INFLUENCE OF PRODUCT PACKAGING, PROMOTIONS AND STORE-ENVIRONMENT OF THE RETAIL INDUSTRY ON THE IMPULSIVE PURCHASING BEHAVIOUR OF FEMALES IN DHAKA, BANGLADESH

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Abstract

This study has a sole purpose to critically understand the factors that influence the impulsive purchasing behaviour of females in Dhaka, Bangladesh. The three independent variables chosen for this study was product-packaging, promotional approaches and store environment which is studied further through collecting primary data from questionnaires and the questionnaire will be verified using Cronbach's Alpha reliability test. The discussions provided throughout the research will be compared to past research journals and this research will be handy for researchers ahead in the future who wants to study the impulsive purchasing behaviour of females in Dhaka, Bangladesh. The result of the study has shown a significant relationship between each of the variables that proved that promotions have the highest influence, followed by packaging and finally the store environment. Impulsive purchasing can be improved in Dhaka specifically amongst the female customers who are already dominating the retail sector pre-decisively.

Keywords: *Impulsive Purchasing behaviour, Product promotions, Product Packaging, Store Environment, Apparel, Superstores, Hypermarkets*

1.0 Introduction

Impulsive purchasing behaviour is considered the process of buying or purchasing a product that is carried out without planning. It is also considered to be a swift purchase decision that is made right then and there. The topic itself is very huge and broad and is the reason behind the study has deviated towards a specific target group which is the females in Dhaka, Bangladesh who are also the highest contributor to the retail industry. On the other hand, another author namely Gutierrez, (2004) has defined impulsive purchasing behaviour as the purchase which happens spontaneously and on a total immediate basis, with the fact that the customer had no intentions to buy the product and it also indicates that the purchaser is not looking for any product actively.

There are several definitions for the retail industry, but the most used and commonly known is the set of businesses that caters products and services to personal and household consumption and not necessarily to other businesses (databd.com, 2020). Retailers can differ in terms of their size, platform and volume and are named accordingly. As stated by Kotler and Armstrong (2015), the retail industry can be classified as per the following which could range from departmental stores, supermarkets, hypermarkets and retail chains. It is also noticeable that Kotler and Armstrong (2015), has stated that even though they are different in terms of their classifications, the products and services are normally the same sorts such as the daily necessities namely grocery items, household items, electronics, clothing's, furniture, etc.

According to Setyningrum et. al. (2016), retail stores have significance on accessibility and diversity in terms of products and services. Also to note that retail stores offer better prices due to a system called mass promotion. Retailers normally have a very higher scope of influence on impulsive purchases with the ease of facilities such as payment systems whereby many superstores and hypermarkets offer instalments or even credit-based systems to facilitate purchases, this in return increases the power of buyers.

Studies suggest that Impulsive buying has two specific behaviours namely pure impulsive buying conditions whereby a customer deviates from their normal purchases or suggestion impulsive buying whereby the customer compares the quality, usefulness and functions of a new product. Generally, retail stores are the most compulsive choice for customers to do impulsive buying. It is not to be undermined the fact that impulsive and compulsive buying behaviours are one of the primary drivers of feeling the necessity of shopping (Tomassel et. al., 2015; Bighiu, et. al., 2015). Creative strategies used by the retailers is one of the primary reasons for impulsive purchasing behaviour amongst customers with the capacity to adapt to dynamics in terms of the retail marketing mix.

Since impulsive purchasing behaviour is such a huge topic, many factors explain the reason for this impulsive purchasing behaviour but the research has been brought in line with the factors that are most evident which is the packaging, promotional approaches and store environment. This research is concentrated on how the three factors affect the impulsive behaviour of purchases of the female population. To narrow down the search and make it more concentrative, the audience selected for the research is females only with segregation of their age and is conducted only in the city of Dhaka which is also the capital city of Bangladesh. Recently, Dhaka has been stated as the most densely populated city in the world and is the only city that is growing at a significant rate compared to the rest of the cities in Bangladesh and the rest of South Asia (German and Pyne, 2010). The reasoning behind the selection of Dhaka is that Bangladesh is a country that is comprised a population of 165 million people out of which Dhaka alone has a population of over 31 million. Bangladesh is categorised as a "lower middle income" and is situated in the South Asian region of Asia (Data.worldbank.org, 2017). The reason for this study is based on factors such as the growing GDP rate of Bangladesh at a record-making 7.1% per annum which is equal to that of India and with an increasing per capita income from $1,466 to $1,602 (Report, 2017).

1.1 Problem Statement

Bangladesh is a country with a population of 165 million according to the consensus of the Bangladesh Bureau of Statistics and is a nation that is constituted by a majority of muslim population. However, the law and order do not run parallel with religious views. Bangladesh currently has a GDP growth rate of 7.1% which is an excellent rating and equal to India

(Bangladesh Bureau of Statistics, 27-28; Report, 2017). On the other hand, the income level of Bangladeshis has risen compared to that of their Pakistani and Indian counterparts as reported by UNDP Bangladesh (United Nations Human Development Programme).

The GDP rate according to the world bank has been very stable within a range of 6.0 to 7.0 which shows the steady progress of the country. There are different types of retailers in Bangladesh starting from open-air temporary shops to convenience and superstores. Since the first retail supermarket in Bangladesh was inaugurated by Agora in 2001, today more than 200 supermarkets and many online stores are persistent in Bangladesh but most specifically in the city of Dhaka (USDA Foreign Agricultural Service, 2017). The high density of population with a crippling 18 million states the fact there has been a definite increase in demand along with the increased average income per capita.

The main motive of the research is to mine the fact how product packaging, promotional approaches and store-environment directly or indirectly impact the impulsive purchasing behaviour of females due to the growing reasons. In Bangladesh, women account for 27% labour force compared to 83% of their male counterparts. However, the rate is higher than that of India and Pakistan showing higher women empowerment which adds a reason to take up this research (Karim Byron and Fazlur Rahman, 2017). On the other hand; out of the labour force, the dependency rate of Bangladesh according to Mundi is at 52.5% comprising of housewives who also participate in the purchasing behaviour model (Mundi, 2016).

The women or the females are the backbone of this research and do these factors lead them to impulsive purchasing behaviour. The rising population, income, GDP and women empowerment altogether contribute to the study of this research. There is a potential lack of study in the research of female impulsive purchasing behaviour but the study is quite persistent in the western part of the world where intense competition is the place and every organisation tends to compete for their market share. Therefore, larger companies need better and more accurate data to understand the significant role of females in impulsive purchasing behaviour allotting them to create brand loyalty and other potential benefits.

2.0 Literature Review

2.1 Impulsive Buying Behaviour

Impulse buying could be tied to the factor of an orientation that motivates and implies the relationship between behavioural tendencies of approach and avoidance (Neumann & Strack, 2000). Specifically, the factor or stimuli that possesses a positive relationship with the behaviours of the approach. However, impulsive buying behaviour might be due to a link between the urge and a very positive evaluation of a target. Customers who are interested in organised retailing have an increasing habit of impulsive purchases. Organised retailers are stores that are designed in such a manner whereby they can easily appeal to the customer's senses and eventually lead to customers ending up in impulsive purchases. Even stores that cater to the elderly and the old is designed in such a way that the store environment is serene and has soft music being played in the background which enacts as an emotional motivator. The increasing disposable income of the consumers in Dhaka is relatively adding to the impulsive purchases by customers as they have more money after spending for the main or intended purchases (Kacen and Lee, 2002).

Impulsive purchasing behaviour can be best described more concisely and precisely with the purchasers of the impulsive kind being divided into two groups, Hedonic and Utilitarian. However, advanced strategies of organisations and companies today have categorised the different types of shoppers distinctly and managed to grasp their attention and successfully trap them in the realm of impulsive buying.

2.2 Product Packaging

According to research by Butkeviciene et. al. (2008), impulse purchases or buying is indeed considered a very relevant factor when it comes to the retail industry. Retailers try their level best to display and fill the store with products that are either famous or have one of the best packaging. Packaging can also be considered to affect products sales in a retail store whether it be small scale or large scale. It is also noted that companies invest very heavily in the research of product packaging and also the packaging itself as it incurs additional material usage and transport volume even to products that don't even need them since it works as a competitive advantage.

Companies belonging to the FMGC industry that often use retailers as the primary sale point have indicated that there is tough competition in the market and a variety of products are available. Therefore, having very good product packaging is considered as having a competitive advantage (Ahmed et.al, 2014). According to research done by Maila and Stahlberg (2013), it is proved that customers are fond of new things that attract them and the first thing that strikes a customer's attention is the packaging followed by the store environment. Most researchers have pointed out that product packaging has some main elements that trigger the senses and in return enhances impulse purchases are colour, material and feel (Ahmed et.al, 2014).

Customers currently have a multitude of products available within their reach at retail stores which creates confusion and gets the customers frustrated. In those cases, the human mind eventually chooses a well-packaged product when making an impulsive purchase. Therefore, stating a fact that product packaging plays a significant role when buying impulsively. Another research by Ashaduzzaman and Mahbub (2016) focused on observing Bangladeshi consumers' impulsive buying behaviour. The study emphasises that the right choice of colours plays a vital role in creating the impression which is required to influence the impulsive brand or product selection of consumers. The results highlighted the fact that females are more likely to get attracted by certain colours compared to males.

H1: There is a significant relationship between product packaging and impulsive purchasing behaviour of females in Dhaka, Bangladesh.

2.3 Promotional Approaches

Promotional approaches or tools affiliated with promotions are considered the primary reason for impulsive purchases (Amara and Kchaou, 2014). Retailers try to work out a better promotional approach for shoppers with a high controlling power by implementing various other techniques such as store attendants highlighting the benefits and offers or even providing the customer with a free sample (Amara and Kchaou, 2014). Hence retailers invest a lot of time and money designing an approach of promotions to create impulsiveness in the customer to ensure sales. With a continuous promotional approach and the desire already at its peak, the customer has their mind all set up to purchase a product impulsively.

Giraud (2003) suggests that the transition from impulsion to an impulse purchase is however not straightforward. Therefore, it is possible to conduct actions based on price. At the time of purchase, the consumer mentally feels pleasure associated with consumption and displeasure related to payment. Promotion price should facilitate the transition from impulsion purchase an impulse purchase. Retail promotions are, used by retailers to increase sales to consumers such as temporary price reductions, features, and displays. It seems that a large percentage of retail sales are made on promotions which trigger the impulsive behaviour of female consumers (Gedenk, et al., 2009).

H2: There is a significant relationship between promotional approaches and impulsive purchasing behaviour of females in Dhaka, Bangladesh.
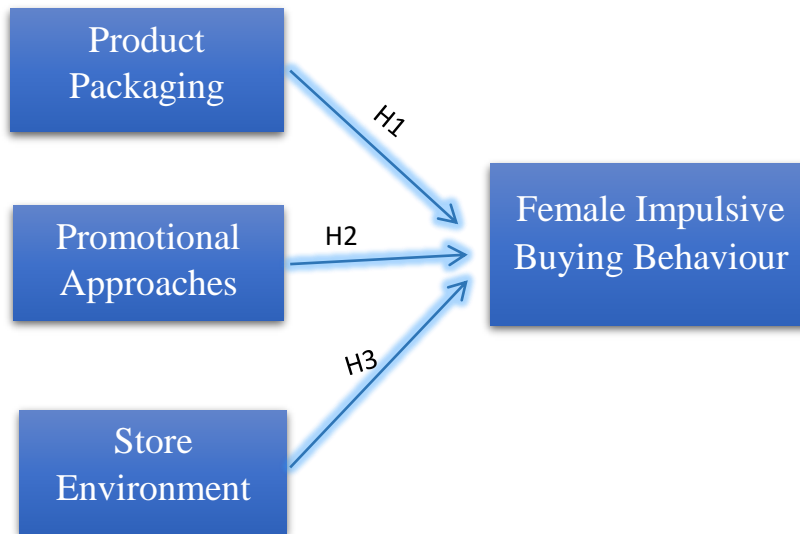
2.4 Store Environment

There is increasing research in the stream on how the store environment and its various elements impacts and influences a customer's impulsive purchasing behaviour. A simple example would be the perception of how the store employees and their personal touch influences customers to purchase impulsively (Hu and Jasper, 2006). Another research by Vahie and Paswan (2006), shows evidence that some other factors such as convenience, ambience, quality, variety, value and store displays have also led to a positive attitude towards retailers and also contributed to customer's impulse purchases.

Another recent research by Mohan, Sivakumaran and Sharma (2013) has proved the fact that store atmosphere drove pleasure which in return has resulted in higher money and time spent in a retail store i.e. is a good store layout with properly designed ambience reduces the rate of information and assists in finding products and services easily but it is still not clear on the level of the extent the layout of the store that would encourage the impulse purchases.

Crawford and Melewar (2003) recommended that marketers should promote a good store layout to maximise the convenience of consumers. Also, the interaction between a professional salesperson can decrease frustration by aiding the consumer in the purchase process and activate impulse purchasing behaviour (Tinne, 2011). Furthermore, a study on the consumers of Dhaka by Babu (2014) reported that store displays can be effectively eye-catching to impress consumers which is likely to influence impulsive purchases. The study worked out that consumers (mostly females) are very much attracted by display stores. When customers see a product displayed in the shop, there might be a point of sale effect and hence customers make a hasty or sudden decision to buy the product based on the impulse effect. Marketers can therefore use this tactic as an eye-catching way to encourage a consumer to purchase impulsively.

H3: There is a significant relationship between store environment and impulsive purchasing behaviour of females in Dhaka, Bangladesh.

Figure 1: Proposed Research Model

3.0 Methodology

The reason behind the research methodology is to give a perspective on the methods that were applied in this study. The research methodology characterized here depends on the strategies used to gather data on this present reality issue relating to the three factors namely product-packaging, promotional approaches and store environment on the impulsive purchasing behaviour of females. This study employed a quantitative research method that permits a subject to be concentrated more dependably and impartially as they generate numbers which assist with deciding the genuine outcomes and causes that set better factual data (Libweb.surrey.ac.uk, 2016). Quantitative is useful because time requirements are significant boundaries in exploration and because of exceptionally measurable research the example size can be brought down to a predetermined number of factors (Libweb.surrey.ac.uk, 2016).

The research theory in this study depends on positivism as it relies upon quantifiable perceptions that lead themselves to factual analysis that can be later converted to statistical data. With the way of thinking chosen as positivism, the approach to the research will be deductive putting together the raw numbers with respect to existing research and making complete new speculation. The strategy that will be adopted is basically that a survey will be carried out with the help of a questionnaire which will then later be distributed to the target participants which is females that choose retail stores. The questionnaire will be collected only once from each of the female participants describing the clear use of cross-sectional time horizon.

According to Saunders et. al. (2016), the sampling technique will be using non-probability sampling, which non-probability sampling was used as this was the most practical. The average population of Dhaka stands at 31 million out of which 49% is the female population which stands at slightly over 15 million females. Therefore, the results from Rao Soft sample size calculator suggests that the minimum sample size shall be 385 in number (margin error = 5%, confidence level = 95%).

4.0 Data Analysis

4.1 Reliability

A total of 385 respondents have participated that are directly interested in shopping through retailers only whether it is large or small. Reliability tests are usually conducted to ensure that the proceeding research will be good and the internal consistency will be typically higher. Cronbach's Alpha is considered one of the most suitable tests when a questionnaire has a Likert Scale and as well as a multiple choice. Not only does it test its reliability but also its functionality. On the research of just respondents as pilot testing, the Cronbach's Alpha has generated a significant result with the range starting from 0.735 to 0.882 and an overall score of 0.707 which states that the testing is good and has a good scope of research as its nearer to complete agreement.

Table 1: Reliability Test

Variables	Cronbach's Alpha	No. of items
Product	.861	10
Promotion	.882	10
Store Environment	.735	10

4.2 Pearson Correlation

The Pearson moments correlation is the best method to understand the significant relationship between two variables. Table 3 shows that the relationship between the two variables is very highly reliable and completely positive. The value generated from the Pearson Correlation Test has yielded a value of 0.866 and the level of significance (p) has been indicated by 0.000 which states at $p < 0.01$. The test also shows a significant relationship between product packaging and female impulsive purchasing behaviour as per the statistical results. The relationship strength is relatively very strong and near to perfect agreement.

Table 3: Pearson Correlation
 Correlations

		MEANDV	MEANIVPKG
MEANDV	Pearson Correlation	1	.866**
	Sig. (2-tailed)		.000
	N	340	340
MEANIVPKG	Pearson Correlation	.866**	1
	Sig. (2-tailed)	.000	
	N	340	340

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

The relationship between product promotions and its influence on impulsive purchasing behaviours is also highly positive and near-perfect agreement. The variable generated from Pearson Correlations is 0.893 which is very high compared to its counterpart, product packaging. The positive relationship is a significant result from the output whereby the value of p is at 0.000 which states it as p<0.01. The value of 0.893 is considered very strong meaning that there is a very positive correlation between them.

Table 4: Pearson Correlation

 Correlations

		MEANDV	MEANIVPRM
MEANDV	Pearson Correlation	1	.893**
	Sig. (2-tailed)		.000
	N	340	340
MEANIVPRM	Pearson Correlation	.893**	1
	Sig. (2-tailed)	.000	
	N	340	340

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

The final independent variable, Store Environment and its influence on the impulsive purchasing behaviour of females is also tested using the Pearson Correlation test. The output, however, was weak with the correlation coefficient being denominated at 0.317. This means that there is a relationship between each of the variables but is quite weak. However, a weaker relationship means there is a probable scope of future studies to be performed in the area.

Table 5: Pearson Correlation

Correlations

			MEANDV	MEANIVENV
Spearman's rho	MEANDV	Correlation Coefficient	1.000	.317**
		Sig. (2-tailed)	.	.000
		N	340	340
	MEANIVENV	Correlation Coefficient	.317**	1.000
		Sig. (2-tailed)	.000	.
		N	340	340

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

4.3 Multiple Linear Regression Test

Table 6 clearly shows that the coefficient of R square is at 0.872 which is the value that shows product packaging, promotions and store environment highly dominates as an influence for impulsive purchases of females in Dhaka. This typically means that 87% of the female population that choose retailing stores have these as their primary influencers. However, the data above also displays that there is 13% of unknown factors influence impulsiveness. It is to be noted that this research is quite dynamic with its outputs and does consider the ever-shifting industry.

Table 6: Regression Test

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866[a]	.750	.749	.59760
2	.932[b]	.869	.868	.43319
3	.934[c]	.872	.871	.42793

The ANOVA analysis is generated from the same regression test but with a linear one. The output of all the variables has displayed a significance level of 0.000 which means that ($p < 0.01$) concluding the fact that all the three factors product packaging, product promotions and store environment works in full co-ordinance with the influence of impulse purchases in Dhaka, Bangladesh.

Table 7: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	361.502	1	361.502	1012.257	.000[b]
	Residual	120.708	338	.357		
	Total	482.210	339			
2	Regression	418.970	2	209.485	1116.323	.000[c]
	Residual	63.240	337	.188		
	Total	482.210	339			
3	Regression	420.681	3	140.227	765.756	.000[d]
	Residual	61.529	336	.183		
	Total	482.210	339			

a. Dependent Variable: MEANDV

b. Predictors: (Constant), MEANIVPKG

c. Predictors: (Constant), MEANIVPKG, MEANIVPRM

d. Predictors: (Constant), MEANIVPKG, MEANIVPRM, MEANIVENV

5.0 Discussion

Product promotion is indeed a very noticeable factor pointing out the fact that it highly influences females to purchase impulsively. Promotions can have several forms but some of them that retailers normally apply or use are promotional pricing for a limited time, free samples to let the customer taste or feel a new thing. Marketing incentives play an intense role in attracting the customers such as free samples in and around the stores makes the customer stop for a moment and try the features of the product which doesn't necessarily mean that the customer would buy it immediately but create an urge which might lead to impulsive purchases.

The Pearson Correlation test has also proved the same point with the most positive results that were generated from product promotions with the factor value standing at 0.831 and the relationship is described as strong and is also near-perfect agreement.

A very crucial part of the research states that the Store environment also plays a significant role in making them purchase products impulsively. As per the study conducted by Morrison et. al., (2011), store ambience such as music and lighting play a great role to influence impulsive purchases. His research also stated that it acts as a non-verbal communication which in return enhances the store environment and might lead to impulsive purchases. When in a retail store, the store needs to offer more than just music and could add on the availability of a varied range of products. This will ensure that the customer will prolong the need to shop and eventually retailers can use this to design the store in a way that allows the customer to look for more and raise attention and attraction which would eventually lead to impulsive purchases by the female customers. Another research showed that the availability of a store attendant also plays a great role whereby the customers feel more valued and also rely on the attendants' advice at times (Mamuaya, 2018).

Product packaging also plays a crucial role and as stated by Ulrich et al. (2010), product packaging and its design, colour, description is considered an important part to project the image of a brand. The research also concluded that packaging can define the worth of a product by conveying accurate information. Also, another research by Abrams (2010) has stated that the identity of the brand always meets the economies of scale. The jar, the carton, tube or any other sort of packaging on the store shelf is the first sight of impression the brand's product.

5.1 Conclusion

The results discussed earlier and the recommendations provided in this section will be handy not just for researchers but also for marketing agencies, retailers and whoever plans to target the customers for impulsive purchases. There is not much research conducted on the impulsive purchasing behaviour of the female population in Dhaka, Bangladesh. Companies can prepare better products and eventually influence the customer to buy impulsively as well as buy hedonically.

As per this research, the positive relationships of the independent variables to the dependent one surely simplifies and suggests that retailers regardless of their size will need to analyse all these variables, product packaging, product promotions and store environment. Product promotions proved to be a very significant factor that influenced the females to purchase impulsively. Therefore, companies should adopt more and more promotional strategies and apply them to their products. Normally, promotions are also one of the most crucial factors in simple branding. For example, products in the retail stores that have a very high demand can be bundled and short term

offers with value-added services which would eventually lead to higher impulsive purchases. More free samples should be provided to attain a better impact on the customer's decision while making an impulsive purchase. Customers should have the feeling of losing an important item when not having impulsive feelings towards a product.

Product packaging plays a significant role in pushing sales impulsively to customers but companies need to ensure that products are highlighted and communicated well through the art of packaging. However, packaging also needs to employ certain other factors such as its touches, feel and look of it. Even the colour of the product plays a significant role in influencing the impulsive purchasing behaviours of females (Mamuaya, 2018).

5.2 Recommendation

This research paper has only conducted the study with a few factors that influence impulsive purchasing behaviour but there are several other factors such as brand popularity, value-added services, quality and price that also contributes to the same cause. If any researcher wants to conduct the same research but with other factors, they shouldn't only consider Dhaka but the cities as well including the male population which contributes to the GDP at an equivalent rate. This research has only used questionnaires and distributed through google forms and paper handouts but researchers in the near future can use other formats such as interviews and observation to get more practical and live data.

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