

**FACTORS INFLUENCING IMPULSE BUYING BEHAVIOUR IN THE
FASHION SECTOR IN NAIROBI COUNTY**

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COMMERCE AT STRATHMORE UNIVERSITY**


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DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the research project contains no material previously published or written by another person except where due reference is made in the research project itself.

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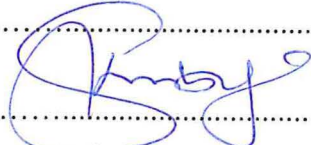
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LIST OF ACRONYMS AND ABBREVIATIONS

S-O-R Model	Stimulus-Organism-Response Model
POP	Point Of Purchase
FOMO	Fear Of Missing Out

ABSTRACT

This study investigates the factors influencing impulse buying behaviour among female professional fashion apparel consumers in Nairobi, Kenya. It examines the influence of psychological factors such as self-esteem, mood states (positive and negative affectivity), and personality traits like impulsiveness; social influences including peer pressure, Fear of Missing Out (FOMO), societal norms, and cultural expectations; and environmental factors such as in-store stimuli, including music, lighting, promotional displays, and store atmosphere.

Data was collected through a structured questionnaire distributed electronically with Likert scale items as the primary tool for measuring respondents' perceptions and behaviours. The population was stratified by gender and primary County of Residence to capture diverse perspectives among professional women.

Guided by the Stimulus-Organism-Response (S-O-R) Model and Cognitive-Emotional Theory, this study explores how external stimuli, such as social and environmental cues, interact with internal psychological responses to shape impulse buying decisions. Literature uncovers the significant influence of psychological traits, social networks, and retail environments on impulsive purchasing behaviours in Nairobi's dynamic consumer market.

The findings of this study offer impactful insights for marketers and retailers targeting professional women, enabling them to design more effective promotional strategies and retail environments. By focusing on this demographic in a developing country context, the research contributes to a deeper understanding of impulse buying behaviour and provides a basis for future investigations in consumer psychology and retail management.

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

"Consumer behaviour involves the mental, emotional, and physical activities that individuals engage in when choosing, purchasing, using, and discarding products and services to fulfil their needs and desires (Priest, Carter, & Statt, 2013, p. 14)." It involves a wide range of actions. It includes the decision-making process before a purchase, to how a product is used and finally disposed of. Understanding consumer behaviour is a critical aspect of marketing strategy, as it helps businesses tailor their offerings to meet the needs of their target audience and encourage preference for their products (Solomon, 2018; Schiffman & Wisenblit, 2019).

Purchase behaviour have changed throughout time due to cultural changes, technical developments, and socioeconomic changes (Solomon, 2018). Purchase decisions in previous decades were frequently driven by necessity, resulting in the exclusive consumption of necessities. Since availability and accessibility were the main marketing goals during this time, traditional media like radio, television, and newspapers were used to reach potential customers (Solomon, 2018).

However, the emergence of social networks, greater internet access, and globalization have drastically changed how consumers behave. New trends including brand perception, digital advertising, and a move away from rational to experiential consumption have all been brought about by these shifts. These days, social media sites like Facebook, Instagram, TikTok, and Twitter are crucial in determining trends in fashion and lifestyle. They serve as virtual storefronts, exposing customers to promotions and ads that affect their purchasing choices (Deloitte, 2020).

Another important factor in changing customer behaviour has been economic progress. There is an apparent shift toward the purchase of luxury goods in industries like fashion, technology, and entertainment as the middle class grows and their disposable income increases (World Bank, 2020). This change is indicative of a larger culture in which success is frequently linked to material belongings. Furthermore, the emergence of e-commerce platforms and mobile

payment systems has simplified the shopping process even more, impacting how customers shop (PwC, 2021).

Additionally, cultural changes have had a significant effect, particularly on younger populations that are rapidly adopting Western consumption norms. The need for material belongings as indicators of social standing has increased as a result of these international ideals, which place an emphasis on materialism, prestige, and pursuing happiness. Consumer expectations have increased due to exposure to global brands and media, which has altered consumer choices and purchase habits (Statista, 2023; Nielsen, 2018).

Impulsive purchase stands out as a trend in this changing environment. Impulse buying is the term used to describe spontaneous, unplanned purchases that are frequently motivated by emotional and psychological responses (Rook & Fisher, 1995). It involves a strong impulse to purchase something right away after seeing it, frequently without giving it any thought beforehand. This phenomenon was defined by Rook (1987) as an overwhelming and enduring desire to buy that is brought on by in-store stimuli. This was further developed by Rook and Gardner (1993), who saw impulse buying as a type of compulsive behaviour marked by quick decisions and prompt action.

Beatty and Ferrell (1998) provided more context by characterizing impulse buying as purchases done without prior planning. These choices are frequently made on the spur of the moment with little to no thought given to their consequences. Because of this, impulse buying is especially pertinent to comprehending the purchase patterns of professional women consumers in Nairobi's fashion apparel industry.

Impulsive purchase behaviour is greatly influenced by psychological, environmental, and societal factors. Decisions are influenced by emotions and mental processes; for example, impulsive purchases may be prompted by stress or enthusiasm (Shiv & Fedorikhin, 1999; Tice et al., 2001). Dittmar et al. (1996) emphasized how self-image influences buying decisions and demonstrated how it might lead to impulsive buying. Ambient elements in stores, such as lighting, music, and advertising displays, can also foster an atmosphere that promotes impulsive buying (Mattila & Wirtz, 2008; Graa et al., 2014).

According to Chang et al. (2013), impulsive purchase can be prompted by situational factors like time-limited offers or shopping with friends. In the digital age, social influences—such as

social media and peer pressure, have grown in importance. By fostering a Fear of Missing Out (FOMO), social media sites like Facebook and Instagram intensify this effect by pressuring users to make impulsive purchases in order to maintain their social relevance (Hodkinson, 2019; Park & Lennon, 2006). Additionally, Rook and Fisher (1995) pointed out that peer behaviour and cultural norms have a big impact on impulsive buying.

Developing insight into the processes of impulse purchase is beneficial for marketers. Businesses can develop ways to reduce undesirable outcomes, like post-purchase regret and cognitive dissonance, by understanding the social and emotional triggers that result in impulsive purchases (Festinger, 1957; Koller & Salzberger, 2007). For example, giving customers accurate product information and educating them about their options might help them make better decisions and lessen the chance that they would regret them (Festinger, 1957; Koller & Salzberger, 2007). Additionally, open communication encourages customer loyalty and trust.

Marketing strategies need to change in the current digital era to incorporate technology, trust, and transparency. Brands can strengthen their relationships with their audience by giving priority to these three factors, which have been referred to as the "3Ts" (Wood, 1998). Influencer partnerships and interesting online content are two examples of digital tools and social media that may be used effectively to increase customer engagement and influence buying decisions.

1.1.1 Impulse Buying Behaviour

The term "impulse buying" describes the immediate, frequently overwhelming need to acquire something without much consideration or preparation beforehand (Rook & Gardner, 1993). A complex combination of psychological, environmental, and sociocultural elements that affect consumer decisions form this behaviour (Kacen & Lee, 2002).

The goal of early impulse buying research was to define and classify impulse buying as a phenomenon. Stern (1962) distinguished between four categories of impulsive buying: planned, pure, reminder, and suggestion. Pure impulse buying is when someone buys

something completely out of the blue that deviates from their typical purchasing habits, such as spontaneously choosing to buy an alluring dessert in the grocery store without planning to.

Reminder Impulsive purchase occurs when a customer remembers they need a product at home and spots it on a store shelf. Suggestion impulse buying is when a product is seen for the first time and you are persuaded to buy it. For instance, you might buy a cooking gadget after witnessing a demonstration of it in-store. Finally, planned impulsive buying occurs when customers have specific products in mind but wind up adding extra to their cart because of sales or in-store promotions.

Psychological factors influence impulsive purchases. People with less self-control and greater degrees of impulsivity, for example, are more prone to succumb to impulsive purchases, particularly when confronted with stimuli such as bargains or an exciting shopping atmosphere, according to Beatty and Ferrell (1998). Another important component is self-esteem. Dittmar, Beattie, and Friese (1996) discovered that while people with greater self-esteem tend to be more frugal with their spending, those with lower self-esteem frequently utilize shopping as a means of improving their mood or self-image.

Impulsive purchase is also significantly influenced by mood. Consumers may make impulsive purchases to maintain good emotions like excitement or enjoyment, proposes Gardner and Rook (1988). However, those who are experiencing negative feelings like stress or melancholy may act similarly, using shopping as a means of easing their distress. This demonstrates how mood and purchasing behaviour are correlated, with emotions both influencing and being influenced by decisions about what to buy.

In order to comprehend impulse buying, researchers employ a variety of techniques. Among them being, self-report surveys, such the Impulse Buying Tendency Scale (IBTS), created by Rook (1987), which assesses variables like frequency of purchases and emotional triggers. By examining consumer behaviour in retail environments and using techniques like eye tracking and video analysis to observe how store layouts and displays influence choices, observational studies provide a practical viewpoint (Mattila & Wirtz, 2008). By looking at sales records to find spontaneous purchases and uncovering patterns related to promotions, seasons, and outside factors, transaction data analysis also offers insights (Vinich et al., 2020).

Impulsive purchase is facilitated by situational and environmental circumstances. Music, lighting, and appealing store designs are examples of sensory cues that might attract customers and raise the possibility of impulsive purchases (Mattila & Wirtz, 2008). Similarly, by introducing urgency or social influence, time constraints or the presence of friends might increase the likelihood of impulsive purchases (Zhang et al., 2018).

With the growth of social media, aspects of society and culture have taken on an even more significant role. In addition to exposing users to targeted ads, social media sites like Facebook and Instagram also highlight peer activities and trends, which can lead to (FOMO) the fear of missing out, which encourages impulsive purchases, especially from younger customers (Hodkinson, 2019). People may become more prone to impulsive purchases as a result of this societal pressure, particularly when paired with carefully monitored online shopping experiences.

Even while impulse buying has been extensively studied, little consideration has been given to its nuances within particular demographics and cultural contexts, particularly in developing nations like Kenya. The majority of the work now in publication is based on Western contexts, which could lead it to overlook the distinct socioeconomic and cultural elements that influence consumer behaviour in other places. By investigating the impulsive purchasing habits of professional women working in Nairobi's fashion industry, this study aims to close that gap.

This study examines how psychological aspects like mood and self-worth interact with social influences like peer pressure and social media, as well as environmental factors like lighting, music, and advertising displays in stores. The study intends to provide insights that will assist marketers and policymakers in better understanding and responding to consumer behavior in Nairobi's dynamic and changing market by examining these elements.

1.1.2 Factors Affecting Impulse Buying Behaviour

Unplanned purchasing decisions are influenced by an intricate mix of circumstances, all of which contribute to the formation of impulse buying behaviour. These elements include situational, technological, social, cultural, economic, environmental, and psychological aspects. Several studies exploring these factors have been conducted over time, providing insight into how they contribute to impulsive purchasing behaviours.

When it comes to understanding impulse buying, psychological elements are significant. Emotions, both positive and negative, have a big influence on how people buy. Excitement, delight, or happiness are examples of positive feelings that frequently drive people to make impulsive purchases in an effort to maintain their positive mood (Gardner & Rook, 1988). Negative feelings, such as anxiety, sadness, or boredom, on the other hand, can also cause impulsive purchases as people want for short-term emotional solace (Beatty & Ferrell, 1998). Impulsive purchase is also influenced by self-esteem. Shopping as a way to improve one's self-image or regulate mood is more common among those with poor self-esteem, according to research by Dittmar, Beattie, and Friese (1996). Conversely, people who are more confident in themselves are more in control and less likely to make impulsive purchases.

Personality qualities are also very important. Consumers who have impulsivity as a trait are inherently more likely to make impulsive purchases because they frequently act on impulses without giving them much thought (Verplanken & Herabadi, 2001). In a similar vein, impulsive purchasing may be fuelled by novelty-seeking behaviours, in which people are drawn to unfamiliar and intriguing things. When presented with tempting options, customers are more prone to make impulsive purchases due to decision fatigue, a psychological state in which extended decision-making exhausts mental resources (Vohs et al., 2008).

In retail contexts, environmental factors have a big impact on impulsive purchases. Store layouts, lighting, and music are all carefully chosen by retailers to create an atmosphere that encourages impulsive purchases. For instance, it has been demonstrated that relaxing music and gentle lighting improve the shopping experience, enticing customers to stay longer and raising the possibility that they may make rash purchases (Mattila & Wirtz, 2008). Promotional tactics are also very important. Customers are compelled to respond swiftly because to the sense of urgency and perceived value created by discount displays, time-limited offers, and buy one, get one free promotions (Stern, 1962). Even the thoughtful arrangement of goods at checkout counters is a calculated strategy to encourage impulsive, last-minute purchases.

Cultural and social influences are equally important. Online and in-person social contacts have a significant impact on consumer behavior. Peer pressure can cause people to make impulsive purchases as they follow their friends' purchasing habits, especially when they are shopping in groups. These impacts are amplified by social media sites like Facebook and Instagram, which promote a culture of aspiration and comparison.

Advertisements, peer activities, and influencer endorsements are common to consumers, which contributes to FOMO and promotes impulsive purchasing to be socially relevant (Hodkinson, 2019; Park & Lennon, 2006). Consumer preferences are also influenced by cultural norms. People may be more likely to make rash purchases to demonstrate status or accomplishment in cultures where material belongings are viewed as indicators of happiness or success (Roy et al., 2016).

Impulsive purchasing behaviour is additionally affected by economic reasons. Increased impulsive purchasing, especially on luxury or non-essential goods, is frequently correlated with higher discretionary income (Park & Lennon, 2006). However, customers may become more frugal during recessions, giving priority to necessities over unnecessary expenditures. By easing the immediate financial load, credit facilities like credit cards and buy-now-pay-later plans encourage impulsive purchases; nevertheless, if not handled properly, this might result in long-term financial difficulties (Dittmar et al., 1996).

Purchase choices are also influenced by temporal factors, such as holidays and seasonal events. Customers are more likely to make impulsive purchases during festive times like Christmas or Black Friday because of the increased sense of urgency and excitement they produce (Vohs et al., 2008). In the same way, buying during downtime or after a long day might exacerbate impulsive behaviours since weariness impairs the ability to make logical decisions.

Innovations in technology have radically altered how people make impulsive purchases. Customers can act more impulsively since e-commerce platforms, mobile shopping apps, and features like one-click purchase ease the purchasing process (Hodkinson, 2019). The possibility of impulsive purchases is further increased by tailored suggestions and relevant ads based on browser history. Through their carefully chosen content and recommendations, digital influencers also have a big impact on how consumers make decisions, especially among younger, tech-savvy populations.

Impulsive purchase can be rendered more intricate by situational elements like the immediate social context and the shopping environment. For instance, going shopping with friends fosters a carefree and decadent environment that promotes impulsive purchases (Park & Lennon, 2006). Customers may feel more pressured to make judgments quickly due to crowded stores or restricted merchandise availability.

Although all of these variables influence impulsive purchasing, this study focuses on three main aspects: social, environmental, and psychological factors. These three were chosen because of their significant and interconnected impact on impulsive buying. Individual decision-making processes are strongly impacted by psychological elements, such as emotional states and self-esteem. Impulsive behaviours is triggered by external conditions created by environmental elements, including music, retail layout, and promotional cues. The socioeconomic and cultural context in which these behaviours take place is captured by social variables, which include peer influence and social media dynamics.

This research attempts to offer a comprehensive examination of how these three elements combine to influence impulse buying behaviour in Nairobi's particular context, while controlling for gender and socioeconomic position. This is because the study is aimed at professional women with disposable income. In addition to filling in gaps in the research, this focus provides marketers and merchants looking to better understand and interact with this group with practical information.

1.1.3 Professional Females and the Fashion Sector in Nairobi, Kenya

Professional women, often known as career women, are people who have official careers and work outside the house. They contribute knowledge, abilities, and training to a variety of disciplines, including engineering, business, law, and medicine. Usually encouraged by their careers, these women occupy leadership roles in their companies. They therefore have significant purchasing power and are economically active (Catalyst, 2020).

Men and women clearly differ from one another in their purchasing habits. According to research, males typically approach shopping more logically, but women are typically more emotionally invested in the process (Dittmar et al., 1995). Social and psychological cues including emotional appeals, commercials, and word-of-mouth recommendations have a greater impact on women compared to their male counterparts. They are more prone to make impulsive purchases because of this stronger emotional attachment to purchasing, particularly for fashion products that are frequently associated with social identity and self-image (Wood, 1998; Silvera et al., 2008).

Because of their consistent income, professional women in particular are able to indulge in recreational expenditure. They can spend on non-essential products without worrying as much about money limits (Mattila & Wirtz, 2008). They frequently have to dress professionally for work, which encourages more expenditures, particularly in the fashion sector. Furthermore, they frequently lack the time for well-planned shopping excursions due to their hectic schedules, which leaves them more vulnerable to impulse purchases. Many people use shopping as a stress-relieving and relaxation activity, which might result in impulsive purchases (Hausman, 2000).

Professional women are a unique and significant customer segment because of their social standing, financial security, and lifestyle demands. Their distinct buying habits, especially in the fashion industry, are shaped by psychological and sociological factors in addition to their higher wealth. Marketers who wish to engage with this demographic and create lasting client connections must comprehend the factors that influence their purchasing decisions (Verplanken et al., 2005; Chang et al., 2011).

The fashion business in Nairobi has expanded quickly and is now an key player in both domestic and international markets. There are a variety of worldwide brands, local designers, and thriving fashion markets in this business, which is estimated to be worth USD 330 million (Business Today Kenya, 2022). Together, Kenyans spend almost \$400 million a year on fashion, which makes it a significant economic driver and job creator (The Standard, 2021). As the economic hub of Kenya, Nairobi contributes over 60% of the nation's GDP and provides a wide range of employment options, drawing many working professionals, especially women (World Bank, 2020).

Nairobi's competitive employment market and advanced infrastructure attract a lot of professional women (Kenya National Bureau of Statistics, 2019). These women have greatly expanded the city's consumer market due to their increased private earnings. Nairobi exposes customers to the newest trends with its array of malls, boutiques, and online fashion merchants. This setting, when coupled with astute marketing techniques, encourages a habit of making frequent and frequently rash fashion purchases.

Research has indicated that sociodemographic variables, including marital status and gender, have a significant impact on Kenyan fashion consumption. Younger women are more likely than males to make impulsive purchases and have a special preference for fashion (Anić & Mihić, 2015; McNeill & Moore, 2015). Economic considerations, such as disposable income, are also important; those who have more money to spend are more inclined to buy fashion products. Owning fashionable clothing and accessories is frequently viewed in Kenyan society as a means of enhancing one's social standing and projecting success (Roy et al., 2016; Cham et al., 2018). According to studies by Bourabain & Verhaeghe (2019) and Kalunde (2014), women's professional clothing norms are significantly impacted by their job needs and income levels.

The fast-paced nature of the fashion industry encourages impulsive purchases. Fashion goods are directly linked to people's self-perceptions and frequently elicit powerful emotional reactions (Yue & Razak, 2018). Customers feel pressured to purchase quickly since new collections and trends are always changing, which makes them fear they may lose out (Yue & Razak, 2018). Marketing strategies that appeal to these feelings, such as flash sales, temporary discounts, and eye-catching store designs, make it more difficult for customers to avoid impulsive purchases (Chang et al., 2013).

Numerous factors have been shown to influence impulsive purchases in the fashion industry. Peer pressure, brand image, price promotions, and attractive store surroundings all come into play. For instance, even if a customer hadn't planned to purchase an item, a well-timed offer might make it seem like a must-have. Friendly, informed salespeople and well-designed store layouts can entice customers to pick up additional things. An additional layer of pressure to buy is added by social shopping, whether it is done with friends or is motivated by social media influencers (Koschate-Fischer et al., 2012; Huang, 2016). These effects are amplified by promotional techniques like discounts and clever branding, which increases the likelihood of impulsive purchases (Graa et al., 2014).

Given the amount of money spent on fashion each year, it is critical for marketers and retailers to comprehend the factors that influence these impulsive decisions. The purpose of this study is to investigate the main causes of impulsive purchases among Nairobi's working

women. By concentrating on this particular demographic, the study aims to give companies useful information that might enhance consumer happiness and marketing tactics.

Lastly, the goal of this research is to help consumers better understand their own purchasing patterns. The findings could help consumers make more deliberate decisions and steer clear of financial regret by illuminating the factors that contribute to impulsive purchasing. In the end, the study's conclusions may help the fashion industry thrive sustainably while meeting the changing demands of Nairobi's customers.

1.2 Problem Statement

According to Beatty and Ferrell (1998), impulse buying is defined as an intense desire to acquire something without careful consideration or planning that is triggered by situational or emotional factors. This behaviour is prevalent in international marketplaces, such as Kenya, where distinct cultural and economic aspects influence customer dynamics (Vinish et al., 2020). Approximately 26.6 million people, or 50.3% of the population, are women in Kenya. 15.67 million of these women are employed, demonstrating their substantial economic contributions (Kenya National Bureau of Statistics [KNBS], 2020).

The purpose of this study is to look into the factors that influence professional women in Nairobi's fashion apparel purchase patterns industry's impulsive purchasing behavior. The question at the heart of this investigation is: What causes this group to make impulsive purchases? The results will shed light on the particular factors influencing consumer behavior in Nairobi's thriving fashion industry, where impulsive purchases are especially common because of the industry's fast-paced nature and close ties to identity and self-expression (Vinish et al., 2020).

Even though impulsive buying has been well researched, there is still a lack of knowledge on how this phenomenon applies to places like Nairobi because much of the study that has been done so far is based in industrialized economies. This disparity is particularly relevant given Kenya's quick economic development and growing reliance on digital media for purchase decisions (Vinish et al., 2020).

Researchers from all across the world have studied impulse buying in a variety of settings, illuminating its complex dynamics and exposing gaps that underscore the need for regional studies. One of the initial studies in the UK was carried out by Dittmar, Beattie, and Friese (1996), who only looked at women between the ages of 18 and 50. According to their research, women who have low self-esteem are more prone to buy things on impulse as a way to cope with their emotions. Younger women (18–30) are especially vulnerable because of peer pressure and increased exposure to societal trends. Although enlightening, these findings could not hold true in Nairobi, where collectivist beliefs and community-oriented standards influence cultural expectations on emotional expression and self-worth.

The emotional components of impulsive purchasing were also examined by Gardner and Rook (1988) among 200 American retail customers, including both men and women. According to their research, consumers who experience good emotions like enjoyment and enthusiasm are more likely to make impulsive purchases because they want to prolong these sentiments. Shopping was found to be a way for people to cope with negative emotions like melancholy or worry, which were also found to be triggers. Additionally, the study found that women were more prone than men to purchase impulsively in an attempt to control their moods. Despite their relevance, these findings might not adequately explain how cultural variations affect gender norms and emotional control in Nairobi.

The study of impulsive buying was broadened by Rook and Fisher (1995), who used a gender-balanced sample of 250 customers to investigate situational and environmental characteristics in a variety of retail environments in the United States. The importance of store atmospherics, including lighting, music, and promotional displays, on promoting impulsive purchases was highlighted in their investigation. Compared to men, women were shown to be more susceptible to sensory stimuli. Due to increased advertising exposure and upscale store settings, urban customers of both genders were more prone to making impulsive purchases. These findings raise concerns about how local contexts influence consumer responses in Nairobi, where retail environments range from upscale malls to unofficial marketplaces.

Mattila and Wirtz (2001) examined the impact of multisensory surroundings on impulsive purchases in Finland. The study showed that sensory components including ambient smells, aesthetically pleasing layouts, and well chosen music greatly increased impulsive purchases in a controlled experimental setup with 300 subjects who were equally divided by gender.

Younger participants (18–35 years old) were notably receptive, while women showed a marginally higher propensity to make sensory-influenced purchases. Different economic priorities and infrastructure capabilities may make it difficult to implement these findings practically in Nairobi's retail industry.

Park and Lennon (2006) conducted a cross-cultural study of American and South Korean customers, with a focus on social influences and cultural norms. Men and women were equally represented in their sample of 400 buyers, which showed that collectivist cultures—like South Korea—placed more value on social peace and group approval. Compared to males, women in both cultures were found to be more vulnerable to peer pressure when buying. These results are pertinent to the collectivist culture of Nairobi, where social expectations and peer dynamics can have a significant impact on impulsive buying habits, especially for working women.

Anić and Mihić (2015) examined sociodemographic variables that impact fashion consumption in Croatia by examining data from 500 young persons, primarily women, between the ages of 18 and 35. According to their research, women were much more prone than males to make impulsive purchases as a result of social pressure and commercial incentives. Impulsive buying was most common among single people and those with more disposable income. Professional women in Nairobi, who have significant purchasing power and are subject to comparable socioeconomic pressures in metropolitan settings, are in line with these trends.

Huang's (2016) study of 300 Taiwanese young adults, which included an equal number of men and women, emphasized the influence of social media on impulsive purchases. The study focused on how social media sites like Facebook and Instagram increased customers' knowledge of fashion trends, which in turn led to an increase in impulsive purchases through FOMO (Fear of Missing Out). It was shown that aspirational information on social media had a greater impact on women than on men. The increasing popularity of local influencers points to comparable forces at work, even though the effects of social media in Nairobi may vary due to differences in internet access and digital proficiency.

In their 2012 study, Koschate-Fischer et al. investigated the efficacy of marketing tactics such as discounts and temporary promotions in Germany, engaging 350 customers with a range of socioeconomic backgrounds and equal representation of men and women. Although women were marginally more receptive to discounts and exclusivity attractions, their research showed

that price-based marketing had an effect on both sexes. These observations may differ in Nairobi based on how the professional female population is divided socioeconomically.

Last but not least, Graa et al. (2014) investigated group dynamics in Tunisia and showed how social contacts during shopping greatly boosted impulsive purchases. Based on a sample of 200 shoppers between the ages of 18 and 40, of which women made up a slight majority, their findings showed that women were more vulnerable to peer pressure than men. This is in line with Nairobi's collectivist culture, where shopping in groups is typical and is likely to increase impulsive buying habits.

These studies highlight the necessity for targeted study in Nairobi even though they offer insightful information on impulse buying behaviors worldwide. Kenya's unique consumer environment is a result of its distinctive socioeconomic landscape, which is marked by growing urbanization, rising disposable incomes, and changing cultural norms. Keeping demographic variables like gender and socioeconomic position constant, this study examines psychological, social, and environmental elements in relation to professional women working in Nairobi's fashion industry. By doing this, it seeks to give marketers a more sophisticated knowledge of impulse buying in this particular setting as well as practical insights.

1.3 Research Objectives

1.3.1 General Research Objective

To Investigate the Factors influencing impulse buying in the fashion sector in Nairobi County : Therefore, the purpose of this research will be to provide an extensive analysis of the forces that influence impulse buying behaviour among Kenyan Female Professionals, in Nairobi. Its purpose is to investigate the antecedents and decision-making related to impulse purchases by this population.

1.3.2 Specific Research Objectives

- i. To examine psychological factors influencing impulse buying in Nairobi County's fashion sector.
- ii. To assess social factors affecting impulse buying in Nairobi County's fashion sector.
- iii. To evaluate environmental factors driving impulse buying in Nairobi County's fashion sector.

1.4 Research Questions

1.4.1 General Research Question

What is the influence of psychological, social and environmental factors on the impulse buying behaviour of the female professional fashion apparel consumer in Nairobi?

1.4.2. Specific Research Questions

- i. What is the influence of psychological factors such as self-esteem, mood states (positive and negative affectivity), and personality traits (e.g., impulsiveness) influence the impulse buying behaviour of female professional fashion apparel consumers in Nairobi, Kenya?
- ii. What is the influence social factors, including societal norms and cultural constraints, impact the impulse buying behaviour of female professional fashion apparel consumers in Nairobi, Kenya?

- iii. What is the influence environmental factors like in store stimuli in form of store characteristics (e.g., music, lighting, promotions, displays) influence the impulse buying behaviour of female professional fashion apparel consumers in Nairobi, Kenya?

1.5 Scope of the Study

This study investigates the factors influencing women's impulsive purchasing behavior in the fashion industry in Nairobi County. The goal is to comprehend the environmental, social, and psychological factors that influence impulsive buying in this age group. The study, which is quantitative in nature and was carried out from August to December 2024, uses structured questionnaires as its main method of gathering data. This approach enables a thorough statistical examination of the main variables affecting women in Nairobi of various ages and backgrounds' propensity for impulsive purchases.

Nairobi County, Kenya's economic capital the centre of social and cultural activity, is the sole focus of the study. The study looks at how social influences such as peer pressure and cultural norms, psychological elements like mood and self-worth, and environmental cues like store designs, sales, and social media marketing interact to promote impulsive purchases. The study's concentration on Nairobi allows it to capture consumer patterns in a market that is marked by urbanization, growing middle class, and rising disposable incomes.

The goal of this study is to close an extensive knowledge gap about impulsive purchasing in developing countries, particularly Kenya. This study offers insights specific to the socio-economic and cultural subtleties of Nairobi's consumer environment, in contrast to a large portion of the current literature, which mostly concentrates on developed markets. This approach is particularly relevant in light of Nairobi's distinctive retail environment, which includes both informal markets and high-end malls, providing a range of shopping experiences that have varying effects on customer behaviour.

1.1.7 Chapter Summary

The foundation for grasping professional women's impulsive purchasing behaviour in Nairobi's fashion industry was established by this chapter. It provided background information, describing how Nairobi's changing cultural dynamics and rising disposable income have made it possible to research consumer behaviour, including impulse buying. The problem statement emphasized the scarcity of study on this topic in developing nations, especially Kenya, where cultural norms and socioeconomic considerations have a significant impact on consumers' purchasing decisions.

The objectives of the research have been laid out with a focus on how psychological, social, and environmental factors affect impulsive purchases. Along with providing a thorough explanation of the data collection procedures and the study's timeframe, the chapter also outlined the study's scope, highlighting its emphasis on professional women in Nairobi County who are 18 years of age or older.

The chapter concluded with discussing how important this research is to the study of consumer behaviour. Emphasizing how the results could guide better marketing strategies, raise consumer awareness, and fill gaps in the body of existing material, it emphasized the useful applications for educators, legislators, and marketers. In order to determine what motivates impulsive purchases in Nairobi's vibrant fashion market, this overview lays the groundwork for more in-depth investigation in subsequent chapters.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter will offer an empirical assessment of the literature and a theoretical framework for the investigation of the factors influencing professional women who are fashion apparel consumers in Nairobi's impulsive purchasing behaviour. Furthermore, a conceptual framework and research needs were established.

2.2 Theoretical review

Two fundamental theories form the basis of this investigation: the Emotional Response Theory for the dependent variable and the Stimulus-Organism-Response (S-O-R) model for the independent variables. The S-O-R paradigm describes how an individual's internal state is influenced by external stimuli, resulting in a certain behaviour or response. The external stimuli (S) in this situation are psychological, social, and environmental elements that influence the consumer's internal state (O), including emotions and thought processes, which in turn influence impulsive purchasing behaviour (R). For instance, social factors like peer pressure and societal norms influence consumer behaviour, psychological factors like mood and impulsivity affect how stimuli are processed, and environmental factors like store ambiance and promotions affect sensory experiences and encourage impulsive purchases.

Impulsive purchasing behavior is a dependent variable that is directly related to the Emotional Response Theory. This theory emphasizes how feelings of impulsivity can override reasoned judgment and result in impulsive purchases when they are prompted by outside stimuli. Unplanned purchases may result from consumers' emotional reactions, such as excitement or pleasure, to stimuli like social media or retail settings. When taken as a whole, these theories provide a thorough knowledge of how outside influences impact interior emotional states and result in impulsive purchasing behavior in Nairobi County's fashion industry.

2.2.1 Mehrabian and Russell's The Stimulus – Organism – Response Model

Mehrabian and Russell developed the Stimulus-Organism-Response (S-O-R) model in 1974. It describes how environmental external stimuli (S) impact consumers' interior states (O), which in turn influence their behaviour (R). Because it provides a formal investigation of how external influences impact impulse purchases through emotional and cognitive processes, this model is especially helpful for analysing the impulse buying behaviour of professional female fashion apparel customers in Nairobi.

Impulsive purchase behaviour is significantly affected by psychological factors, including mood, self-esteem, and personality qualities like impulsiveness. These psychological components serve as the consumer's internal state or "organism" within the S-O-R framework. Promotions, discounts, and the general atmosphere of a business are examples of external stimuli that can cause psychological reactions. While low emotions may lead to the use of retail therapy as a coping strategy, happy moods may stimulate prompt purchases. Professional women who are impulsive in particular may be more vulnerable to these outside stimuli, which could result in impulsive purchases. Thus, the S-O-R model explains how these psychological reactions, which are triggered by outside retail cues, lead to impulsive purchases.

In the S-O-R paradigm, social factors, such as peer pressure, cultural norms, and social media influences, act as important stimuli. Social comparisons and cultural expectations are strong external stimuli that influence the interior states of professional female fashion customers. These pressures are increased by social media in particular, which promotes FOMO, or the fear of missing out, which leads to impulsive purchases. Customers' emotional and cognitive reactions are influenced by external social pressures, such as suggestions from friends or influencers, which can cause them to make impulsive purchases in an attempt to improve or conform to their social standing. This is explained by the S-O-R model.

According to the S-O-R model, environmental elements including store design, lighting, music, and promotions serve as the "stimulus" that affects customers' interior emotional states. Professional women are more likely to make impulsive purchases in well-designed stores because they can evoke pleasant feelings like pleasure or excitement. Furthermore,

sensory stimuli such as pleasing aromas, calming music, and eye-catching displays can improve the shopping experience and elicit feelings that result in impulsive purchases. In this regard, the S-O-R model demonstrates how environmental signals have a direct impact on customer emotions and motivate impulsive purchasing in Nairobi County's apparel industry.

2.2.3 Cognitive- Emotion Theory

Gardner (1985) developed the Cognitive-Emotional Theory, which highlights the relationship between emotions and cognitive assessments and clarifies how this relationship affects consumer behaviour and decision-making. According to the notion, emotions have a big impact on how people concentrate, perceive information, and make decisions. Positive feelings may enhance cognitive flexibility in the setting of impulse buying, increasing the probability of making impulsive purchases. Isen (1984) discovered that while negative emotions might inhibit cognitive processes and result in more constrained decision-making, positive affect increases creativity and openness to new ideas. This dynamic is especially pertinent to customers who use shopping as a way to control their emotions, as happy emotions can lead to impulsive purchases in an effort to sustain a pleasurable emotional state.

The relevance of cognitive-emotional theory has been demonstrated by the numerous studies that have applied it to the phenomenon of impulsive purchase. The influence of mood on impulsive buying was emphasized by Rook and Gardner (1993), who came to the conclusion that people in good moods frequently make impulsive purchases in order to maintain their favourable emotional states. Similarly, Youn and Faber (2000) investigated how consumers may participate in impulsive buying behaviour due to emotional excitation, such as excitement or worry, overriding rational decision-making. This idea was further confirmed by Verplanken et al. (2005), who demonstrated that emotional triggers had a direct impact on impulse buying tendencies, suggesting that emotions have the power to control cognitive processes and result in impulsive, occasionally irrational judgments

The dependent variable of impulsive purchasing behaviour is especially relevant to the Cognitive-Emotional Theory. It offers a foundation for comprehending how professional female fashion buyers in Nairobi County make decisions based on their emotional states. Women in positive emotional states, for example, might buy fashion to prolong their happiness,

whereas women in negative emotional situations might shop to ease suffering. The Cognitive-Emotional Theory is a key component of the theoretical framework for this study since it examines the relationship between cognitive and emotional processes, which is essential for examining the elements that influence impulsive purchasing. This hypothesis provides important insights into the reasons for impulsive buying in the fashion industry by connecting emotions to purchasing behaviour.

2.3 Empirical review

This section performs an empirical evaluation of the body of research on the psychological, social, and environmental aspects that influence the impulse buying behavior of Kenyan women professionals who live in Nairobi.

2.3.1 Psychological Factors that Influence Impulse Buying Behaviour

The act of buying a product without planning is known as "impulse buying," and it is typically prompted by an unexpected urge to acquire a certain item (Stern, 1962). Psychological elements like emotions, self-perception, thought patterns, and problem-solving attitudes may be the cause of such behaviour. The most important works that have influenced our understanding of these psychological aspects and how they affect impulsive purchases are the main subject of this survey of the literature.

Internal traits that influence a person's thoughts, emotions, and behavior are referred to as psychological factors. These include thoughts, emotions, temperaments, self-perceptions, and decision-making styles. This is due to the fact that emotions are known to affect customers' purchasing decisions, as they may induce them to act rashly when they are joyful, pleased, or even depressed or anxious (Weinberg & Gottwald, 1982; Youn & Faber, 2000). Impulsive buying, which can be defined as the propensity to make impulsive purchases without giving them much thought, is one of the personality traits of consumers that affect their purchasing behavior (Rook & Fisher, 1995).

People's decisions are influenced by their sense of self-worth since it dictates how they view themselves and their wants, and poor self-esteem causes them to make purchases to improve their perception of themselves (see Dittmar et al., 1995). Impulse buying is also influenced by

decision-making attitudes and cognitive patterns; heuristic processing, or quick decision-making with little information, is the cause of impulse buying (Shiv & Fedorikhin, 1999).

Further influencing consumption behaviour, cognitive response, which encompasses post-purchase sentiments and the perceived utility of the product, can either positively or negatively inspire more impulsive purchases. Understanding these psychological aspects is crucial because they have a significant impact on consumer behaviour and decision-making, necessitating more study, particularly among Nairobi-based Kenyan women professionals.

One of the initial authors to examine impulsive buying was Clover (1950), who suggested that some product categories are more likely to be bought on the spur of the moment. Impulsive purchases are more likely to occur for products with lower pricing, greater visibility, and rapid pleasure (Clover 1950). These categories are a good fit for fashion clothing, particularly for things that are stylish, eye-catching, and provide instant emotional gratification.

By distinguishing between planned, unplanned, and impulse buying, Stern (1962) further expanded the definition of impulse buying. The fundamental foundation for understanding impulsive buying behaviour was presented in this study, which also highlighted the possibility of using product-related attributes to gauge the degree of impulse buying. In their study of the affective aspects of impulsive purchasing, Weinberg and Gottwald (1982) found that, in contrast to planned buyers, impulsive consumers expressed higher affective states of amusement, enthusiasm, joy, and delight. This further demonstrates how impulsive purchasing behaviour is encouraged by good affect states.

According to a perspective offered by Rook and Hoch (1985), impulsive shoppers enjoy shopping more; this indicates that the need to purchase is fuelled by the feelings and impressions that arise from environmental stimuli. Rook introduced consumer impulsion in 1987 as a characteristic linked to materialism, a recreational purchasing orientation, and thrill seeking. While Abratt and Goodey (1990) concurred that POP posters encouraged impulse purchase, Iyer (1989) claimed that impulse buying may be categorized as a type of compulsive buying. Han et al. (1991) defined fashion-oriented impulse buying as the desire to make impulsive purchases of fashion items.

Four factors formed the basis of Piron's (1991) thorough definition of impulse buying: It refers to snap decisions that are triggered by a stimuli and may involve an emotional, cognitive, or

both response. Hoch and Loewenstein (1991) pointed out that humans, not products, experience the impulse, suggesting that a lack of self-control leads to increased purchases. Impulse buying is defined by Rook and Gardner (1993) as an unplanned, fast-moving purchase that involves a self-generated desire to own the product at the time of purchase, which is based on the consumer's emotional states. Impulsiveness, according to Rook and Fisher (1995), is a personality trait that refers to making impulsive, non-deliberative, energetic, and immediate purchases.

Self-concept is the driving force behind impulse buying, according to Dittmar et al. (1995), who also recognized the gender element. Beatty and Ferrell (1998) emphasized the true nature of impulsive buying by defining it as a purchase decision that happened without prior preparation or store shopping. Wood (1998) asserts that socioeconomic variables, such as a household's low income, might also contribute to impulsive purchases. Impulsive buying, according to Bayley and Nancarrow (1998), is a complex process in which the consumer's decision-making throughout the shopping experience prevents them from considering other options and information.

According to Hausman (2000), the act of shopping itself can make one feel energized or elevated, which might lead to an impulse to buy things to meet needs. Youn and Faber (2000) claim that both negative and positive affect promote impulsive buying. According to Kacen and Lee (2002), the independent self-concept plays a larger role in the way that cultural factors impact impulsive purchasing. According to Zhou and Wong (2003), the atmosphere of a retail establishment, including POP displays, might affect impulsive purchases. Product engagement, one of the key elements determining impulsive buying inclinations, has a major impact on product-specific impulse buying, according to the hypothesis, which Jones et al. (2003) empirically investigated. According to Luo (2005), the presence of family decreases the impulse to buy, whereas the presence of peers increases it. According to Verplanken et al. (2005), compound impulse purchase is mostly determined by negative affect.

By studying the hedonistic and fashion-related components of impulsive buying, Park et al. (2006) came to the conclusion that hedonic consumption influences fashion-oriented impulse buying. As the distance to the product decreases, Peck and Childers (2006) have also noted that touch encourages impulsive purchases. When Kaur and Singh (2007) examined impulsive buying, they found that sensory stimulation and the enjoyment of shopping are two

characteristics that influence impulse purchase among Indian adolescents. Silvera et al. (2008) investigated the impact of emotions and came to the conclusion that a consumer's emotional state influences their impulsive purchases. Regarding emotional-cognitive factors, Dawson and Kim (2009) found that an individual's propensity to make impulsive online purchases was positively correlated with their affective and cognitive state.

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Harmancioglu et al. (2009) were the initial researchers to present the concept of impulse purchase of new products, and they claimed that consumer esteem, product understanding, and consumer excitement all had an impact. This was further corroborated by Yu and Bastin (2010), who claimed that impulse buying is a result of an individual's hedonic shopping value. After studying the topic of variety-seeking, Sharma et al. (2010) came to the conclusion that persons who are prone to seek variety are more likely to make impulsive purchases. According to Chang et al. (2011), consumers are more likely to engage in impulsive buying when they feel good about the shop environment; this is why emotions have an impact on impulse buying behaviour.

Put together, this research advances our knowledge of the impulse buy phenomenon by emphasizing the importance of psychological components like as affect, self-image, decision-making processes, automatic and controlled thinking, and individual features. While Clover's work identified product categories that are susceptible to impulsive purchasing, Stern's division of impulse buying behaviour into planned, impulse, and unplanned categories set the stage for further research.

While Weinberg and Gottwald noted that impulse buyers experienced more powerful affective reactions than planned ones, Kollat and Willett emphasized consumer demographics and characteristics as the key variables. Rook introduced the concept of impulse buying as a personality trait, while Hoch focused on the pleasurable and contextual cues that contribute to impulsive buying. While Verplanken et al. contend that negative affect is the primary cause of chronic impulsive buying, Dittmar et al. have demonstrated the influence of gender on impulse buying.

Studies by Beatty and Ferrell, Park et al., and Silvera et al. highlighted the connection between emotions and hedonic consumption as the precursor to impulsive purchasing. All things considered, these studies have reaffirmed that impulse buying is a complex phenomenon and

have brought attention to the different psychological processes that could be involved. This has provided a basis for further research in this area, particularly with regard to Kenyan women professionals who reside in Nairobi.

2.3.2 Social Factors that Influence Impulse Buying Behaviour

The forces that stem from a person's experiences and social surroundings are referred to as social factors. These include culture, peer groups, and FOMO, and they are crucial in shaping consumption patterns. A given group's beliefs about what constitutes acceptable or desirable behaviour are referred to as its culture. Because of this, purchasing decisions may be influenced by what is deemed appropriate or proper (Kacen & Lee, 2002).

According to Luo (2005), peer pressure is a type of pressure that comes from friends, family, or other members of one's community that encourages one to follow the trend or what is deemed "normal." Contrarily, FOMO is the fear of not being able to have such desirable things or have such desirable experiences, which might lead people to make rash purchases in order to prevent such losses (Przybylski et al., 2013). When taken as a whole, these social elements provide a social backdrop that affects consumers' preferences, time pressure, and conformity pressure, all of which have an impact on impulse purchase behaviour.

Numerous social factors influence impulse purchase behavior, as demonstrated by the research papers addressed in this paper. Customers will rush to make a purchase in order to conform to the culture or trend of the society since culture dictates what is most appropriate or popular in that particular culture (Kacen & Lee, 2002). Peer pressure influences purchasing behavior by creating a sense of perceived normative pressure that motivates individuals to live up to their group's standards, which leads to impulsive purchases as a means of gaining acceptance (Luo, 2005).

FOMO causes people to acquire items they never intended to buy because they may be viewed as having greater value if they are not available at the time of purchase (Przybylski et al., 2013). These observations are significant because they aid in taking social variables into account when making impulsive purchases, particularly in niche sectors where social and cultural factors are prevalent, such as the Kenyan fashion industry. Because culture embodies rules, values, and traditions in people's lives, it has an impact on their spending patterns.

Since culture establishes what is acceptable or desirable in a given society, it can have an impact on impulsive purchases. For example, Kacen and Lee (2002) found that cultural factors influence impulsive purchases, particularly among suggestible or susceptible people. Since impulsive buying is a means of exhibiting conformance with cultural values or standards, cultural attitudes toward consuming may lead to an increase in this behavior.

Peer pressure is another social component that influences impulsive purchases. This essay will demonstrate how peers have a significant impact on a person's purchasing decisions. According to Luo (2005), the presence of family members inhibited customers' impulse purchase, whereas the presence of peers encouraged it. Peers encourage impulsive purchasing through emotional influence, where everyone becomes overcome by their feelings and lacks self-control, and social comparison, where a person feels pressured to adopt the group's behavior in order to be accepted.

Family members, on the other hand, are more focused on pragmatism and money issues; they are the ones who are often telling people to keep their spending under control and avoid unnecessary purchases. Family members who prevent needless and impulsive purchases are likewise exhibiting protective behavior. This interaction demonstrates how people may make impulsive purchases as a result of social circumstances and the need for social approbation. Peer pressure causes people to make illogical purchases of unnecessary items in an attempt to fit in or win acceptance from their peers.

Impulsive buying is also a result of other psychological states like FOMO, which is more prevalent as a result of social media's popularity and accessibility. FOMO causes a sense of urgency and a desire to participate in events or activities in order to avoid falling behind. According to Zhou & Wong (2003), situations such as point-of-purchase might induce FOMO, which makes people make impulsive purchases to make up for the apparent loss of opportunity. This is typical in marketplaces for fashion technology since social media's growing influence and high level of dynamism encourage people to make snap decisions.

Other psychological states, such as FOMO, which is more common due to social media's accessibility and popularity, might also lead to impulsive buying. In order to prevent falling behind, FOMO makes people feel compelled to engage in events or activities. Situations like point-of-purchase may cause FOMO, which leads people to make hasty purchases to compensate for the perceived loss of opportunity (Zhou & Wong, 2003). This is common in

fashion technology marketplaces because individuals are prompted to make hasty judgments by social media's increasing influence and high level of dynamism.

Additionally, Rook (1987) conducted research on the connection between consumer impulsivity and certain lifestyle traits, such as materialism and social features. Abratt and Goodey (1990) concluded from their research that while in-store stimuli such as point-of-purchase posters can encourage impulsive purchases, they are an indirect result of social variables in retail settings. The concept of fashion-oriented impulse buying, developed by Han et al. (1991), is pertinent to the explanation of social aspects in fashion marketplaces.

Impulsive purchases have been defined by Piron (1991) as responses to social stimuli. According to Rook and Gardner (1993), impulsive buying is a quick decision-making process that is influenced by feelings that can be changed by social interactions. According to Dittmar et al. (1995), impulsive purchases are influenced by gender and are a result of a socially created self-concept.

Zhou and Wong (2003) examined the impact of store environments on impulse buying, which also reinforces social influence, whereas Kacen and Lee (2002) examined the cultural forces influencing impulse purchase. Additionally, this study found that the presence of peers encourages impulsive purchases. According to Luo (2005), retaining contextual cues, such as the perception of amiable staff, increases impulsive purchasing. Wirtz & Mattila (2008).

Silvera et al. (2008) concentrated on how social interaction-induced emotions affect impulsive purchases. Jones et al. (2003) provided an explanation of some of the social elements that were shown to affect impulsive purchases of particular products. According to Verplanken et al. (2005), social context-induced negative emotion is the root cause of persistent impulse buying.

By influencing the consumer's attitude, perception, and behaviour, social variables such as culture, peer pressure, and FOMO have a major influence on impulse buying behaviour, according to the literature review on social factors. Culture also affects how people react to buying stimuli by influencing what is deemed suitable or desirable in a particular circumstance. For instance, people may engage in impulsive purchases to satisfy cultural norms or to flaunt

their status because of societal attitudes and beliefs that portray certain products as either required or opulent (Kacen & Lee, 2002).

Due to social pressure to fit in or get others' favor, people may be more likely to make impulsive purchases when they are under the influence of other groups (Luo, 2005). It also shows that family members can lessen the proximity of impulsive purchases, whereas peers can raise them. People are influenced to make rash purchases and purchase the newest goods they see on social media by marketing strategies like FOMO and social media. Customers are under societal pressure to purchase items they do not now need or desire because they believe they must seize an opportunity or risk missing out on a trend.

2.3.3 Environmental Factors that Influence Impulse Buying Behaviour

Consumer behaviour is recognized to be greatly influenced by environmental factors, particularly when it comes to impulsive purchases (Mattila & Wirtz, 2008). The context of the purchasing environment is one of the elements that can influence the consumer's decision-making process (Rook & Hoch, 1985).

They include online media, such as social media advertisements, and retail elements, such as music, lighting, marketing, and display (Zhang et al., 2018). These elements have a significant impact on consumer behaviour because they contribute to the creation of an atmosphere that encourages impulsive purchases (Milliman, 1982). Customers are more likely to purchase items they had not originally intended to purchase, for instance, when stores are arranged and have adequate illumination (Areni & Kim, 1994). Similarly, social media-targeted ads will cause impulsive purchases because of things like limited supply or time-sensitive deals (Zhang et al., 2018).

Complex interactions exist between environmental influences and customers' purchasing decisions. For example, the music played in retail establishments affects how quickly customers make purchases; fast music causes people to buy more quickly than slow music (Milliman, 1982). Lighting affects how products are displayed and creates an atmosphere that can either invigorate or calm customers, which influences their purchasing decisions (Areni & Kim, 1994). A communication campaign that tries to convince customers to purchase goods even when they may not need them is known as a sales promotion (Inman, Winer, & Ferraro, 2009). Point of purchase advertising, such as POP signs and displays, draws attention to

products and may encourage impulsive purchases since they present the products in a positive light (Abratt & Goodey, 1990). Additionally, customers are immediately connected to one another through online media, particularly social media marketing, which encourage them to make impulsive purchases through timely promotions (Zhang et al., 2018).

The first attempts at classification in this area were made by Clover (1950), who noted that certain product categories are more prone to impulsive purchases. By classifying impulse purchase behaviour, Stern (1962) went one step further and suggested that certain product attributes could be able to predict this behaviour. While Kollat and Willett (1967) acknowledged that demographics and characteristics have an impact on impulsive purchasing, they emphasized that external cues constitute the most important element. The affective component of impulse buying was further highlighted by Weinberg and Gottwald (1982), who claimed that impulsive consumers exhibit stronger emotions, such as excitement and amusement, than planned buyers. As previously mentioned, Rook and Hoch (1985) proposed that the environment triggers impulses and that impulsive shoppers enjoy purchasing more.

The links between environmental elements were examined in more detail. According to Rook (1987), consumer impulsion is a lifestyle trait linked to materialism and leisure buying. Impulse buying, according to Iyer (1989), is a subset of total impulse buying that happens in response to an outside stimulus. POP posters and other in-store stimuli have an impact on impulsive purchasing behavior, claim Abratt and Goodey (1990).

Han et al. (1991) examined the phenomenon of impulsive fashion product purchases and noted that new fashion items have the potential to influence consumers to make such decisions. Piron (1991) made a great effort to define impulsive buying by describing it as a purchase that is prompted by a stimulus and is made without previous forethought.

The psychological basis of impulsive buying behavior was examined in more detail by Hoch and Loewenstein (1991) and Rook and Gardner (1993), who came to the conclusion that the buying impulse is a response to mood and environmental factors. Impulsiveness is a psychological trait linked to the impulsive and irrational decision-making process of buying, according to Rook and Fisher (1995). Beatty and Ferrell (1998) stressed the contextual influences and defined impulse buying as a purchase undertaken without previous forethought.

Recent research, such as that done by Mattila and Wirtz (2008), showed that social factors, such as perceived employee friendliness, and store ambient cues affected impulse purchase behaviour. This helps to explain why it's important to make sure that shopping malls have a more positive ambiance in order to encourage impulse purchases. The impact of online media was also emphasized by Zhang et al. (2018), who noted that social media platform ads can encourage impulsive purchases by giving the impression that the deal is only available for a short period of time.

Therefore, the design of the shopping environment and the availability of cues that encourage impulsive purchases are two ways that environmental factors do impact impulse buying behaviour. One of the most crucial areas of research for comprehending and applying impulse buying behaviour is this one since external influences, such as store attributes and online media, are the essential ones that are taken into account when making a purchase decision.

2.4 Summary of literature and research gaps

Even though the body of current research greatly advances our understanding of impulse purchase behaviour, a number of studies highlight important gaps that demand more investigation. With special reference to the distinct socioeconomic and cultural circumstances of emerging economies like Kenya, this assessment analyses significant contributions to the corpus of knowledge and points out their shortcomings.

Dittmar, Beattie, and Friese (1996) studied female consumers with different degrees of self-esteem in the United Kingdom. Their research investigated the connection between psychological states—specifically, mood and self-esteem—and impulsive purchasing behaviour. They discovered that people frequently make impulsive purchases as a way to cope with their emotional suffering when they are feeling down and depressed. Their study was restricted to a certain demographic and geographic area, though, which left a knowledge gap on how these psychological triggers can appear differently in other cultural contexts, such among Kenyan professional women. Additionally, the study did not take into consideration how men and women differ in their shopping habits, which could have an impact on how broadly applicable the results are.

In the same way, Gardner and Rook (1988) looked at American customers from a range of demographic backgrounds, examining the role that emotional states play in impulsive purchases. Positive affective states were found to be associated with a higher probability of making impulsive purchases. Nevertheless, the study's relevance to other countries is limited by its concentration on a single cultural setting, especially when it comes to comprehending how various emotional triggers impact consumer behaviour in emerging markets. Additionally, the socioeconomic situation of customers was not taken into account in the study, despite the fact that it might have a substantial impact on their shopping behaviour.

Time restrictions and stimulating store surroundings were found to be important influencers in Rook and Fisher's (1995) investigation of situational and environmental factors influencing impulsive buying in the United States. Although their research offers insightful information on retail tactics, it ignores the unique contextual traits and consumer behavior in various cultural contexts, particularly in understudied areas like Nairobi. Furthermore, the study did not distinguish between the purchasing habits of men and women, which limited its applicability to comprehending impulsive purchases across a range of demographic groupings.

In their study of multisensory retail settings in Finland, Mattila and Wirtz (2001) discovered that immersive store designs greatly increase impulse purchases. Even though this study emphasizes how crucial store layout is in shaping customer behaviour, it ignores Kenya's distinctive retail settings and shopping experiences, where sociocultural influences can be more significant. Additionally, the study doesn't look at how consumers' varying socioeconomic backgrounds can influence how they react to certain retail settings.

Comparative studies between South Korea and the US by Park and Lennon (2006) showed that social influences and cultural norms have a big influence on impulsive purchases. While this study highlights the significance of cultural context, it doesn't go into great detail about how these factors can change among other populations, including Nairobi's professional women. Additionally, the study did not take into account how customers' socioeconomic standing within different cultural contexts would influence their impulsive purchasing habits. The cultural aspects of Hofstede's theory, which emphasize how elements like individualism versus collectivism might influence shopping behaviour, provide a clearer understanding of

the variations in how social media effects consumer behaviour across geographic areas. In a similar vein, Tropenner's research on social norms might clarify how social media dynamics differ throughout countries and how they might affect impulsive purchases differently for customers from various backgrounds.

According to Anić and Mihić (2015), who looked at sociodemographic characteristics influencing fashion consumption in Croatia, women are more likely to make impulsive purchases. Although pertinent, this finding is not broadly applicable to the Kenyan market, where socioeconomic characteristics may vary significantly. Furthermore, the study did not sufficiently address how gender differences in purchasing behaviour may exist across various socioeconomic categories.

Huang (2016) examined the impact of social media on Taiwanese young adults' impulsive purchases, emphasizing the ways in which digital marketing influences consumer behaviour. However, the study's narrow emphasis on a particular group of people begs the question of how social media affects various consumer groups in various cultural contexts. Furthermore, it failed to consider how different socioeconomic backgrounds can affect impulsive purchasing in reaction to social media advertising. According to Hofstede, social media's effects can range greatly depending on cultural factors like power distance and uncertainty avoidance, which might result in various impulsive purchasing patterns in various geographic locations.

Higher disposable income is associated with more impulsive purchases, according to a 2007 study by Kaur and Singh on the relationship between disposable income and impulsive buying in India. This viewpoint, however, ignores additional economic variables that can influence impulsive purchasing in areas with distinct economic environments, like Kenya, where socioeconomic variety is substantial. Additionally, the study failed to consider the possible disparities in men's and women's disposable income-related shopping patterns.

In order to find efficient marketing techniques that increase customer spending, Koschate-Fischer et al. (2012) investigated how store settings and promotions impact impulse buying in Germany. However, their results might not be entirely applicable in developing countries where many cultural and economic factors influence customer behaviour. Furthermore, the

study could not distinguish between the potential responses of different socioeconomic backgrounds to promotional techniques.

Last but not least, Graa et al. (2014) examined social factors in Tunisia and discovered that social contacts considerably raise the probability of impulsive purchases. However, this study ignores the socioeconomic disparities that can affect these interactions and does not investigate how social dynamics might vary across different consumer groups in other cultural contexts, including Nairobi.

All things considered, the majority of the research to date has concentrated on industrialized nations, leaving a large knowledge vacuum regarding the impulse buying habits of rising markets like Kenya. This study intends to close these gaps by focusing on professional women fashion apparel buyers in Nairobi and provide insights into the distinct cultural and economic elements that affect impulsive purchases in this group. The results will help develop a more sophisticated understanding of Nairobi's consumer behavior and provide useful advice for businesses and marketers looking to interact with this demographic.

2.5 Conceptual framework

The study centres on a conceptual model that investigates the variables affecting professional women fashion apparel customers in Nairobi, Kenya, to make impulsive purchases. Three independent variables are identified: environmental, psychological, and social elements. According to Bourabain & Verhaeghe, 2019; Kimemia, 2024; Hodkinson, 2019), social factors include peer pressure and influence, implying that people frequently conform to societal expectations, which can lead to impulsive purchases influenced by trends, peer opinions, and the perceived status of fashion items.

Moods, feelings, and perceptions are examples of psychological elements that influence buying decisions. While excitement or desire increase the chance of impulsive purchases, positive emotions or stress alleviation might cause impulse buying (Tice, Bratslavsky, & Baumeister, 2001). Furthermore, irrational purchasing decisions based on perceived value might result from perception biases like the halo effect or scarcity effect (Verplanken & Herabadi, 2001; Vohs et al., 2008).

Store atmosphere, marketing tactics, and internet buying circumstances are examples of environmental influences. An inviting retail environment can be produced by components such as lighting, music, and store design (Mattila & Wirtz, 2008). Discounts and other promotions can encourage impulsive purchases because of the perceived need to buy now before the deal expires. Online, elements like tailored ads and user-friendly websites also promote impulsive purchasing (Ju & Ahn, 2016).

This framework's dependent variable is impulse buying behaviour, which is characterized as impulsive and unplanned purchases (Beatty & Ferrell, 1998). The purpose of this model is to examine the ways in which these different elements interact to affect the targeted consumer group in Nairobi's impulsive purchasing behaviour and level of satisfaction with fashion products.

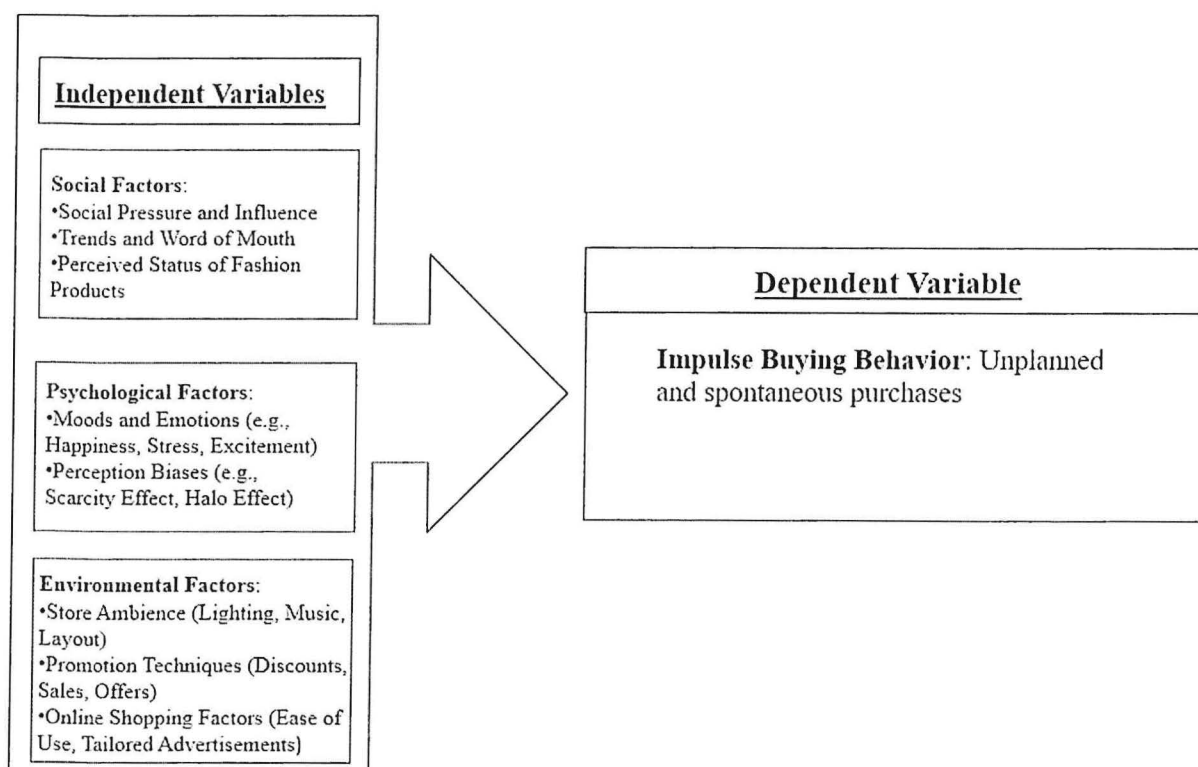


Figure 2.5: Conceptual Framework

(Source Researcher 2024)

2.5.1 Operationalisation of study variables

Table 2.5.1: Operationalization of Variables

Variable Type	Variable	Definition	Indicator	Measurement	Source
Independent Variables	Social factors	Influences brought about by cultural norms and social interactions	Influence of friends on fashion decisions	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree	Nair, S., Sharma, R., & Sharma, P. (2022)
			Influence of social media advertisements	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Zeng, Y., Schäfer, A., & Allgaier, G. (2020)

			Role of family members in fashion choices	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Shiv, B., & Fedorikhin, A. (1999)
	Psychological factors	Internal emotional and mental processes influencing consumer purchasing decisions.	Impact of mood on fashion purchases	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Gardner, M. P., & Rook, D. W. (1988)
			Excitement from impulsive fashion purchases	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Huang, L. (2016)

			Influence of emotional advertisements on purchase behaviour	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree	Mattila, A. S., & Wirtz, J. (2008)
Environmental factors	External physical and situational factors influence purchasing decisions.	Store layout's effect on impulse purchases	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Ju, I., & Ahn, J. (2016)	
		Effect of attractive online shopping websites on impulse buying	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree	Graa, A., Bensaid, M., & Boudali, R. (2014)	

			Influence of promotional displays on unplanned purchases	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Rook, D. W. (1987)
Dependent variables	Impulse buying	Spontaneous and unplanned purchases motivated by a range of factors	Frequency of unplanned fashion purchases	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Verplancken, B., & Herabadi, A. (2001)
			Tendency to buy fashion items impulsively	Five Point Likert scale 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree Strongly Agree	Beatty, S. E., & Ferrell, M. E. (1998)

Table 2.5.1: Operationalization of Variables

2.6 Chapter Summary

This chapter provides an extensive literature review, giving a background of how social, psychological and environmental factors are very influential in influencing consumption behaviour with a special focus on impulse buying.

The chapter begins with the body of existing literature, or what is already known in the topic. It highlights the degree to which fashion buying is influenced by social factors, such as the influence of friends and family and social media advertisements. The psychological element is also taken into account, where various moods, feelings, and emotional appeal in advertising are examined along with their impact on customers and how they contribute to impulsive purchases. The chapter also discusses environmental elements that influence impulsive buying, such as the structure of the business, impulse displays, and the allure of online platforms.

Nevertheless, despite the large amount of research that has been done, significant gaps have been found. Since the majority of research has been conducted in developed nations or among various demographic groups, there is still a dearth of knowledge regarding the consumption patterns of professional women in Nairobi and the Kenyan market as a whole. Likewise, there is a dearth of research on how particular cultural and economic circumstances in Kenya affect impulsive purchases.

In order to close these gaps, this study will be carried out in Nairobi, Kenya, to learn more about the social, psychological, and environmental aspects that affect professional women fashion apparel buyers in Nairobi. The study will assist close the gap in the literature on this specific topic by providing insight into the sociocultural and economic factors that also influence this category of consumers' impulse purchase behavior in emerging economies. In order to improve consumer happiness and eventually increase business success, the study aims to close the aforementioned research gaps and offer helpful suggestions to marketers and merchants focusing on this industry.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

The research approach used to examine the variables influencing impulsive purchasing behaviour in Nairobi's apparel industry is described in this chapter. The demographic, sampling plan, data collecting and analysis methodologies, study quality considerations, ethical issues, and research design are all covered. This structure guarantees that the study meets its goals accurately and consistently.

3.2 Research design

The study adopted a descriptive cross-sectional research design, which was appropriate for examining the relationships between psychological, social, and environmental factors and impulse buying behaviour. A descriptive design allowed for an accurate depiction of the current phenomenon without hypothesizing in advance, making it ideal for understanding consumer behaviours in the fashion sector. The cross-sectional approach ensured that data was collected at a single point in time, providing an efficient and cost-effective method for analysing variables within the target population.

3.3 Population

The study focused on Nairobi County's working women who buy designer clothing. Because of their discretionary income and interest in current trends, professional women are active fashion shoppers and are more prone to display impulse buying tendencies. For these reasons, this sample was chosen. The Kenya National Bureau of Statistics (KNBS) estimates that there were 54 million people living in Kenya, of whom 27.2 million were women, or 50.3% of the overall population. There were an estimated 2.7 million of these in the country, with around 10% of them being professional women. The study's accessible population consisted of 1,890,000 professional women, with Nairobi County housing almost 70% of this group.

3.4 Sampling

The sampling technique known as stratified sampling entails splitting the population into discrete subgroups, or strata, that have comparable traits. After that, samples are chosen at

random from every stratum. This method guarantees that the final sample includes a sufficient representation of various demographic segments.

A stratified sampling technique is used for a number of reasons, depending on the study's nature and research topic. This approach guarantees that the necessary number of working women is sufficiently represented. The sample can better represent the population of interest by being segmented according to professional status and other attributes like age and income. By guaranteeing that different population segments are represented in line with their actual distribution, this method also improves the validity and trustworthiness of the study's findings.

To determine the actual sample size, a sample size calculator is used, targeting a confidence level of 95% with a margin of error of 5%. The formula for calculating the sample size (n) for a simple random sample is based on Cochran's formula:

$$n = \frac{Z^2 \times p \times (1-p)}{e^2}$$

where Z is the Z-score (1.96 for a 95% confidence level), p is the estimated proportion of the population (0.5 if unknown), and e is the margin of error (0.05). Plugging in the values:

$$n = \frac{(1.96)^2 \times 0.5 \times (1-0.5)}{(0.05)^2} = \frac{3.8416 \times 0.25}{0.0025} = 384.16$$

Which is $384\frac{4}{25}$

But we cannot have four twentieths of a person hence we shall round off to get ≈ 384 people as our sample size

The result was approximately 384 respondents. However, to account for potential non-responses or incomplete questionnaires, an additional 15% was added to the target sample size. This resulted in a total of approximately 450 questionnaires being distributed. This step ensured that the study achieved the desired sample size even in cases where some participants did not respond or provided incomplete data.

To provide a thorough and representative analysis of the target group, the population for this study was separated into three main strata. The main focus was gender, and stratification took into account differences in responses across various female demographic groups. Although professional women were the study's primary goal, this stratification took into consideration possible variations in age, income, and lifestyle that would have an impact on their impulsive purchasing behaviour.

Given that participants were chosen from different parts of Nairobi County, geographic location was still another important stratum. This method made it possible for the study to record a variety of buying habits throughout the urban area, acknowledging that people from various districts can have distinct fashion consumption patterns as a result of differing social, economic, and environmental factors.

The third stratum was career field, which included respondents from a range of professional sectors, such as law, medicine, education, business, and engineering. This categorization reflected the diversity of professional women actively engaged in fashion consumption and ensured that the study explored how career demands and professional environments might influence impulse buying tendencies.

To ensure equitable representation and minimize sample bias, respondents were chosen at random from each of these strata. This approach guaranteed that the sample accurately reflected the traits of the target population while also improving the findings' accuracy. The research offered a thorough and in-depth examination of the variables impacting professional women's impulsive purchasing behaviour in Nairobi County by taking into account gender differences, regional diversity, and occupational areas.

3.4 Data collection methods

A structured questionnaire created to meet the goals of the study was used to gather primary data. In order to ensure consistency in responses and facilitate analysis, the questionnaire was composed of closed-ended questions. Responses pertaining to psychological, social, and

environmental aspects as well as impulsive purchasing behaviour were measured using a five-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree.

The questionnaire was broken down into five sections: Section A measured consumer impulsive buying behavior; Section B concentrated on psychological aspects; Section C dealt with social elements; Section D looked at environmental factors; and Section E collected demographic data. Google Forms was used to administer the questionnaires online, ensuring effective data gathering and distribution. Widespread involvement was made possible by this approach, especially among working women who favored the ease of digital responses. Since anonymity was guaranteed by the online platform, truthful and precise answers were encouraged.

3.5 Data analysis

Both descriptive and inferential statistics were used in the data analysis process to extract valuable information from the gathered data. The characteristics of the respondents and the variables under investigation were summed up using descriptive statistics, such as means, standard deviations, and percentages. These metrics gave a concise summary of the answers pertaining to environmental, social, and psychological aspects as well as impulsive purchasing. The links between the independent variables—psychological, social, and environmental factors—and the dependent variable—impulse buying behaviour—were investigated using inferential statistics. While regression analysis measured the influence of each independent variable on impulsive purchasing behaviour, correlation analysis established the direction and degree of these associations. The study's regression model was stated as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Where;

Y= dependent variable (consumer Impulse buying behaviour)

X= independent variable (X1 = Psychological Factors like mood, X2 = Social Factors like peer pressure and FOMO and X3 = Environmental factors like store lighting, music and promotional displays)

β_0 = constant variable

β_n = beta coefficients (β_1 , β_2 and β_3)

ε = error

3.6 Research quality (validity, reliability, and objectivity of the research)

Validity, reliability, and objectivity were given the great importance in order to guarantee the study's legitimacy and soundness. The questionnaire was subjected to expert evaluation in order to verify that it accurately captured the intended variables, a process known as content and construct validation. To pretest the questionnaire, a small sample of the target population participated in pilot research. By identifying and resolving any ambiguities, this procedure made that the questions were pertinent. To ensure the credibility and robustness of the study, validity, reliability, and objectivity were prioritized. Validity was established through content and construct validation, where the questionnaire underwent expert review to confirm that it accurately captured the intended variables. A pilot study was conducted with a small sample of the target population to pretest the questionnaire. This process helped identify and address any ambiguities, ensuring the questions were clear and relevant.

Reliability was assessed through the pilot study results to ensure consistency in responses.

Necessary refinements were made based on the feedback to improve the instrument's reliability. Objectivity was maintained by standardizing the data collection process, ensuring uniformity and reducing biases in the responses.

understandable.

To guarantee consistency in responses, reliability was evaluated using the findings of the pilot research. The instrument's reliability was increased by making the necessary adjustments in response to the feedback. By standardizing the data gathering procedure, guaranteeing consistency, and minimizing biases in the responses, objectivity was preserved.

3.7 Ethical issues in research

Throughout the investigation, ethical issues were observed. A brief introductory letter outlining the goal of the study, the voluntary nature of involvement, and the participants' right to discontinue participation at any time without facing repercussions was given to each participant. Before participants started answering the questionnaire, their informed consent was

acquired.

By making sure that all answers remained anonymous and that no personal identifiers were gathered, confidentiality was maintained. The information was safely kept and utilized only for scholarly research. To ensure that participants were not harmed, the questions were meticulously crafted to omit any delicate or upsetting material. The study preserved integrity, openness, and respect for the rights of the participants by following these ethical standards.

CHAPTER FOUR: PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

The research findings are presented in this chapter along with an analysis and interpretation of them. The study's main goal was to investigate the variables impacting professional women fashion apparel buyers in Nairobi County's impulsive purchasing behaviour. The data gathered, including demographic information and other pertinent facts about the respondents, is described, examined, and discussed in this chapter.

4.2 Response Rate and General Information of Respondents

The study's descriptive statistics, such as frequencies and percentages, are used in this part to analyse and display the response rate and the respondents' overall demographic traits.

4.2.1 Response Rate

The study's response rate demonstrates the high level of participant engagement. A total of 452 Nairobi-based professional women who purchase fashion clothing were given electronic questionnaires. 385 of these were filled out and sent back, yielding an 85% response rate. This high degree of involvement suggests that the participants were approachable and eager to participate in the study. Of the total, however, 67 questionnaires (15%) were not returned. Technical difficulties, time restraints, or private motives could all be responsible for this. The high response rate is important since it improves the data's representativeness and dependability. In addition to providing effective reach and convenience, the electronic administration of the questionnaires made it possible for a wide range of people to participate in the study.

Table 4.2.1 :Response Rate on Frequency Distribution Table

Response Rate	Frequency	Percentage
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Total Circulated Questionnaires	452	100%
Returned Questionnaires	385	85%
Unreturned Questionnaires	67	15%

(Source: Researcher 2024)

4.2.2 General Information of Respondents

Details about the respondents' profiles are given in this part, including their age, occupation, level of education, household income, and professions. It also emphasizes their housing style and access to household facilities, providing a thorough picture of the socioeconomic and demographic traits of Nairobi's professional female fashion apparel buyers.

4.2.2.1 Age of the Respondents

The respondents' age distribution shows a wide variety of participants, most of them are in the younger and middle-aged age ranges. The largest group of responders (93, or 24.2%) out of the 385 total were between the ages of 18 and 25. With 86 responders (22.3%), the 46–55 age group came in second. A total of 79 respondents (20.5%) belonged to the 26–35 age group, while 78 respondents (20.3%) were in the 36–45 age group. Those 56 and older made up the lowest segment, with 49 respondents (12.7%). With a modest concentration in the younger and middle-aged categories, this distribution shows balanced representation across a range of age groups and provides insightful information about the purchasing habits of professional female fashion apparel customers at different phases of life.

Table 4.2.2.1: Age distribution of respondents on Frequency Distribution Table

Age Bracket	Frequency	Percentages
18-25	93	24.16%
26-35	79	20.52%

36-45	78	20.26%
46-55	86	22.34%
56 and above	49	12.73%
Grand Total	385	100.00%

(Source: Researcher 2024)

4.2.2.2 Gender of the Respondents

With all 385 respondents (100%) identifying as female, the respondents' gender distribution suggests a unique concentration on female participants. This demographic selection supports the study's goal of identifying the variables impacting impulsive purchasing behavior, particularly among Nairobi, Kenya-based professional women who purchase fashion items. The results are totally representative of the target group and offer a good insight of impulse purchase patterns within this particular customer niche because there were no male participants.

Table 4.2.2.2: Gender of Respondents on Frequency Distribution Table

Gender	Frequency	Percentages
Female	385	100%
Male	0	0%
Grand Total	385	100%

(Source: Researcher 2024)

4.2.2.3 Education Attainment of Respondents

There is a noticeable concentration of responders with higher levels of education based on their educational background (Tertiary). Of the 385 responders, 265 (68.83%) had earned a college or university degree as part of their tertiary education. Next in line were 112 responders (29.09%) who have completed postgraduate coursework. Only eight respondents, or 2.08% of the total, had completed high school. This distribution shows a highly educated sample, which

is particularly relevant to understanding the impulsive buying patterns of professional female consumers, given how education may influence customer behaviour and purchase decisions in the fashion industry.

Table 4.2.2.3 : Level of Education on Frequency Distribution Table

Education Level	Frequency	Percentages
Postgraduate education	112	29.09%
Secondary education	8	2.08%
Tertiary education (College/University)	265	68.83%
Grand Total	385	100.00%

(Source: Researcher 2024)

4.2.2.4 Employment Status

The respondents' employment status indicates a wide variety of professional backgrounds. Out of the 385 participants, 228 people (59.22%) reported having a full-time job, making up the majority. Sixty-three individuals identified as entrepreneurs, representing 16.36% of the sample's self-employed respondents. 27 respondents, or 7.01% of the sample, were part-time employees, while 47 respondents, or 12.21 percent, were students. Eleven respondents (2.86%), or a smaller percentage of the total, were unemployed. Nine responders (2.34%) also mentioned that they were casual workers. This distribution offers a comprehensive insight of the various work statuses of professional women who buy fashion apparel, which may have an impact on their spending habits and purchase behaviour.

Table 4.2.2.4: Employment Status on Frequency Distribution Table

Employment Status	Frequency	Percentages
Casual worker	9	2.34%
Employed	228	59.22%
Part-Timer	27	7.01%

Self-employed	63	16.36%
Student	47	12.21%
Unemployed	11	2.86%
Grand Total	385	100.00%

(Source: Researcher 2024)

4.2.2.5 Professional Field

A wide range of industries are represented among the respondents' professional domains in this survey, suggesting a diverse representation of professional backgrounds. Among the 385 respondents, the largest groups were employed in business services, with 29 participants (7.5%), and marketing and advertising, which had 26 respondents (6.8%). The public services sector also had a significant representation, with 26 respondents (6.8%). Other notable fields included technology, with 38 respondents (9.9%), finance, with 25 participants (6.5%), and hospitality, with 24 respondents (6.2%). Other sectors represented in smaller numbers were healthcare (20 respondents, 5.2%), agriculture (20 respondents, 5.2%), and retail (17 respondents, 4.4%). Less common fields included media and entertainment, research, and manufacturing, with 15, 12, and 11 respondents, respectively. Fields like education, law, and engineering had smaller representations, with only a few respondents in each. This diverse range of professional fields allows for a comprehensive exploration of factors influencing impulse buying behaviour across various industries.

Table 4.2.2.5: Professional Fields on Frequency Distribution Table

Field	Frequency	Percentages
Hospitality	24	6.23%
Retail	17	4.42%
Manufacturing	11	2.86%
Technology	38	9.87%
Healthcare	20	5.19%
Finance	25	6.49%
Agriculture	20	5.19%

Research	12	3.12%
Energy	14	3.64%
Transportation and Logistics	14	3.64%
Real Estate	9	2.34%
Media and Entertainment	15	3.90%
Marketing and Advertising	26	6.75%
Business Services	29	7.53%
Student	4	1.04%
Legal	6	1.56%
Human Resources	5	1.30%
Academia	6	1.56%
Social Work	6	1.56%
Customer Services	9	2.34%
Teacher	1	0.26%
Social Sciences (Psychology)	1	0.26%
Engineering	7	1.82%
NGO	7	1.82%
Sales	5	1.30%
Law	6	1.56%
Higher Education	1	0.26%
Community Development	5	1.30%
Humanitarian	5	1.30%
International Relations	5	1.30%
Public Services	26	6.75%
Education	3	0.78%
Fashion	3	0.78%
Grand Total	385	100.00%

(Source: Researcher 2024)

4.2.2.6 Housing Type

The respondents' distribution of housing situation offers information about their living circumstances and prospective financial standing, which may have an impact on their propensity for impulsive purchases. With 129 respondents (33.51%), the biggest percentage of the 385 respondents live in leased households. This suggests that a sizable percentage of participants probably live in a temporary or flexible arrangement, which may have an effect on their financial security and amount of money they have available for discretionary spending. With 101 respondents (26.23%), the second-largest group resides in gated communities, which frequently indicates a more stable financial situation and a larger propensity for impulsive purchases because of more disposable cash.

Other noteworthy housing types that generally indicate a more settled lifestyle and probably higher disposable income are single-family homes (83 respondents, 21.56%) and apartment condos (67 respondents, 17.40%). The smallest groupings, on the other hand, consist of people who live in student accommodation, housing estates, maisonettes, or bedsitters; less than 3% of respondents fall into any of these categories, suggesting a lower socioeconomic standing and less money available for impulsive purchases. The distribution of housing helps determine the respondents' economic background, which further affects their shopping habits, including their inclination to make impulsive purchases, especially in industries like fashion where discretionary spending is important.

It is clear from looking at these housing trends that respondents who live in more permanent or affluent housing arrangements—like single-family homes or gated communities—may be more likely to make rash purchases than those who live in more temporary settings, like bedsitters or dorms for students.

Table 4.2.2.6 : Housing Type on Frequency Distribution Table

Housing Type	Frequency	Percentages
Apartment		
Condo	67	17.40%
Bedsitter	2	0.52%

Gated community	101	26.23%
Housing estate	1	0.26%
Maisonettes	1	0.26%
Rented Household	129	33.51%
Single-family home	83	21.56%
Students' residence	1	0.26%
Grand Total	385	100.00%

(Source: Researcher 2024)

4.2.2.7 Access to water and electricity on Frequency Distribution Table

The data on access to water and electricity reveals that all 385 respondents (100%) have access to these essential services, as there were no respondents without water or electricity. This widespread availability points to a fundamental level of financial stability and infrastructure, which might have a favourable impact on consumer behaviour, especially the propensity for impulsive purchases. A higher standard of living is frequently linked to dependable access to electricity and water, which may be correlated with more disposable income and more room for discretionary spending. The notion that respondents are likely to engage in non-essential purchases, such as those motivated by emotional triggers or outside stimuli, is supported by this steady access to utilities in the context of impulse buying behaviour, especially in industries like fashion (Solomon, 2018; Dholakia, 2017).

Table 4.2.2.7: Access to water and electricity on Frequency Distribution Table

Access to water and electricity	Frequency	percentages
Yes	385	100.00%
No	0	0.00%

Total	385	100.00%
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(Source: Researcher 2024)

4.2.2.8 Income Level

The respondents' income distribution shows different levels of financial capability, which may affect their propensity to make impulsive purchases. The largest percentage (41%) of the 385 respondents overall reported earning Ksh 100,000 or more, suggesting that a sizable portion of respondents have comparatively higher incomes, which could encourage discretionary expenditure like impulsive purchases. Thirty percent of respondents make between Ksh 50,000 and Ksh 100,000, which comes after this category. 11% of respondents made less than Ksh 20,000, indicating a smaller financial capability for discretionary spending, whereas 18% of respondents made between Ksh 20,000 and Ksh 50,000.

Because respondents in higher income brackets are more likely to have spare income available for impulsive purchases, the income distribution offers crucial insight into the respondents' purchasing capacity. According to Verplanken and Herabadi (2001), consumers with higher incomes are typically more equipped to make impulsive purchases, especially in industries like fashion where emotional triggers are a major factor. On the other hand, because they have fewer financial means, respondents with lower income levels might be more frugal with their expenditures. Assessing the likelihood of impulsive purchases among Nairobi's professional female fashion apparel shoppers requires an understanding of this income distribution.

Table4.2.2.8 : Income Distribution on Frequency Distribution Table

Level of Income	Frequency	Percentages
Below Ksh 20,000	42	11%
Ksh 20,000 - Ksh 50,000	70	18%
Ksh 50,000 - Ksh 100,000	116	30%

Ksh 100,000 and above	157	41%
Grand Total	385	100%

(Source: Researcher 2024)

4.3 Descriptive Analysis

This section provides an investigation of the environmental, social, and psychological elements that affect consumer purchasing behaviour in general as well as impulse buying behaviour in particular. A five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to record the responses. Frequencies, means, and standard deviations are used to summarize the findings.

4.3.1 Psychological Factors Influencing Impulse Buying behaviour

In order to evaluate how emotions, self-worth, and personality features contribute to impulsive buying, psychological aspects were examined. A five-point Likert scale, with 1 denoting Strongly Disagree and 5 denoting Strongly Agree, was used to gather responses. Table 4.3.1 below displays the analysis's summary.

Table 4.3.1 Psychological Factors

Psychological Factors	N	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean	Std. Deviation
I make impulsive purchases of fashion apparel when I am happy or excited	385	50	65	80	100	90	3.21	1.38

I make impulsive purchases of fashion apparel when I am stressed or sad	385	85	90	70	80	60	2.69	1.43
My self-esteem influences my buying decisions	385	70	80	75	85	75	2.94	1.4
I consider myself an impulsive shopper for fashion apparel	385	80	75	80	80	70	2.9	1.38
My personality traits (e.g., impulsiveness) affect my shopping behaviour	385	60	70	80	90	85	3.12	1.37
Overall Score							2.97	0.0218

(Source: Researcher 2024)

With a mean score of 3.21 and a standard deviation of 1.38, the findings indicated that respondents were somewhat impacted by positive emotions like joy or enthusiasm. This suggests that although a sizable percentage of respondents concurred that their mood affects the things they buy, there was some variation in their answers. On the other hand, a lower mean of 2.69 and a standard deviation of 1.43 indicate that fewer respondents thought that negative emotions like stress or melancholy had a significant influence on their purchasing decisions.

With a mean score of 2.94 (SD = 1.40), self-esteem had a moderate impact, suggesting that although some respondents acknowledged its influence, the effect varied by group. With a mean score of 2.90 (SD = 1.38), respondents also gave their impulsive buying tendencies a moderate rating, indicating that while impulsiveness does play a part, it is not a dominant one. With a mean score of 3.12 (SD = 1.37), personality traits such as impulsiveness were also moderately influential. With a cumulative mean score of 2.97 (SD = 0.02), psychological elements were found to have a moderate impact on impulsive purchasing behaviour, with positive emotions having the most impact.

4.3.2 Social Factors Affecting Impulse Buying Behaviour

Using a five-point Likert scale, the social elements were analysed to see how social media, peer pressure, recommendations, FOMO, and societal norms affect impulsive purchases. Stronger social influences are shown in higher mean scores. Using the choices (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree, select (√) once. Table 4.3.2 below displays the analysis's summary.

Table 4.3.2 : Social Factors

Social Factors	N	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean	Std. Deviation
Societal norms and cultural expectations influence my impulse buying of fashion apparel	385	70	80	85	80	70	2.82	1.35
Peer pressure affects my impulse buying behaviour	385	90	85	80	70	60	2.64	1.34

Recommendations from friends and family lead me to make impulse purchases	385	60	75	80	90	80	2.99	1.35
Fear of Missing Out (FOMO) impacts my fashion apparel purchases	385	95	80	85	75	50	2.54	1.35
Social media trends and influencers significantly influence my fashion buying decisions	385	75	85	80	70	75	2.78	1.36
Overall Score							2.75	0.0064

(Source: Researcher 2024)

Different social factors had different effects on impulsive purchases. With a mean score of 2.82 and a standard deviation of 1.35, respondents were moderately impacted by societal norms and cultural expectations. This implies that some respondents were less impacted by cultural norms, even though many believed that they have an impact on their purchasing decisions. With a lower mean score of 2.64 (SD = 1.34), peer pressure had less of an impact, suggesting that fewer respondents felt pressured to make impulsive purchases because of their social networks.

With a mean score of 2.99 (SD = 1.35), recommendations from friends and family stood out as a greater social component, indicating that many respondents were inclined to make impulsive purchases based on advice from reliable people. With a mean score of 2.54 (SD = 1.35), the least influential social component was FOMO, indicating a lack of consensus regarding its significance. The average score was 2.78 (SD = 1.36), indicating a moderate impact of social

media trends and influencers. A moderate but erratic impact of social dynamics on impulsive purchasing behavior was shown by the overall mean for social factors, which was 2.75 (SD = 0.006).

4.3.3 Environmental Factors Influencing Impulse Buying behaviour

A five-point Likert scale was used to measure environmental aspects, including the impact of online shopping platforms, store layout, sales, ambiance, and displays. Stronger environmental influences are indicated by higher mean values. To indicate their answers, respondents were asked to check (√) once to indicate how much they agreed with the assertions. The alternatives were: (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree. Table 4.6 below displays the analysis's summary.

Table 4:1.3.3: Social Factors

Environmental Factors	N	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean	Std. Deviation
In-store displays and promotions influence my impulse buying	385	50	70	85	90	90	3.4	1.35
Store music and lighting affect my mood and impulse buying behaviours for fashion apparel	385	80	90	80	70	65	2.73	1.33

I make more impulsive purchases during sales or promotional events	385	60	75	80	85	85	3.36	1.35
Store layout and aesthetics significantly influence my impulse buying decisions	385	70	80	85	80	70	3.13	1.3
Attractive online shopping websites increase my likelihood of making impulse purchases	385	75	85	80	70	75	3.06	1.44
Overall Score							3.13	0.0537

(Source: Researcher 2024)

Out of all the variables examined, environmental influences had the biggest impact on impulsive purchases. At a mean score of 3.40 (SD = 1.35), in-store displays and promotions, such as "50% off" signage, had the biggest influence. This suggests that when presented with advertising stimuli, a sizable percentage of respondents were enticed to make an impulsive purchase. With a mean score of 3.36 (SD = 1.35), sales events also had a significant impact, highlighting the part that discounts and temporary promotions play in promoting impulsive purchases.

Store layout and aesthetics were moderately influential, with a mean score of 3.13 (SD = 1.30). With a mean score of 3.13 (SD = 1.30), store layout and aesthetics had a fairly significant

impact, suggesting that well-organized and aesthetically pleasing store designs somewhat promoted spontaneous purchases. With a mean score of 3.06 (SD = 1.44), online shopping platforms also had a moderate impact, demonstrating how appealing and easy-to-use websites might promote impulsive purchases. Among ambient elements, store lighting and music had the least influence, scoring an average of 2.73 (SD = 1.33). With an overall mean score of 3.13 (SD = 0.05) for environmental elements, it is clear that store settings and promotional activities have a significant impact on impulsive purchases.

4.3.4 Consumer Impulse Buying Behaviour

A five-point Likert scale was also used to evaluate consumer impulse buying behaviour, with an emphasis on the frequency, satisfaction, and regret of impulsive purchases as well as the impact of social media. Stronger occurrences of the behaviour are indicated by higher mean values. Using the following options, respondents were asked to tick (✓) once to indicate their responses: (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree. Table 4.7 following displays the analysis's summary.

Table 4.3.4: Consumer Buying Behaviour

Consumer Impulse Buying Behaviour	N	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean	Std. Deviation
I frequently/often make impulse purchases of fashion apparel	385	80	75	90	80	60	2.8	1.34
Overall Score							2.8	1.34

(Source: Researcher 2024)

An emotional reaction to impulsive purchases was shown to be mixed when consumer impulse buying behavior was evaluated from a variety of angles. The mean score for the frequency of impulsive purchases was 2.80 (SD = 1.34), meaning that although some respondents did occasionally make impulsive purchases, this was not the case for all of them.

4.4 Inferential Analysis

This section looks at the connections between the dependent variable, impulse purchase behaviour, and the independent variables, psychological, social, and environmental factors. Regression analysis was used to evaluate the significance and explanatory power of each factor in predicting impulse purchase behaviour, after correlation analysis was used to ascertain the direction and intensity of connection for each independent variable.

4.4.1 Psychological Factors

4.4.1.1 Correlation between Psychological Factors and Impulse Buying Behaviour

Table 4.4.1.1.1: Correlation between Happiness and Excitement with Impulse Buying Behaviour

	I make Impulsive purchases of Fashion Apparel when I am Happy or Excited	I frequently/ often make impulse purchases of fashion apparel
I make Impulsive purchases of Fashion Apparel when I am Happy or Excited	1	
I frequently/ often make impulse purchases of fashion apparel	0.168974798	1

(Source: Researcher 2024)

The correlation analysis between psychological factors and impulse buying behaviour revealed varying degrees of association. In the case of positive emotional states, such as feeling happy or excited, the corresponding psychological factor demonstrated a weak positive correlation ($r = 0.169$). This suggests that feelings of happiness and excitement slightly increase the tendency to make impulsive purchases. However, the relationship remains relatively weak, indicating that while positive moods contribute to impulsive buying, their overall influence is limited.

Table 4.4.1.1.3: Correlation between Self-Esteem and Impulse Buying Behaviour

	I make impulsive purchases of Fashion Apparel when I am stressed or sad	I frequently/ often make impulse purchases of fashion apparel
I make impulsive purchases of Fashion Apparel when I am stressed or sad	1	
I frequently/ often make impulse purchases of fashion apparel	0.239872547	1

(Source: Researcher 2024)

A moderately positive association ($r = 0.240$) was found when looking at negative emotional states, particularly tension or despair. This finding emphasizes that depressive and stressful emotions have a greater impact on impulsive purchasing behavior than do happy emotions. It illustrates the idea that people may turn to shopping as a way to cope with their emotional problems, increasing the likelihood of impulsive purchases while they're feeling down.

Table 4.4.1.1.4: Correlation between Self-Perception as an Impulsive Shopper and Impulse Buying Behaviour

	My self-esteem influences my buying decisions	I frequently/ often make impulse purchases of fashion apparel
My self-esteem influences my buying decisions	1	
I frequently/ often make impulse purchases of fashion apparel	0.14371674	1

(Source: Researcher 2024)

A weak positive association ($r = 0.144$) was found for the self-esteem factor, which looks at how self-esteem levels affect buying behavior. According to this, people who have low or erratic self-esteem could make rash purchases to improve their mood or confidence. Although statistically significant, self-esteem's total impact on impulsive purchasing is still quite small.

Table 4.4.1.1.5: Correlation between Impulsive Personality Traits and Impulse Buying Behaviour

	I consider myself an impulsive shopper for fashion apparel	I frequently/ often make impulse purchases of fashion apparel
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I consider myself an impulsive shopper for fashion apparel	1	
I frequently/ often make impulse purchases of fashion apparel	0.357244533	1

(Source: Researcher 2024)

Individuals who consider themselves to be impulsive buyers showed a larger correlation ($r = 0.357$). Self-awareness about impulsive purchasing habits is a substantial predictor of impulsive purchases, according to this comparatively strong positive association. The significance of individual perceptions in shaping real customer behaviour is highlighted by the strength of this link.

Table 4.4.1.1.5: Correlation between Impulsive Personality Traits and Impulse Buying Behaviour

	My personality traits (e.g., impulsiveness) affect my shopping behaviour	I frequently/ often make impulse purchases of fashion apparel
My personality traits (e.g., impulsiveness) affect my shopping behaviour	1	
I frequently/ often make impulse purchases of fashion apparel	0.304492213	1

(Source: Researcher 2024)

Finally, a moderately favourable connection ($r = 0.310$) was found between impulsive personality traits. This finding emphasizes how impulsiveness is a personality trait that affects impulsive purchasing behaviour. People who have impulsive personality qualities are much more prone to make impulsive purchases than people without such traits.

4.4.1.2 Regression Analysis of Psychological Factors

The regression analysis was conducted to quantify the influence of each psychological factor on impulse buying behaviour.

Table 4.4.1.2.1: Regression Summary for Happiness and Excitement

<i>Regression Statistics</i>	
Multiple R	0.1689748
R Square	0.02855248
Adjusted R Square	0.02601607
Standard Error	1.31677421
Observations	385

(Source: Researcher 2024)

Table 4.4.1.2.2: ANOVA Summary for Happiness and Excitement

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>

Regression	1	19.51848	19.5185	11.257016	0.000872489
Residual	383	664.0815	1.73389		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.1.2.3: Regression Coefficient for Happiness and Excitement

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.27431279	0.170448	13.3432	1.28E-33	1.939181985	2.609444	1.939182	2.609444
I make Impulsive purchases of Fashion Apparel when I am Happy or Excited	0.16374561	0.048804	3.35515	0.0008725	0.067787725	0.259703	0.067788	0.259703

(Source: Researcher 2024)

The regression analysis provided further insights into the influence of psychological factors on impulse buying behaviour. For positive emotional states, such as happiness or excitement, the R Square value was 0.029, indicating that 2.9% of the variation in impulse buying behaviour can be explained by this factor. The ANOVA results were statistically significant ($F = 11.26$, $p = 0.0009$), suggesting that the model is a good fit. The regression coefficient ($\beta = 0.164$, $p = 0.0009$) further confirms a small but significant positive effect. This result means

that while happiness and excitement contribute to unplanned purchases, their overall effect is limited.

Table 4.4.1.2.4: Regression Summary for Stress and Sadness

<i>Regression Statistics</i>	
Multiple R	0.23987255
R Square	0.05753884
Adjusted R Square	0.0550781
Standard Error	1.29698027
Observations	385

(Source: Researcher 2024)

Table 4.4.1.2.5: ANOVA Summary for Stress and Sadness

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	39.33355	39.33355	23.38279406	1.9E-06
Residual	383	644.2664	1.682158		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.1.2.6: Regression Coefficient for Stress and Sadness

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.19576661	0.141362	15.53294	1.52462E-42	1.91782	2.473709	1.917824	2.473709
I make impulsive purchases of Fashion Apparel when I am stressed or sad	0.22476314	0.046481	4.835576	1.92615E-06	0.13337	0.316153	0.133373	0.316153

(Source: Researcher 2024)

For negative emotional states, including stress and sadness, R Square value was 0.058, showing that 5.8% of the variation in impulse buying behaviour is explained by this factor. The ANOVA results ($F = 23.38$, $p < 0.0001$) indicate that the relationship is highly significant. The regression coefficient ($\beta = 0.225$, $p < 0.0001$) highlights a stronger positive relationship compared to positive emotions. This suggests that stress and sadness play a notable role in driving impulsive purchases, reinforcing the idea of shopping as an emotional coping mechanism.

Table 4.4.1.2.7: Regression Summary for Self-Esteem

<i>Regression Statistics</i>	
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Multiple R	0.143717
R Square	0.020655
Adjusted R Square	0.018097
Standard Error	1.322116
Observations	385

(Source: Researcher 2024)

Table 4.4.1.2.8: ANOVA Summary for Self-Esteem

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	14.11942	14.11942	8.077511	0.004722
Residual	383	669.4806	1.747991		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.1.2.9: Regression Coefficient for Self-Esteem

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>

Intercept	1.797252	0.14829	12.11986	7.7E-29	1.505688	2.088817	1.505688	2.088817
I consider myself an impulsive shopper for fashion apparel	0.34593	0.046214	7.485366	4.95E-13	0.255065	0.436795	0.255065	0.436795

(Source: Researcher 2024)

The factor related to self-esteem produced an R Square value of 0.021, meaning that 2.1% of the variance in impulse buying behaviour can be attributed to self-esteem. The ANOVA results ($F = 8.08$, $p = 0.0047$) confirm the model's significance. The regression coefficient ($\beta = 0.144$, $p = 0.0047$) indicates a small but significant positive effect. This result implies that self-esteem, while significant, has a relatively minor impact on impulsive buying behaviour .

Table 4.4.1.2.10: Regression Summary for Self-Perception

<i>Regression Statistics</i>	
Multiple R	0.357245
R Square	0.127624
Adjusted R Square	0.125346

Standard Error	1.247825
Observations	385

(Source: Researcher 2024)

Table 4.4.1.2.11: ANOVA Summary for Self-Perception

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	87.24353	87.24353	56.0307	4.95E-13
Residual	383	596.3565	1.557066		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.1.2.12: Regression Coefficient for Self-Perception

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.797252	0.14829	12.11986	7.7E-29	1.505688	2.088817	1.505688	2.088817

I consider myself an impulsive shopper for fashion apparel	0.34593	0.046214	7.485366	4.95E-13	0.255065	0.436795	0.255065	0.436795
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(Source: Researcher 2024)

For individuals identifying as impulsive shoppers, the R Square value was the highest among psychological factors at 0.128, indicating that 12.8% of the variation in impulse buying behaviour is explained by this factor. The ANOVA results ($F = 56.03$, $p < 0.0001$) validate the model's significance. The regression coefficient ($\beta = 0.346$, $p < 0.0001$) confirms a strong positive effect. This suggests that individuals who perceive themselves as impulsive shoppers are significantly more likely to make unplanned purchases, making self-awareness a critical predictor of consumer behaviour .

Table 4.4.1.2.13: Regression Summary for Impulsive Personality Traits

<i>Regression Statistics</i>	
Multiple R	0.304492
R Square	0.092716
Adjusted R Square	0.090347
Standard Error	1.272546

Observations	385
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(Source: Researcher 2024)

Table 4.4.1.2.14: ANOVA Summary for Impulsive Personality Traits

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	63.38032	63.38032	39.13881	1.06E-09
Residual	383	620.2197	1.619373		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.1.2.15: Regression Coefficient for Impulsive Personality Traits

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.87706	0.161153	11.64771	4.78E-27	1.560205	2.193915	1.560205	2.193915
My personality traits (e.g., impulsiveness) affect	0.295617	0.047253	6.256102	1.06E-09	0.20271	0.388524	0.20271	0.388524

my shopping behaviour								
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(Source: Researcher 2024)

For impulsive personality traits, the R Square value was 0.093, meaning that 9.3% of the variation in impulse buying behaviour can be explained by this factor. The ANOVA results were significant ($F = 39.14, p < 0.0001$), confirming the strength of the relationship. The regression coefficient ($\beta = 0.296, p < 0.0001$) highlights a moderate positive effect. This indicates that individuals with impulsive personality traits are more prone to making spontaneous purchases, reinforcing the role of personality traits in driving impulse buying behaviour .

4.4.2 Social Factors

The results of the correlation analysis between social factors and impulsive purchasing behaviour showed that effects from peers, society, and the media were not all equally associated.

Table 4.4.2.1.1: Correlation between Societal Norms and Impulse Buying Behaviour

	Societal norms and cultural expectations influence my impulse buying of fashion apparel.	I frequently/ often make impulse purchases of fashion apparel
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Societal norms and cultural expectations influence my impulse buying of fashion apparel.	1	
I frequently/ often make impulse purchases of fashion apparel	0.146899595	1

(Source: Researcher 2024)

A weak positive association was found between cultural expectations and societal norms ($r = 0.147$). This implies that cultural and societal influences have a minor impact on the probability of impulsive purchases. While individuals might feel pressured to follow fashion-related standards, social expectations often have little effect on impulsive purchases.

Table 4.4.2.1.2 Correlation: Peer pressure affects my impulse buying behaviour

	Peer pressure affects my impulse buying behaviour	I frequently/ often make impulse purchases of fashion apparel
Peer pressure affects my impulse buying behaviour	1	
I frequently/ often make impulse purchases of fashion apparel	0.146624672	1

(Source: Researcher 2024)

Additionally, the peer pressure factor showed a weak positive connection ($r = 0.147$), suggesting that peer pressure has a minor impact on impulsive purchasing behaviour. Although the association is weak, indicating minimal overall influence, those who are subjected to peer pressure may be encouraged to make impulsive purchases.

Table 4.4.2.1.3 Correlation: Recommendations from friends and family lead me to make impulse purchases

	Recommendations from friends and family lead me to make impulse purchases	I frequently/ often make impulse purchases of fashion apparel
Recommendations from friends and family lead me to make impulse purchases	1	
I frequently/ often make impulse purchases of fashion apparel	0.147956853	1

(Source: Researcher 2024)

The connection was slightly higher ($r = 0.148$) for recommendations from friends and family. This study shows that impulsive purchases are somewhat influenced by reliable referrals from close social groups. However, the association is

weak, it underscores the importance of social relationships in shaping buying decisions.

Table 4.4.2.1.4: Correlation between FOMO and Impulse Buying Behaviour

	Fear of Missing Out (FOMO) impacts my fashion apparel purchases	I frequently/ often make impulse purchases of fashion apparel
Fear of Missing Out (FOMO) impacts my fashion apparel purchases	1	
I frequently/ often make impulse purchases of fashion apparel	0.132560627	1

(Source: Researcher 2024)

With $r = 0.133$, the component Fear of Missing Out (FOMO) showed the poorest association of all the social factors. According to this finding, FOMO does play a role in impulsive buying, although its impact is still quite small. Although people who suffer from FOMO could feel pressured to seize fashion opportunities right away, this influence is not as strong as it is for other social factors.

Table 4.4.2.1.5: Correlation between Social Media Trends/Influencers and Impulse Buying Behaviour

	Social media trends and influencers significantly	I frequently/ often make impulse purchases of fashion apparel
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	influence my fashion buying decisions	
Social media trends and influencers significantly influence my fashion buying decisions	1	
I frequently/ often make impulse purchases of fashion apparel	0.251475293	1

(Source: Researcher 2024)

On the other hand, there was a moderately favourable association ($r = 0.251$) between social media trends and influencers. This implies that exposure to social media trends and influencer endorsements has a major role in influencing impulsive purchases. Social media influences are the most significant social component, highlighting the influence of digital marketing and trend visibility in shaping consumer behaviour.

4.4.2.2 Regression Analysis of Social Factors

The regression analysis further quantified the influence of social factors on impulse buying behaviour.

Table 4.4.2.2.1: Regression Summary for Societal Norms

<i>Regression Statistics</i>	
Multiple R	0.1469
R Square	0.021579

Adjusted R Square	0.019025
Standard Error	1.321492
Observations	385

(Source: Researcher 2024)

Table 4.4.2.2.2: ANOVA Summary for Societal Norms

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	14.75174	14.75174	8.447232	0.003868
Residual	383	668.8483	1.74634		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.2.2.3: Regression Coefficient for Societal Norms Regression Analysis for Peer Pressure:

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>

Intercept	2.392421	0.1555 69	15.378 53	6.67E- 42	2.0865 45	2.6982 97	2.0865 45	2.6982 97
Societal norms and cultural expectations influence my impulse buying of fashion apparel.	0.144625	0.0497 61	2.9064 12	0.0038 68	0.0467 87	0.2424 63	0.0467 87	0.2424 63

(Source: Researcher 2024)

For societal norms and cultural expectations, the R Square value was 0.022, indicating that 2.2% of the variation in impulse buying behaviour is explained by this factor. The ANOVA results ($F = 8.45$, $p = 0.0039$) confirm that the model is statistically significant. The regression coefficient ($\beta = 0.145$, $p = 0.0039$) reveals a small but significant positive relationship, suggesting that societal norms modestly contribute to impulsive buying decisions.

Table 4.4.2.2.4: Regression Summary for Peer Pressure

<i>Regression Statistics</i>	
Multiple R	0.146625
R Square	0.021499

Adjusted R Square	0.018944
Standard Error	1.321546
Observations	385

(Source: Researcher 2024)

Table 4.4.2.2.5: ANOVA Summary for Peer Pressure

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	14.69658	14.69658	8.41495	0.003936
Residual	383	668.9034	1.746484		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.2.2.6: Regression Coefficient for Peer Pressure

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.415999	0.148525	16.26666	1.32E-45	2.123973	2.708024	2.123973	2.708024

Peer pressure affects my impulse buying behaviour	0.145799	0.050261	2.900853	0.003936	0.046978	0.244621	0.046978	0.2446
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The factor concerning peer pressure produced an R Square value of 0.021, meaning that 2.1% of the variation in impulse buying behaviour can be attributed to peer influence. The ANOVA results ($F = 8.41$, $p = 0.0039$) validate the model's significance. The regression coefficient ($\beta = 0.146$, $p = 0.0039$) indicates a small but notable positive effect, confirming that peer pressure has a minor role in encouraging unplanned purchases.

Table 4.4.2.2.7: Regression Summary for Recommendations

<i>Regression Statistics</i>	
Multiple R	0.147957
R Square	0.021891
Adjusted R Square	0.019337
Standard Error	1.321281
Observations	385

(Source: Researcher 2024)

Table 4.4.2.2.8: ANOVA Summary for Recommendations

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	14.96485	14.96485	8.571993	0.003618
Residual	383	668.6352	1.745784		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.2.2.9: Regression Coefficient for Recommendations

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.36224	0.163983	14.40543	6.71E-38	2.039821	2.684659	2.039821	2.684659
Recommendations from friends and family lead me to make impulse purchases	0.146427	0.050013	2.927797	0.003618	0.048093	0.244761	0.048093	0.244761

(Source: Researcher 2024)

For recommendations from friends and family, the R Square value was 0.022, showing that 2.2% of the variance in impulse buying behaviour is explained by this factor. The ANOVA results ($F = 8.57$, $p = 0.0036$) confirm the statistical significance of the model. The regression coefficient ($\beta = 0.146$, $p = 0.0036$) highlights the small yet significant positive impact of recommendations from trusted individuals on impulsive purchases.

Table 4.4.2.2.10: Regression Summary for FOMO

<i>Regression Statistics</i>	
Multiple R	0.146625
R Square	0.021499
Adjusted R Square	0.018944
Standard Error	1.321546
Observations	385

(Source: Researcher 2024)

Table 4.4.2.2.11: ANOVA Summary for FOMO

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>

Regression	1	14.69658	14.69658	8.41495	0.003936
Residual	383	668.9034	1.746484		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.2.12: Regression Coefficient for FOMO

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.415999	0.148525	16.26666	1.32E-45	2.123973	2.708024	2.123973	2.7080
Peer pressure affects my impulse buying behaviour	0.145799	0.050261	2.900853	0.003936	0.046978	0.244621	0.046978	0.2446

(Source: Researcher 2024)

The factor Fear of Missing Out (FOMO) had a lower R Square value of 0.018, indicating that only 1.8% of the variation in impulse buying behaviour can be explained by this factor. The ANOVA results ($F = 6.85$, $p = 0.0092$) confirm the significance of the model. The regression coefficient ($\beta = 0.131$, $p = 0.0092$) reveals a small positive effect, suggesting that while FOMO contributes to impulsive buying, its overall impact is minimal.

Regression Summary for Social Media Trends/Influencers

<i>Regression Statistics</i>	
Multiple R	0.147957
R Square	0.021891
Adjusted R Square	0.019337
Standard Error	1.321281
Observations	385

(Source: Researcher 2024)

Table 4.4.2.2.14: ANOVA Summary for Social Media Trends/Influencers

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	14.96485	14.96485	8.571993	0.003618
Residual	383	668.6352	1.745784		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.2.2.15: Regression Coefficient for Social Media Trends/Influencers

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.36224	0.163983	14.40543	6.71E-38	2.039821	2.684659	2.039821	2.684659
Recommendations from friends and family lead me to make impulse purchases	0.146427	0.050013	2.927797	0.003618	0.048093	0.244761	0.048093	0.244761

(Source: Researcher 2024)

Finally, for social media trends and influencers, the R Square value was the highest among social factors at 0.063, meaning that 6.3% of the variation in impulse buying behaviour is explained by this factor. The ANOVA results ($F = 25.86$, $p < 0.0001$) confirm the model's strong significance. The regression coefficient ($\beta = 0.247$, $p < 0.0001$) indicates a moderate and significant positive effect, highlighting that social media and influencer trends are substantial drivers of unplanned purchases.

4.4.3 Environmental Factors

4.4.3.1 Correlation between Environmental Factors and Impulse Buying Behaviour

The correlation analysis between environmental factors and impulse buying behaviour revealed distinct relationships with various aspects of the retail environment.

Table 4.4.3.1.1: Correlation between In-Store Promotions and Impulse Buying Behaviour

	In-store displays and promotions influence my impulse buying E.g. When a display say 50% off	I frequently/ often make impulse purchases of fashion apparel
In-store displays and promotions influence my impulse buying E.g. When a display say 50% off	1	
I frequently/ often make impulse purchases of fashion apparel	0.115054019	1

(Source: Researcher 2024)

For in-store displays and promotions, a weak positive correlation was observed ($r = 0.115$). This result indicates that promotional displays, such as discounts or sales signs, have a minor but positive effect on impulsive buying behaviour. Although the relationship is weak, it reflects the ability of well-placed promotions to encourage unplanned purchases.

Table 4.4.3.1.2: Correlation between Store Music and Lighting and Impulse Buying Behaviour

	Store music and lighting affect my mood and impulse buying behaviours for fashion Apparel	I frequently/ often make impulse purchases of fashion apparel
Store music and lighting affect my mood and impulse buying behaviours for fashion Apparel	1	

I frequently/ often make impulse purchases of fashion apparel	0.073641378	1
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(Source: Researcher 2024)

The factor store music and lighting demonstrated a very weak positive correlation ($r = 0.074$). This suggests that while store ambiance influences mood to some extent, its impact on impulsive buying behaviour is minimal. Music and lighting play a limited role in driving unplanned purchases compared to other environmental factors.

Table 4.4.3.1.3: Correlation between Sales Events/Promotions and Impulse Buying Behaviour

	I make more impulsive purchases during sales or promotional Displays	I frequently/ often make impulse purchases of fashion apparel
I make more impulsive purchases during sales or promotional Displays	1	
I frequently/ often make impulse purchases of fashion apparel	0.183187971	1

(Source: Researcher 2024)

A slightly stronger correlation was found for sales or promotional events, with $r = 0.183$. This result highlights that display such as sales significantly contribute to impulsive purchases, as consumers are more likely to buy unplanned items during promotional periods.

Table 4.4.3.1.4: Correlation between Store Layout and Aesthetics and Impulse Buying Behaviour

	Store layout and aesthetics significantly influence my impulse buying decisions	I frequently/ often make impulse purchases of fashion apparel
Store layout and aesthetics significantly influence my impulse buying decisions	1	
I frequently/ often make impulse purchases of fashion apparel	0.121835699	1

(Source: Researcher 2024)

For store layout and aesthetics, a weak positive correlation ($r = 0.122$) was observed. This suggests that visually appealing store layouts and organized aesthetics can encourage impulsive purchases, although the influence is modest.

Table 4.4.3.1.5: Correlation between Attractive Online Shopping Websites and Impulse Buying Behaviour

	Attractive online shopping websites increase my likelihood of making impulse purchases	I frequently/ often make impulse purchases of fashion apparel
Attractive online shopping websites increase my likelihood of making impulse purchases	1	
I frequently/ often make impulse purchases of fashion apparel	-0.057609321	1

(Source: Researcher 2024)

In contrast, attractive online shopping websites exhibited a very weak negative correlation ($r = -0.058$). This result indicates that appealing online platforms do not significantly increase impulsive buying and, in some cases, may even slightly reduce unplanned purchases.

4.4.3.2 Regression Analysis of Environmental Factors

The regression analysis further evaluated the effect of environmental factors on impulse buying behaviour .

Table 4.4.3.2.1: Regression Summary for In-Store Displays

<i>Regression Statistics</i>	
Multiple R	0.115054
R Square	0.013237
Adjusted R Square	0.010661
Standard Error	1.327113
Observations	385

(Source: Researcher 2024)

Table 4.4.3.2.2: ANOVA Summary for In-Store Displays

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	9.049105	9.049105	5.137948	0.023965
Residual	383	674.5509	1.761229		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.3.2.3: Regression Coefficient for In-Store Displays

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.413776	0.183323	13.16676	6.41E-33	2.053329	2.774222	2.053329	2.774222
In-store displays and promotions influence my impulse buying E.g. When a display say 50% off	0.113682	0.050153	2.266704	0.023965	0.015072	0.212292	0.015072	0.212292

(Source: Researcher 2024)

For in-store displays and promotions, the R Square value was 0.013, indicating that 1.3% of the variation in impulse buying behaviours explained by this factor. The ANOVA results ($F = 5.14$, $p = 0.024$) confirm the model's significance. The regression coefficient ($\beta = 0.114$, $p = 0.024$) shows a small positive effect, suggesting that promotional displays have a limited but significant impact on impulsive purchases.

Table 4.4.3.2.4: Regression Summary for Store Music and Lighting

<i>Regression Statistics</i>	
Multiple R	0.073641
R Square	0.005423
Adjusted R Square	0.002826
Standard Error	1.332358
Observations	385

(Source: Researcher 2024)

Table 4.4.3.2.5: ANOVA Summary for Store Music and Lighting

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>

Regression	1	3.707199	3.707199	2.088354	0.149244
Residual	383	679.8928	1.775177		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.3.2.6: Regression Coefficient for Store Music and Lighting

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.597789	0.155533	16.7025	1.94E-47	2.291984	2.903594	2.291984	2.903594
Store music and lighting affect my mood and impulse buying behaviours for Fashion Apparel	0.074144	0.051307	1.445114	0.149244	-0.02673	0.175022	-0.02673	0.175022

(Source: Researcher 2024)

The factor store music and lighting yielded an R Square value of 0.005, showing that only 0.5% of the variation in impulse buying is explained by this factor. The ANOVA results ($F = 2.09$, $p = 0.149$) indicate that the model is not statistically significant. The regression coefficient ($\beta = 0.074$, $p = 0.149$) confirms that store ambiance has an insignificant effect on impulse buying behaviour .

Table 4.4.3.2.7: Regression Summary for Sales Events/Promotions

<i>Regression Statistics</i>	
Multiple R	0.183188
R Square	0.033558
Adjusted R Square	0.031034
Standard Error	1.313378
Observations	385

(Source: Researcher 2024)

Table 4.4.3.2.8: ANOVA Summary for Sales Events/Promotions

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	22.94013	22.94013	13.29893	0.000302
Residual	383	660.6599	1.72496		

Total	384	683.6			
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(Source: Researcher 2024)

Table 4.4.3.2.9: Regression Coefficient for Sales Events/Promotions

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.192423	0.17955	12.21064	3.45E-29	1.839396	2.545451	1.839396	2.545451
I make more impulsive purchases during sales or promotional events	0.180631	0.049532	3.64677	0.000302	0.083243	0.278019	0.083243	0.278019

(Source: Researcher 2024)

For sales or promotional displays, the R Square value was 0.034, meaning that 3.4% of the variance in impulse buying behaviour is explained by this factor. The ANOVA results (F = 13.30, p = 0.0003) confirm the model's significance. The regression coefficient ($\beta = 0.181$, p = 0.0003) highlights a moderate and significant positive effect, reinforcing the role of sales events in encouraging impulsive purchases.

Table 4.4.3.2.10: Regression Summary for Store Layout and Aesthetics

<i>Regression Statistics</i>	
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Multiple R	0.121836
R Square	0.014844
Adjusted R Square	0.012272
Standard Error	1.326032
Observations	385

(Source: Researcher 2024)

Table 4.4.3.2.11: ANOVA Summary for Store Layout and Aesthetics

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	10.14732	10.14732	5.770891	0.016769
Residual	383	673.4527	1.758362		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.3.2.12: Regression Coefficient for Store Layout and Aesthetics

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.409183	0.176165	13.67572	6.01E-35	2.062811	2.755555	2.062811	2.755555

Store layout and aesthetics significantly influence my impulse buying decisions	0.12466	0.051893	2.402268	0.016769	0.02263	0.22669	0.02263	0.2
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(Source: Researcher 2024)

The factor store layout and aesthetics produced an R Square value of 0.015, with the ANOVA results ($F = 5.77$, $p = 0.017$) confirming the model's significance. The regression coefficient ($\beta = 0.125$, $p = 0.017$) suggests a small but significant positive effect, indicating that visually appealing store designs moderately influence impulsive purchases.

Table 4.4.3.2.13: Regression Summary for Online Shopping Websites

<i>Regression Statistics</i>	
Multiple R	0.057109
R Square	0.003261
Adjusted R Square	0.000659
Standard Error	1.333805
Observations	385

(Source: Researcher 2024)

Table 4.4.3.2.14: ANOVA Summary for Online Shopping Websites

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	2.229557	2.229557	1.25324	0.263636
Residual	383	681.3704	1.779035		
Total	384	683.6			

(Source: Researcher 2024)

Table 4.4.3.2.15: Regression Coefficient for Online Shopping Websites

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.960097	0.158344	18.69409	7E-56	2.648765	3.27143	2.648765	3.27143
Attractive online shopping websites increase my likeliho	-0.05412	0.04834	1.11948	0.263636	0.14916	0.040929	0.14916	0.040929

od of making impulse purchas es								
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(Source: Researcher 2024)

Finally, for attractive online shopping websites, the R Square value was 0.003, and the ANOVA results ($F = 1.25$, $p = 0.264$) indicate that the model is not significant. The regression coefficient ($\beta = -0.054$, $p = 0.264$) confirms a very weak and insignificant negative relationship, suggesting that appealing online platforms have little to no effect on impulsive buying behaviour .

4.6 Chapter Summary

This chapter examined the connections between environmental, social, and psychological elements and impulsive purchasing behaviour using the results of inferential studies. The findings indicated that while all three elements significantly improve impulse buying, psychological aspects had the biggest effect. These elements work together to explain 81.2% of the variation in impulsive purchasing behaviour, demonstrating how crucial they are to comprehending this phenomenon.

CHAPTER FIVE: DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

The results of the study on the psychological, social, and environmental elements impacting professional women fashion customers' impulsive purchasing behaviour in Nairobi County are extensively addressed in this chapter. The results are placed in the sociocultural context of Nairobi and combined with previously published research and theoretical frameworks. Additionally, conclusions, suggestions, and areas for additional study are given.

5.2 Discussion of Findings

5.2.1 Psychological Factors and Impulse Buying Behaviour

According to the study, psychological variables significantly impact impulsive purchasing behaviour, as demonstrated by emotional states like enthusiasm and enjoyment. Emotional states and impulse buying were found to be positively and statistically significantly correlated ($\beta = 0.163$, $p = 0.0008$) in the regression analysis, suggesting that customers who were happy or excited were more likely to make impulsive purchases. These results are consistent with those of Verplanken and Sato (2011), who emphasized the critical role that emotions play in impulsive choices.

Similarly, there was a positive correlation between stress and melancholy and impulse purchase ($\beta = 0.224$, $p = 1.9E-06$). The Stimulus-Organism-Response (S-O-R) Theory, which holds that consumer reactions to external stimuli are mediated by interior emotional states, is supported by this research. In line with Harmon-Jones et al.'s (2018) claim that psychological insecurities underlying impulsive behaviors, negative emotions like stress frequently functioned as coping mechanisms, whereas positive emotions increased excitement and satisfaction through impulsive purchases.

A substantial positive correlation ($\beta = 0.130$, $p = 0.0092$) indicates that psychological triggers were further exacerbated by the role of FOMO. The respondents indicated a strong propensity to buy things on the spur of the moment in order to take advantage of possibilities like sales and popular items. This result is consistent with the findings of Djafarova and Rushworth (2017), who emphasized FOMO as a factor that contributes to impulsive buying in online

settings. The temptation to fit in with aspirational trends in Nairobi's professional circles amplifies the impact of FOMO and sets it apart from less socially competitive settings elsewhere.

Furthermore, there was a significant relationship between self-esteem and impulse buying behaviour ($\beta = 0.143$, $p = 0.0047$), with respondents who had variable or lower self-esteem being more likely to make impulsive purchases. This confirms the findings of Harmon-Jones et al. (2018) that people may shop in order to feel validated or relieved emotionally. When taken as a whole, the interaction of emotional states, FOMO, and self-esteem highlights how psychological factors significantly impact professional women's impulsive purchasing in Nairobi.

5.2.2 Social Factors and Impulse Buying Behaviour

Peer pressure and cultural norms were found to be important social factors that significantly impacted impulse buying behavior. Peer pressure and impulse buying behavior were shown to be positively correlated in the regression results ($\beta = 0.145$, $p = 0.0039$), suggesting that friend recommendations and actions greatly boosted impulsive purchases. These results support the claims made by Park and Kim (2018) that interpersonal relationships play a significant role in impulsive purchases.

A statistically significant influence was also shown by recommendations from trusted networks, like friends and family ($\beta = 0.146$, $p = 0.0036$), highlighting the importance of social validation in decision-making. The sociocultural context of Nairobi emphasizes group identification and ties, which increases the impact of social constraints on consumer behaviour.

The influence of social factors was further enhanced by social media trends and influencers, with a high positive correlation found ($\beta = 0.247$, $p = 5.77E-07$). According to the respondents, aspirational content and carefully manicured lifestyles displayed on social media sites like Facebook and Instagram have an impact on them. These results are consistent with the Social Comparison Theory, which holds that people evaluate themselves against others in order to fit in with society's expectations. In a similar vein, Djafarova and Rushworth (2017) highlighted how influential people can sway consumer opinions. Nairobi's fashion consumers are more

exposed to aspirational trends than those in Western contexts, where social media content is frequently more varied. This makes them more vulnerable to impulsive purchases motivated by social comparison.

5.2.3 Environmental Factors and Impulse Buying Behaviour

The study discovered that environmental elements, such as sales events, store aesthetics, and promotions, had a big impact on impulsive purchasing behaviour. Discounts and time-limited offers were examples of in-store promotions that had a strong positive effect ($\beta = 0.180$, $p = 0.0003$), suggesting that customers were more likely to make impulsive purchases when they were exposed to promotional stimuli. This confirms the findings of Tendai and Crispen (2009), who emphasized how promotions create a sense of urgency that encourages impulsive purchasing.

Additionally, there was a positive correlation between impulse purchase and other environmental cues, including store layout and aesthetics ($\beta = 0.124$, $p = 0.0167$). The respondents observed that well-organized layouts and aesthetically pleasing establishments improved their shopping experiences and prompted impulsive purchases. This is consistent with the Environmental Psychology Model, which postulates that outside factors such as design, lighting, and music affect the feelings and actions of customers.

Interestingly, there was no significant impact from online platforms like visually appealing websites ($\beta = -0.054$, $p > 0.05$). This draws attention to a contextual difference in Nairobi, where conventional shop settings continue to rule because they offer a more complex sensory experience. On the other hand, despite their growth, online platforms do not offer the immersive experiences that encourage impulsive behaviour in physical businesses.

The impact of sales events and promotional displays was equally significant; respondents said that visually stimulating promotions made them more likely to make impulsive purchases ($\beta = 0.113$, $p = 0.0239$). These contextual elements' combined impact highlights how important they are in fostering favourable retail environments that encourage impulsive purchases.

5.3 Conclusions

According to the study's findings, professional women fashion buyers in Nairobi are highly influenced by psychological, social, and environmental aspects while making impulsive purchases. Self-esteem, FOMO, and both positive and negative emotional states were identified as important psychological triggers, demonstrating the significant impact of internal moods on purchasing behaviour. Peer pressure, family recommendations, and influencer-driven material were among the social elements that further showed a substantial impact, highlighting the importance of communal identity and social comparison in Nairobi's fashion industry. Impulsive purchase was also found to be influenced by environmental elements, such as sales events, store aesthetics, and promotions; real retail locations had a greater impact than online platforms.

These results show a mix of common consumer behaviours and particular contextual variations in Nairobi's sociocultural setting, where social constraints and aspirational consumerism interact to influence buying choices.

5.4 Recommendations

To increase public knowledge of the social and psychological factors that contribute to impulsive purchases, policymakers should concentrate on launching consumer education initiatives. Customers can be empowered to make better judgments by learning how emotions, peer pressure, and marketing tactics affect their purchasing decisions. Furthermore, legal frameworks must guarantee that promotional methods are transparent. Policies that require the terms and circumstances of sales events, discounts, and limited-time offers to be communicated clearly can shield customers from deceptive practices that encourage rash purchases.

Retailers must improve their store surroundings from a managerial standpoint in order to foster experiences that promote impulsive purchases. This can be accomplished by creating a sense of urgency and excitement through limited-time discounts, well-organized store layouts, and captivating product displays. Another successful tactic is working with reputable social media influencers, especially in Nairobi's cutthroat fashion industry where aspirational material fuels social comparison and consumption. Enhancing sensory engagement through tailored buying

recommendations and dynamic website designs is crucial for online retailers. Improving online purchasing will make it more engaging and enticing to impulsive purchasers.

Theoretically, future studies should examine how cultural differences in impulse buying behaviour differ in various contexts, including urban and rural places. Gaining a deeper understanding of how socioeconomic and cultural aspects impact customer choices can help one better understand purchasing patterns. In order to better understand how attitudes, norms, and perceived control influence impulsive purchasing decisions, sophisticated models such as the Theory of Planned Behaviour could be used to analyse the interaction of psychological, social, and environmental elements.

5.5 Study Limitations and Suggestions for Further Research

This study was confined to Nairobi County and focused exclusively on professional female consumers, which limits the generalizability of the findings. To address this limitation, future research should expand to include rural regions and semi-urban areas to capture a broader and more diverse spectrum of consumer behaviour. Additionally, incorporating male consumers and individuals from various socio-economic backgrounds would provide a more holistic understanding of impulse buying dynamics in the fashion sector.

The accuracy of the results may be impacted by potential biases introduced by the use of self-reported data, such as social desirability and recall errors. To confirm the findings and improve dependability, future studies should think about including observational methods or hybrid approaches, like experiments and interviews. Future research can provide more in-depth understanding of the variables impacting impulsive purchasing behavior in various circumstances and populations by tackling these constraints.

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APPENDICES

Appendix I: Introduction Letter

Dear Participant,

I am currently pursuing a Bachelor of Commerce Degree at Strathmore University and am in the process of completing my Bachelor's Research Project. I invite you to participate in a study titled "Factors Influencing Impulse Buying Behaviour Among Professional Female Fashion Apparel Consumers in Nairobi, Kenya." This study is solely for academic purposes.

The attached questionnaire is designed to gather information on what influences students to make purchases through social media. Your participation in this research is entirely voluntary, and your responses will remain confidential and anonymous. The data collected will be reported only as an aggregated total.

If you agree to participate, please answer the questions in the questionnaire to the best of your ability. It should take about 10 minutes to complete. If you have any questions about the project, feel free to contact me.

Thank you for your assistance.

Kind regards,

Julie Sakwa

Student Admission No. 145685

Strathmore University

Appendix II: Questionnaire

This questionnaire has been designed to assist the research in gathering information on the “Factors Influencing Impulse Buying Behaviour Among Professional Female Fashion Apparel Consumers in Nairobi, Kenya.” Kindly answer the following questions honestly and accurately. The information given shall be kept confidential. Please do not write your name on this questionnaire.

Section A: General Questions

Please tick or fill in where necessary.

1. Participant’s gender:

- Male

- Female

2. Indicate your age bracket:

- 18-25

- 26-35

- 36-45

- 46-55

- 56 and above

3. Employment status:

- Employed

- Self-employed

- Unemployed

- Student

-Part- Timer

Which field do you work in

Hospitality

Retail

Manufacturing

Technology

Healthcare

Finance

Agriculture

Research

Energy

Transportation and Logistics

Real Estate

Media and Entertainment

Marketing and Advertising

Business Services

Other...

4. What type of home do you live in?

- Apartment

- Single-family home

- Gated community

- Informal settlement

- Bedsitter

5. Do you have access to running water and electricity?

- Yes

- No

6. What is your highest level of education?

- Primary

- Secondary

- Tertiary (University/College)

- No formal Education

- Post Graduate Education

7. What is your household's monthly income range?

- Below Ksh 20,000

- Ksh 20,000 - Ksh 50,000

- Ksh 50,000 - Ksh 100,000

- Ksh 100,000 and above

Section B: Psychological Factors

Please indicate with a tick, the extent to which you agree with the following statements using the scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
I make impulsive purchases of fashion Apparel when I am happy or excited					
I make impulsive purchases of Fashion Apparel when I am stressed or sad					
My self-esteem influences my buying decisions					
I consider myself an impulsive shopper for fashion apparel					
My personality traits (e.g., impulsiveness) affect my shopping behaviour					

Section C: Social Factors

Please indicate with a tick, the extent to which you agree with the following statements using the scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
Societal norms and cultural expectations influence my impulse buying of fashion apparel.					

Peer pressure affects my impulse buying behaviour					
Recommendations from friends and family lead me to make impulse purchases					
Fear of Missing Out (FOMO) impacts my fashion apparel purchases					
Social media trends and influencers significantly influence my fashion buying decisions					

Section D: Environmental Factors

Please indicate with a tick, the extent to which you agree with the following statements using the scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
In-store displays and promotions influence my impulse buying E.g. When a display say 50% off					
Store music and lighting affect my mood and impulse buying behaviours for fashion Apparel					

I make more impulsive purchases during sales or promotional events					
Store layout and aesthetics significantly influence my impulse buying decisions					
Attractive online shopping websites increase my likelihood of making impulse purchases					

Section E: Consumer Impulse Buying Behaviour

Please indicate with a tick, the extent to which you agree with the following statements using the scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
I frequently/ often make impulse purchases of fashion apparel					

Section 7: Consumer Impulse Buying Behaviour Impact

To investigate how impulse buying affects customer loyalty and repeat purchases, you could frame the questions like this:

1. Have you made an impulsive purchase of fashion apparel from the same store/brand more than once?

- Yes

- No

2. If yes, please explain why your repurchasing from a brand/store after making an impulse purchase.

- Yes

- No

3. Does making an impulse purchase increase your likelihood of returning to the same brand/store for future purchases?

-Yes

-No

3. Please explain why you are repurchasing from a brand/store after making an impulse purchase. (Verbatim)

Thank you for your participation. Your responses will be kept confidential and used solely for academic purposes. Please ensure you answer all questions to the best of your ability