appeal within the segment. Targeting specific segments is cheaper and more accurate than broad-scale marketing. Customers respond better to segment marketing which addresses their specific needs, leading to increased market share and customer retention.

	Cluster				
	1	2	3	4	5
In store promotions	4.08	2.33	3.36	3.44	3.62
Merchandising	3.73	1.67	3.46	2.50	3.67
Ambience	4.18	3.33	4.40	2.96	3.43
Atmospherics	4.02	4.67	3.40	2.98	2.85
Support at pop	3.79	1.33	3.65	2.71	3.97
Display	3.93	2.00	2.96	2.93	3.70
Convenience	4.05	4.50	3.19	3.23	3.88
Visual communication	3.85	2.00	3.67	3.16	3.48

Table 13: Final Cluster Centre

	1	66.000
	2	1.000
Cluster	3	24.000
	4	49.000
	5	89.000
Valid		229.000
Missing		2.000

Table 14: Number of Cases in each Cluster

A cluster analysis was run on 9 merchandising factors shorted out of twenty two variables each responding to different motive of merchandising. A K-mean cluster analysis method produced five clusters, between which the variables were significantly different in the main. From the table it could be seen that cluster 1 has 66 respondents. For them Ambience is the prime motive (4.18) followed by in store promotions (4.08). The other two motives Convenience (4.05) and Atmospherics (4.02) are important as well. In cluster 2 there is 1 respondent. Their prime motives are atmospheric (4.67) and convenience (4.50). In cluster 3 there are 49 respondents, for them the prime motive is Ambience (4.40) followed by Visual communication (3.67). In cluster 4, there are 49 respondents whose first choice is in store promotions (3.44), the last cluster is of 89 respondents whose prime motive is support at POP (3.97) followed by convenience (3.70).

## 8. Conclusion

This study shows six important factors lead to impulsive buying in skincare cosmetics. These factors are identified as in store promotions, ambience, support at POP, convenience, displays and visual communications. These factors have high and significant relationship and are important for managers to induce impulsive buying in their stores. Consumers tend to be the most impulsive when buying skin care products in beauty and cosmetics store. Fairness segment and facial skincare products have been rated as the most important. This comes as no surprise as skin lightening by all accounts appears to be sad preoccupation of many Indian

consumers. Impulsivity is significantly affected by Gender of the respondents at point of place. However no impact of education and residential background is observed on impulsivity at point of purchase in skincare products. The most preferred factor driving impulsiveness amongst consumers is support at point of purchase.

### 9. Scope of Research

Research on the buying behavior of consumers is an important aspect of marketing research. Traditionally the consumer is expected to behave rationally, however this is far from true. Increased amount of buying is attributed to impulse. This research provides inputs in planning and designing retail settings which will propel the impulsive buying of skincare products. The role of point of purchase is extremely important in generating sales and thus contributes to the profits of the organizations. Further research can be conducted using a large sample size or larger territory. Other variables could also be included in future studies.

### 10. Limitations

The empirical study is limited in scope as the sample respondents are drawn from Dehradun, Mussorie and Haridwar in Uttarakhand, India. The research findings are limited to the role of point of purchase factors in skin care products. The sample size is 229. The selected parameters form the basis of research. The opinions of the respondents are subject to prevailing business conditions which may vary from time to time.

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