

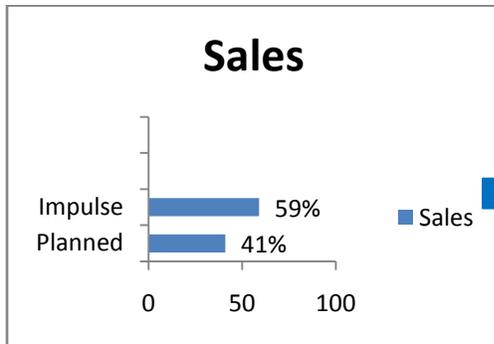
Men are Impulsive to Buy Apparel: Ads have little impact

Customer buying behavior is influenced by psychological factors such as impulses at the time of actual purchase

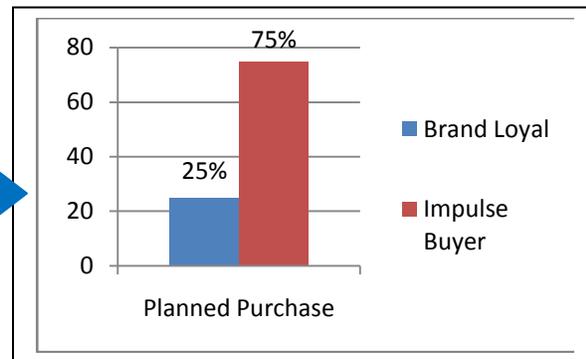
75% of Indian men are influenced in store while buying clothes by visual merchandising rather than by ads, according to Nielsen. Only 25% of customers are influenced by ads to prefer a particular brand.

- 59% of men are impulse buyers who make a purchase decision within the store.
- 41% of men plan to buy apparel in advance but only 25% customers stick to their preferred brand in the store.
- That means 75% of planned customers go impulsive within the store by visual merchandising.

The **psychological factors** that influence consumer buying behavior are motivation, perception, learning, personality, attitude, etc. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. Consumers' buying behavior and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological factors.



Planned vs. Impulse Purchase amongst Men



Brand Loyal Vs Impulse Buyer amongst Planned Buyers

- According to Nielsen, Indian working men easily switch within a repertoire of brands without any loyalty. Ads can only influence men till to find a place in their repertoire of 5-7 brands if they match with their expectations.
- Men are influenced more by with-in-shop tactics at the time of actual purchase i.e. making choice amongst the repertoire of brands
- Brands have to ensure that they influence and stay in the repertoire of the shopper
- Since apparel is largely an undifferentiated category, men are influenced more by visibility within the store. Visibility can also be brought about by advertising.
- Ad has to be creative enough to create differentiation in the undifferentiated apparel category.

Topic	Course
Psychological factors: Understanding consumer buying behavior: Unit 5.3	Marketing Management

Source: kar, S (2013), Men shop for apparel brands impulsively, ads ineffective, Business Standard, Sep 26, 2013